SMART INDIA HACKATHON 2024

PROBLEM STATEMENT ID
1640
PROBLEM STATEMENT TITLE
Assured Contract Farming System for Stable Market Access
PROBLEM STATEMENT CATEGORY
Software
THEME
Agriculture, Food Tech & Rural Development
TEAM ID
25048
TEAM NAME
Cyber Spartans

FARM CONNECT

PROPOSED SOLUTION

Direct Farmer-Buyer Connection:

- Operating on a B2C model, Farm Connect helps farmers trade directly with buyers, boosting income and transparency. Features include dynamic listings, customised buyer preferences, and secure, blockchain-powered contract negotiation.

Financial and Logistical Support:

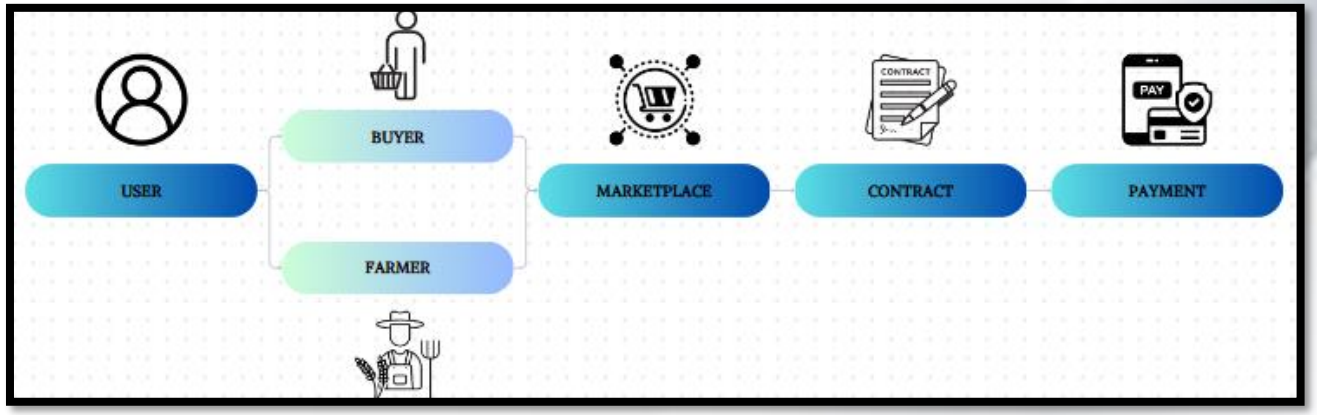
- The app offers flexible payments, farmer loans, real-time logistics tracking, and access to warehousing solutions, ensuring smooth transactions and delivery.

Secure and Transparent Engagement:

- With user verification and blockchain security, Farm Connect ensures authentic, tamper-proof agreements, fostering trust and transparency between farmers and buyers.

