PROBLEM

Farmers lack real-time updates about weather, crop suggestions, and market rates.

Surplus food is wasted due to lack of proper channels to donate.

Many people suffer from malnutrition due to lack of nutrition awareness.

EXISTING ALTERNATIVES

Manual donation via local NGOs

Weather apps or YouTube advice for farmers

Health apps with limited regional language support

SOLUTION

Provide farmers with weather forecasts, crop recommendations, and market prices using APIs.

Offer personalized nutritional advice and affordable diet plans to fight undernutrition and obesity.

Connect food donors (restaurants, households) with nearby NGOs using geolocation APIs.

KEY METRICS

Number of chatbot users and interactions

Active farmer users receiving crop update

Amount of food matched/donated

UNIQUE VALUE PROPOSITION

"A one-stop chatbot for farmers, donors, and families that reduces hunger, prevents food waste, and promotes better nutrition through real-time, AI-driven support."

HIGH–LEVEL CONCEPT

AgriCare = Kisan Suvidha + Zomato Food Donation + HealthifyMe – all inside one chatbot

UNFAIR ADVANTAGE

Multi-purpose smart assistant combining agriculture, food donation, and nutrition in one bot.

Real-time integration with APIs (weather, nutrition, maps, etc.)

Multilingual support for rural reach using Google Translate or Bhashini.

CHANNELS

WhatsApp or Telegram chatbot

Web chatbot integration

CUSTOMER SEGMENTS

Small and marginal farmers

Urban and rural individuals with nutrition concerns

NGOs, food banks, restaurants, and donors

EARLY ADOPTERS

Farmers with smartphones (especially youth in rural areas)

Nutrition-conscious families and teens

NGOs looking to digitize food collection and delivery

COST STRUCTURE

Domain name and hosting

Basic development hardware

Internet charges

REVENUE STREAMS

Govt/NGO funding

CSR partnerships

Freemium plans

White-label sales