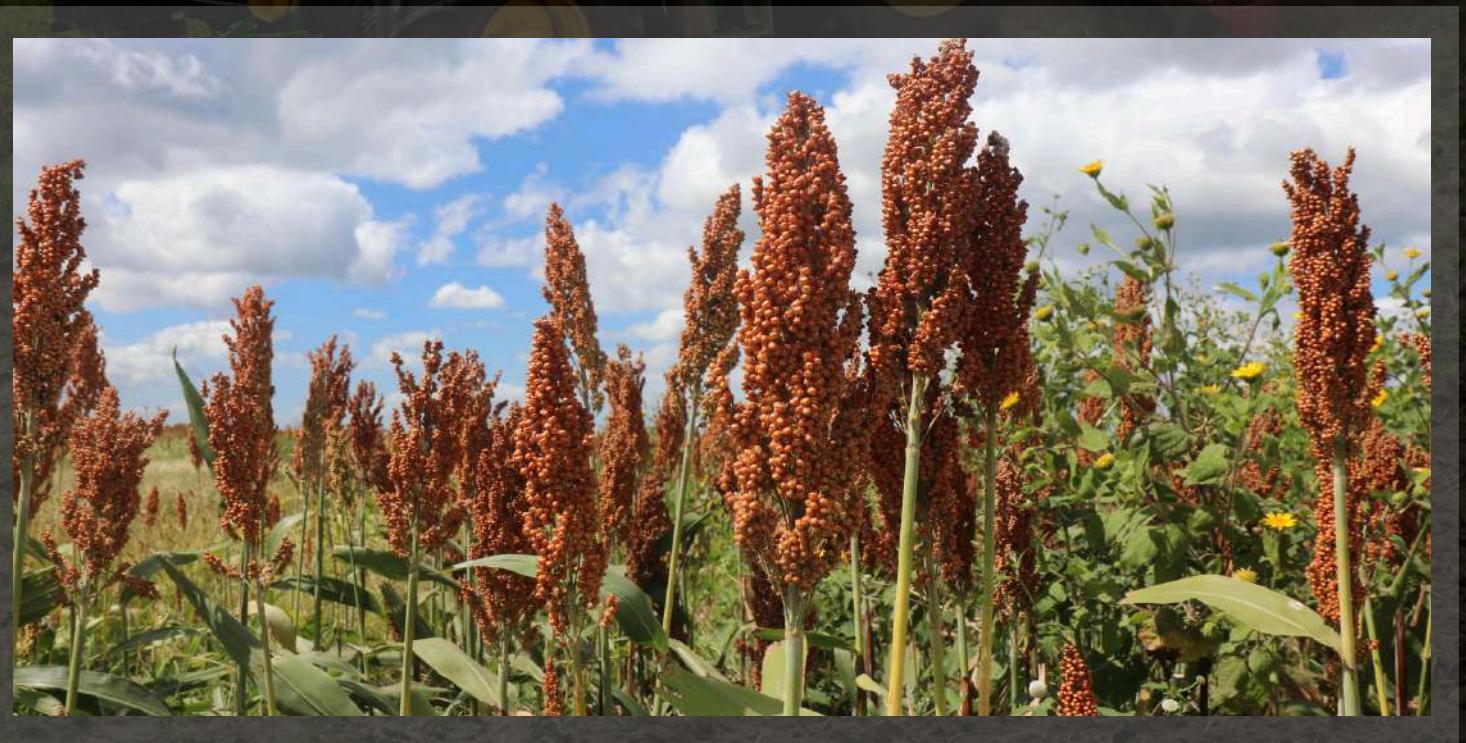
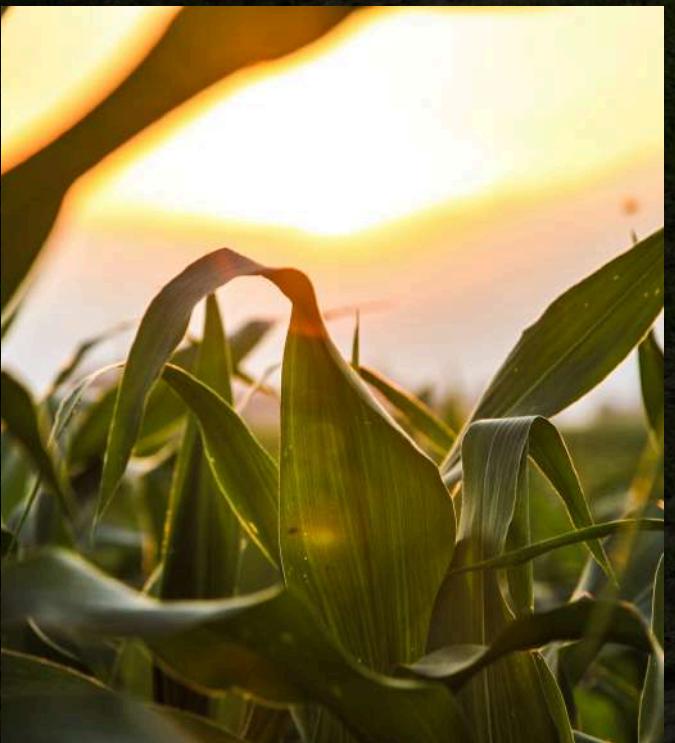


