ग्रामोत्थानम्

The Superlatives

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Challenges

Farmers

- Compromised crop price. Lower Price
- Transporting crop to Mandi (breakdown, rain, accidents)
- Settling on un-profitable deal due-to-helplessness.
- No storage at Mandi (rainy days)
- Carrying cash from Mandi to Home (Robbery)

Merchant

- Pay at least 5-10% commission to the Mandi Vendors.
- Carrying cash from Office to Mandi (Cash Economy)

Solution

- Crop Bidding platform (Between Farmer Merchant)

- Bypass Mandi Vendors (No आढ़तिया)

- Cashless System → Organised System

Empowered Farmer → Empowered Village → Efficiency

Technologies

- Frontend - iOS, Xcode
- Backend – NodeJS
- Database – mLabs (MongoDB hosting)
- Cloud - Heroku

Advantages

Farmer

- Better crop price for Farmer
- No crop transport headaches for Farmer
  - Vehicle breakdown
  - No capacity arrangement (bullock cart → trucks)
  - Sell @Farm itself
- Money directly in account

Merchant

- "0" brokerage cost
- Directly procure from Farmer
- Multiple order fulfilment from same Village

Demo