

NEWSLETTER

ON INDUSTRY TALK 3



Sunday, January 14, 2024



Summary

During pandemic season at 2019, Movement Control Order (MCO) had caused a lot of problems to be happened. For instance, the shortage of fresh vegetable, consumers who obey the social distancing had to wait in the long queue to purchase groceries at the supermarket and trader were not able to carry heavy crates of vegetable due to limited labour.

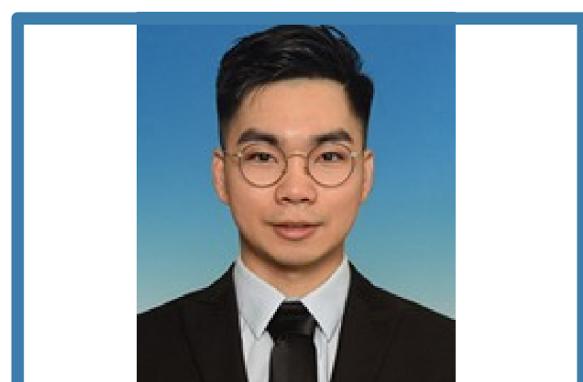
This had Dr Seah Choon Sen to come out an idea to expose an e-commerce marketplace with inhouse vertical farming technology which ease the process of fresh vegetable ordering and delivering as well as providing radical transparency of the vegetable growing processes.

I-Farm

Your Farm

Next Door ...

An e-commerce marketplace that offers variety of fresh vegetable to residents within thier doorsteps



Dr Seah Choon Sen

- Doctorate in Information Technology
- Assistant Professor at UTAR



Technology discussed

I-Farm had IoT technology to monitor the growth of plants. Machine learning implemented help to identify suitable environment variable for the vegetable to grow faster. This can increase the production of fresh vegetable by fasten up the time for vegetable to grow. A normal vegetable which requires 2 months to grow and to be harvested can be shorten to 1.5 months.

Reflection

- It is important to understand about the current issues happening around the world as it may help us to come out with a good idea which may help us in our life.
- With a good understanding to the current issues happened, we should also find out the problems faced by the current community. Thus, finding the solutions to overcome the problems that can come benefit to ourselves and the community, leading to a win-win situation.

Issues discussed :



Residents in residential area/ condominium will be our first tier customers



Same day delivery (self pickup / flexible delivery hours)



Study customer's preference through big data analysis

Plant growing system in I-Farm has a total of 72 racks with 6 layers each to plant 23328 vegetables. The vegetable production per month can reached 2333kg with 0.1kg for each vegetable.

The customers can order different variety of vegetable via I-Farm online platform. The vegetables are freshly harvested upon orders from the customer are received.