Farming The Future, Naturally

AGRICULTURAL



Problem Statement



IN TODAY'S AGRICULTURAL MARKETS, SMALL FARMERS LACK FINANCIAL TRUST AND PRICE TRANSPARENCY.

In today's agricultural markets, small farmers lack financial trust and price transparency.

Real-Time Issues Farmers Face:

- *Middlemen control pricing*
- *Buyers distrust farmer-reported quality*
- *No verified digital record of crops*
- *Delayed or cash-based payments*
- *No transaction history → no access to loans*

Ground Reality Example:

A wheat farmer sells at ₹18–₹20/kg, while the market value is ₹25–₹28/kg.

- *Problem is not production.*
- *Problem is lack of trust & financial identity.*

WHY CURRENT SYSTEM FAILS

Existing Agricultural System Gaps

Traditional Model:

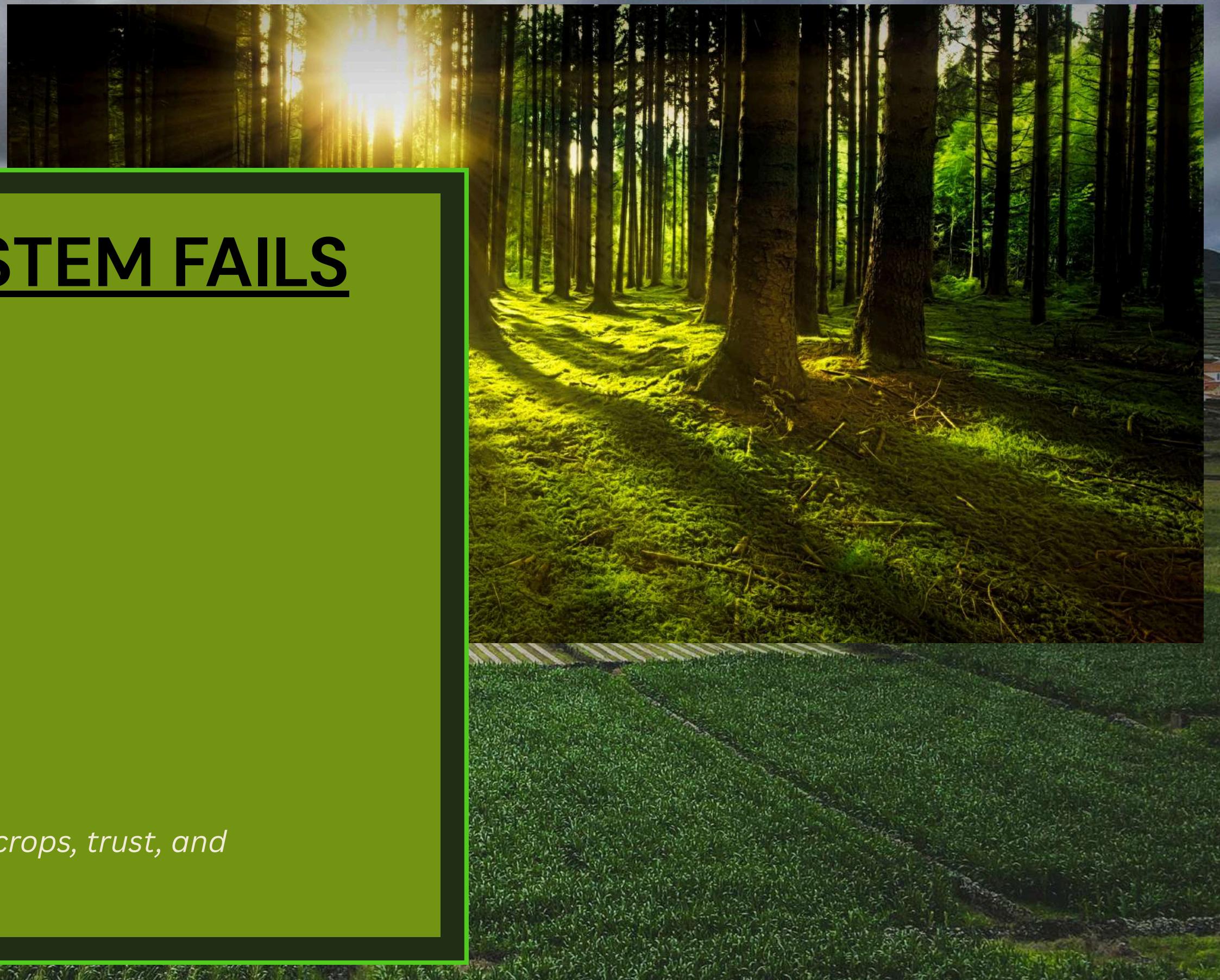
- *Manual records → easily manipulated*
- *Cash payments → no financial footprint*
- *No crop verification → buyer hesitation*
- *No data → no credit eligibility*

