FRESH FINDS

COMMON PROBLEMS WITH FARMERS

- Cope with climate change, **soil degradation** and biodiversity loss

- Inspire young people to stay in rural areas and become **future farmers**

- Prevention of pests and insects from damaging the crop and promote **organic farming**

- Farmers are continuously **forced to sell their crops** at prices demanded by the middlemen in mandis.

- Adopt ,being aware and learning **new technologies**

- Meet **rising demand** for more food of higher quality

- **Lack of knowledge** on how much amount to use chemicals on crops

OUR PROBLEM STATEMENT

- The **traditional agriculture cannot meet the requirements of modern agriculture** which requires high-yield, high quality and efficient output. Thus, it is very important to turn towards modernization of existing methods and using the information technology and data over a certain period to predict the best possible productivity and crop suitable on the very particular land.

- Middleman in mandis are exploiting farmers and **not keeping up with the MSPs** set by the government.

- Every year, crop worth 56.5 thousand crores is **damaged**.

- With increase in the usage of chemicals in farming techniques nowadays, a lot of health problems are arising in the urban city and the water bodies are being polluted.
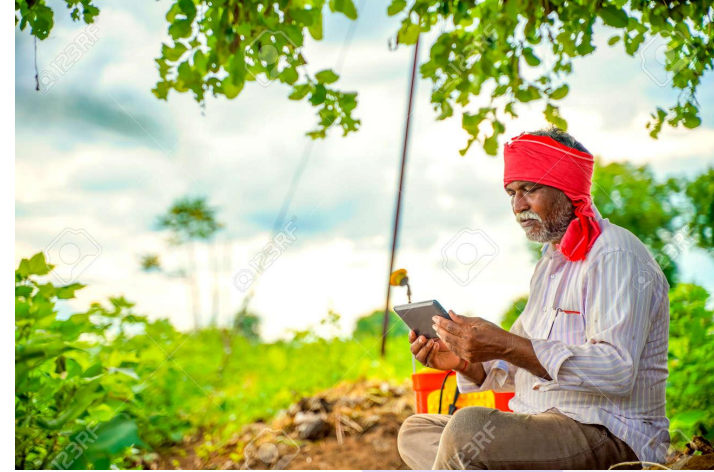
OUR IDEA

FRESH FINDS

A SMART FARMING APP TO HELP OUR FARMERS

Indian agriculture is being plagued by several problems.

Our idea is to make an android base application named Fresh Finds. In which we are trying to provide complete solution for production and management. This app makes the farmer's daily routine easy. Our app provides best info about production, management, protection & smart farming.

FEATURES OF APP

There are many features in our app

- Our app provides complete **details of crop** i.e. which crop should be grown in which season.
- It provides farmer the **surveillance system** in which farmer can view his field by sitting at home only.
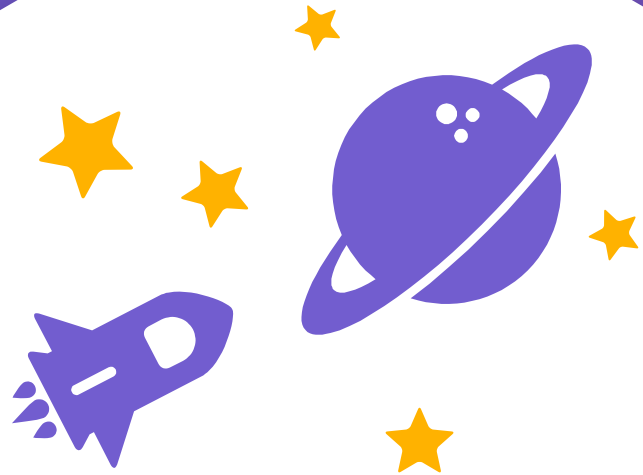
   We are looking ahead to reduce the as much as loss of farmers due to **crop damage** by the insects and birds,etc. Simultaneously adapting to organic farming techniques by

   Cameras will be installed on the farmers land through which farmer will be getting Live view of his land through app only.

- Cameras will also be detecting pests on the field, using **Artificial Intelligence** farmer will get image, location of pest on the field & complete details of pests including name & how it will be harming farmers crop.
- We are also trying to create a **direct farmer-vendor connection** ;a community for direct contact ,where the role of middleman will be equally eliminated from the mandi so farmers can no longer be exploited
- In this app farmer control his land as farmer will be getting **regular alerts for irrigation, pesticides, insecticides and fertilizers.**
- This app will be connected with the **soil moisture meters**, If moisture content is low in the soil this app will notify the farmer to on the sprinkler system.

OUR PROPOSAL

We, at fresh finds are more than happy to help farmers coming out and by solving their daily life problems related to farming

Having the government by our side

- We can urge the govt to use our product, and also allow us to have workshops and regular awareness camps to help the farmers to keep up with the technology.

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Detectors

CAMERAS

PESTICIDES

CHAT BOT

VOLUNTEERING SECTION

FERTILIZERS

IRRIGATION HELP

VIDEOS

Targeted audience and Investment

Target Audience

- Farmers
- Big lang lords
- Zamindaars

Profitability
- One time investment
- Subscription plan

THANKS!