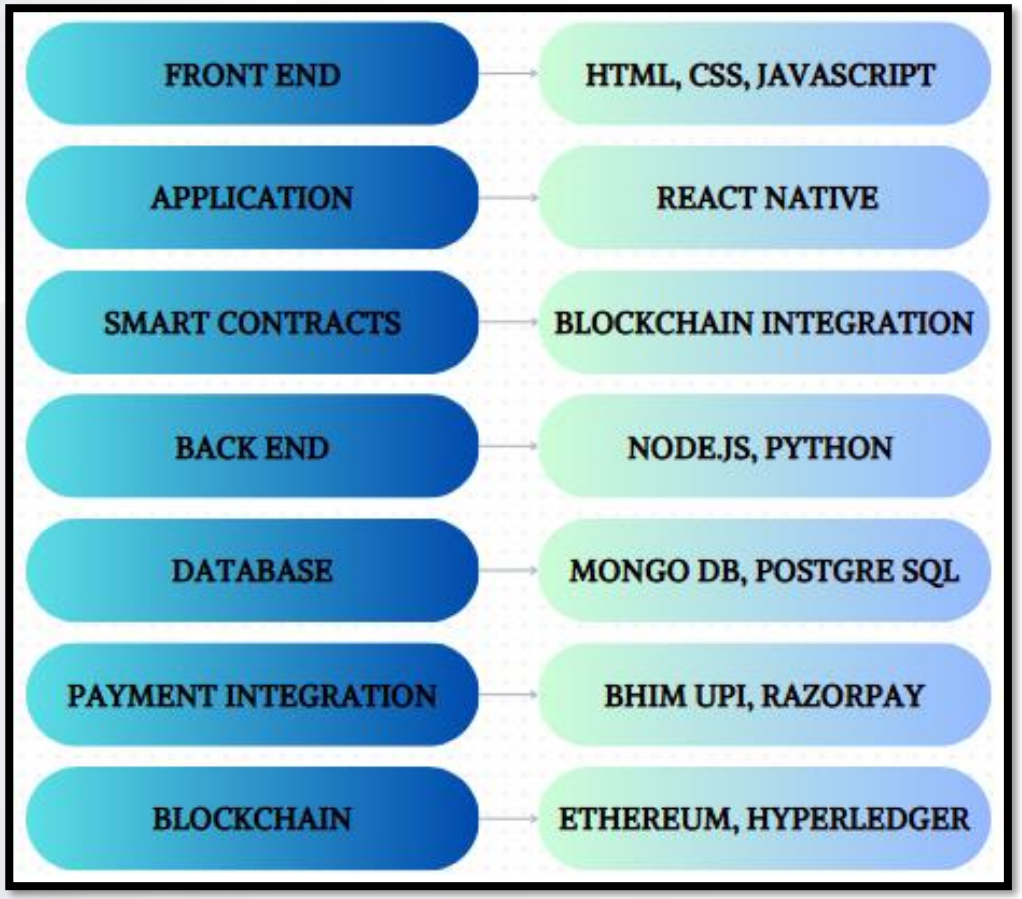
BRANDING & PROCESS

FARM CONNECT
Bridging Farms
Building Community

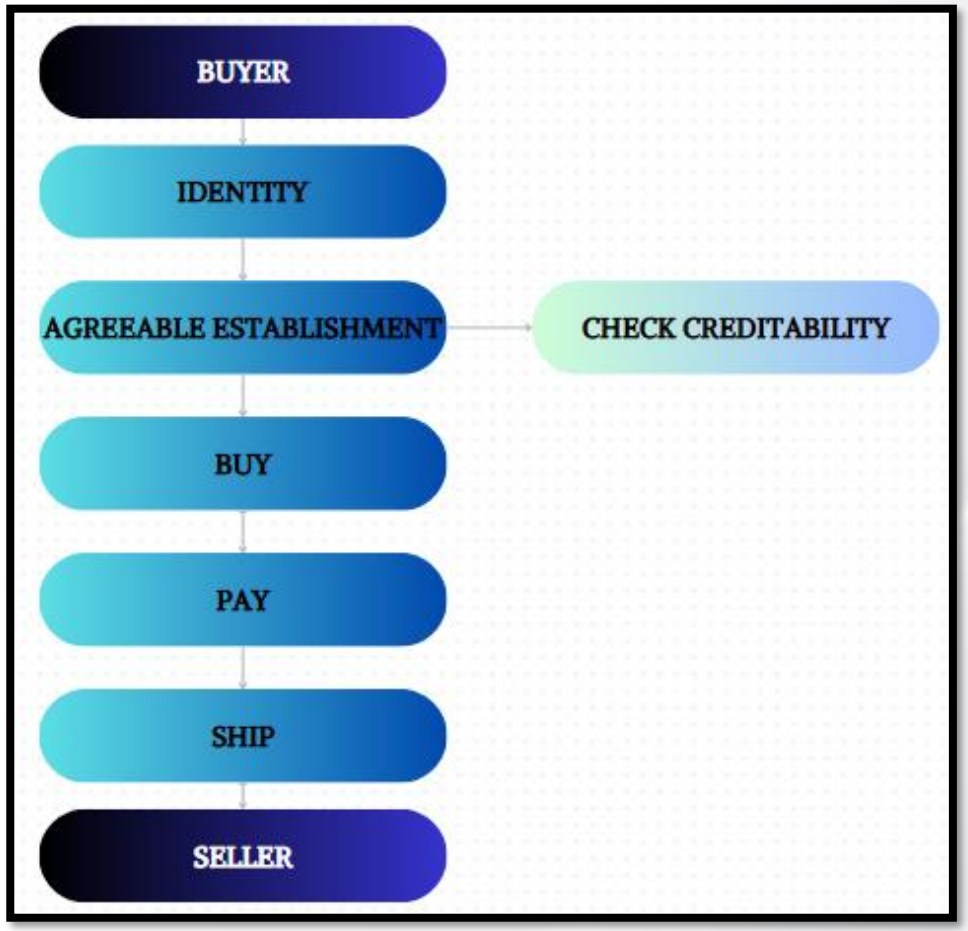


TECHNICAL APPROACH

APPLICATIONS



FUNCTIONALITY



FEASIBILITY & VIABILITY

We present a comprehensive analysis of the feasibility and viability of the "Farm Connect" project, designed to serve the farming community. It delves into key factors such as demographic focus, social acceptance, connectivity issues, digital literacy, and proposed solutions to ensure the project's success.

FEASIBILITY

Demographic Focus

- Our primary goal is to serve the farming community.
- To ensure the app meets their needs, we consider critical factors like community size, technological proficiency and openness in adopting new technology

Social Acceptance

- Success depends on how well the solution meshes with the cultural and social dynamics of the target region.
- Our assessment include evaluating local communities' readiness to embrace the app and identifying cultural or social barriers to adoption.

CHALLENGES

Connectivity Issues

- Rural areas often struggle with unreliable internet connectivity, which significantly impacts app usage.
- The lack of robust internet infrastructure in these regions results in slow data speeds, frequent disconnections, and limited access to online services.

Digital Literacy

- The varying levels of digital experience among farmers can necessitate significant training and demand user-friendly interfaces, posing challenges for agricultural technology adoption.

SOLUTIONS

Local Network & Mobile Learning Platforms

- Since network issues are more prevalent in rural and remote areas, local storage updates data based on network availability.
- Given the widespread use of mobile phones—even in remote areas—we're leveraging mobile-based solutions to reach our audience effectively.

Local Language Resources

- To enhance accessibility, we're focusing on developing digital content in languages prevalent within the target communities.

IMPACT & BENEFITS

BUYER' S POINT OF VIEW

IMPACT	BENEFIT
• Access to high-quality produce • Consistent flow of products • Expanded range of available products	• Customer satisfaction & brand reputation • Stable inventory management • Meets consumer demand effectively • Cater to diverse consumer preferences • Enhance market competitiveness

FARMER'S POINT OF VIEW

IMPACT	BENEFIT
• Reduces market uncertainties and disputes • Secures a consistent income stream through assured contracts • Promotes equitable pricing for produce	• Confidence in production decisions & sales • Better financial planning • Investment in farming activities • Increases profitability • Fosters lasting business relationships

RESEARCH & REFERENCES

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