Impact:

- *Farmers lose 20–35% income*
- *Buyers take higher risk*
- *Financial institutions avoid lending*

Core Gap:

There is no secure digital ledger connecting crops, trust, and payments.





OUR SOLUTION (WEBSITE ROLE)

AgroTrust Ledger – Our Solution
AgroTrust Ledger is a Blockchain-based crop trust and digital payment platform.

What Our Website Provides:

- Our website is not just a product page — it is a storytelling layer that shows how agricultural data becomes financial trust.

- ***Verified crop data storage (blockchain)***
- ***Digital farmer identity & history***
- ***Smart-contract-based fair pricing***
- ***Secure, direct digital payments***
- ***Transparent buyer-farmer interaction***

HOW IT WORKS (STEP-BY-STEP).

System Flow:

Farmer uploads crop details

(Crop type, quality grade, harvest date)

Data is stored on Blockchain

(Immutable, tamper-proof)

AI assigns Crop Quality Score

(Based on history + quality inputs)

Smart contract calculates Fair Price

(Market trends + quality score)

Buyer scans QR code

(Sees verified crop history)

Digital payment sent directly to farmer

(No middleman, instant settlement)

Each transaction creates a permanent financial footprint, enabling future access to credit and insurance.

BEFORE vs AFTER



Impact on a Small Farmer

Parameter	Before	After
Selling Price	₹20/kg	₹26/kg
Payment Time	7–10 days	Instant
Buyer Trust	Low	High
Financial Record	None	Blockchain Verified
Credit Eligibility	No	Yes

REAL-LIFE CASE STUDIES

01

Real-World Validation:

Case 1: Andhra Pradesh e-NAM

- Farmers using digital marketplaces received 15–20% better prices
- Shows impact of transparency

Case 2: Blockchain Pilots in Supply Chains

- Verified produce reduces buyer risk
- Faster payments & trust building

02

AgroTrust Ledger Improves This Further By:

- ✓ Adding immutable blockchain records
- ✓ Smart-contract pricing
- ✓ Direct digital payments



IMPACT & WHY IT MATTERS TODAY

For Farmers

- *Fair pricing*
- *Instant payments*
- *Credit access*
- *Financial inclusion*

For Buyers & Banks

- *Trusted crop verification*
- *Reduced fraud*
- *Data-driven credit scoring*

Why This Idea Wins

- *Combines Blockchain + AI + FinTech + Agriculture*
- *Solves a real economic problem*
- *Scalable across states and crops*

FROM EXCLUSION TO FINANCIAL VISIBILITY

CURRENT REALITY:

- No documented past yield records
- No verified crop history
- No formal income proof

- No repayment history
- Paper receipts lost or damaged
- Transactions based on verbal trust

REAL IMPACT

- Loan applications rejected
- No access to formal credit
- Forced to approach money lenders
- Extremely high interest rates

WITH AGRITRUST LEDGER

- Blockchain-verified crop & yield records
- Auto-generated digital income proof
- Secure transaction & repayment history
- Tamper-proof, paperless records

IMPROVED OUTCOME

- Higher loan approval chances
- Fair pricing & instant payments
- Reduced dependency on money lenders
- Farmers become financially visible

Rooted in Trust. Powered by Blockchain.



AGRITRUST LEDGER

Blockchain-Powered Financial Trust for Agriculture

CULTIVATING TRUST. HARVESTING VALUE.

- ***Transforms agricultural data into financial credibility***
- ***Enables fair pricing and secure digital payments***
- ***Builds credit-ready farmer identities***
- ***Strengthens trust between farmers, buyers, and banks***

THUS,
AgriTrust Ledger turns farmers from undocumented producers into trusted financial participants.

THANK YOU!

“Let's Build Trust at the Roots.”

Participants:

- WAHEEDA
- HANIYA