

Jaivik Setu

**BRIDGING NATURAL FARMERS AND CONSCIOUS
CONSUMERS**

Janvi Chauhan, Team Manager & Backend Developer

Ansh Yadav, Full Stack Developer

Tirth Gohel, Frontend Developer

Tej Doshi, Backend Developer

JS Jaivik Setu

AGENDA

- Problem
- Solutions
- Market Size
- Tech Stack
- UI / UX
- Go-To-Market

PROBLEM

- Farmer Challenges:
 - Struggle to find reliable buyers.
 - Dependence on middlemen reduces profits.
 - Limited market access for natural farming products.
- Consumer Challenges:
 - Difficulty in verifying genuine organic products.
 - Misinformation due to fake organic labels.
 - Trust issues in the organic market.
- Lack of Transparency:
 - No direct connection between farmers and consumers.
 - Unstructured market with unverified product claims.
- Market Implications:
 - Middlemen increase costs for consumers.
 - Genuine organic practices are overshadowed by commercial products using pesticides and insecticides.
 - Consumer confidence weakened by non-transparent systems.

SOLUTION

- Direct Farmer-to-Consumer Connection:
 - Platform connects certified natural farmers with conscious consumers.
- Farmer Verification Process:
 - Registration with farm details & contact information.
 - Submission of identity proofs, land records, and organic certifications.
 - On-site third-party inspections for soil health, water management, and sustainable practices.
 - Admin review & digital certification issued within 48 hours.
- QR Code Traceability:
 - Each product gets a unique QR code linking to its origin, farming methods, and certification details for real-time authenticity verification.
- Elimination of Middlemen & Fair Pricing:
 - Direct selling marketplace ensures fair pricing for farmers and cost savings for consumers.
 - Transparent pricing displayed, highlighting the benefits of bypassing intermediaries.

MARKET SIZE

₹21.6 lakh

₹15,917 cr

₹1,808 cr

TAM

Valued at approximately ₹21.6 lakh crore in 2024, with a projected Compound Annual Growth Rate (CAGR) of 20(13% from 2025 to 2033. [imarcgroup.com](https://www.imarcgroup.com)

SAM

Indian Organic Food Market of estimated at ₹15,917 crore in 2024, expected to reach ₹90,437 crore by 2034, growing at a CAGR of 22% during 2025-2034. [expertmarketresearch.com](https://www.expertmarketresearch.com)

SOM

Aiming to secure 2% of the Indian organic food market within the first three years, translating to approximately ₹1,808 crore in revenue.

JS Jaivik Setu

TECH STACK

- Frontend (Nextjs)
 - UI components:
 - shadcn/ui
 - react-bits
 - Animations:
 - framer motion
 - Forms & Validation:
 - yup & react-hook-form
 - State Management:
 - zustand
 - Performance:
 - next/bundle-analysis
 - Progressive web apps:
 - next-pwa
- Backend (Django)
 - REST api:
 - Django REST Framework (DRF)
 - Authentications:
 - JSON web token (JWT)
 - Cors protection:
 - Django-CORS-Headers

UI / UX

A sitemap visually represents the website's structure, showing page relationships for easy navigation and organization.

GO - T O - M A R K E T

- 1.Transaction Fees on Sales (Marketplace Model)
- 2.Subscription Plans for Farmers & Retailers
- 3.QR Code & Certification Services
- 4.Data & Insights for Businesses
- 5.Sponsored Listings & Ads

Thank you!

JAIVIK SETU

Janvi Chauhan, Team Manager & Backend Developer

Ansh Yadav, Full Stack Developer

Tirth Gohel, Frontend Developer

Tej Doshi, Backend Developer

JS Jaivik Setu