



Startup Sprint Revolutionizing Organic Farming

Hostel ID: 84





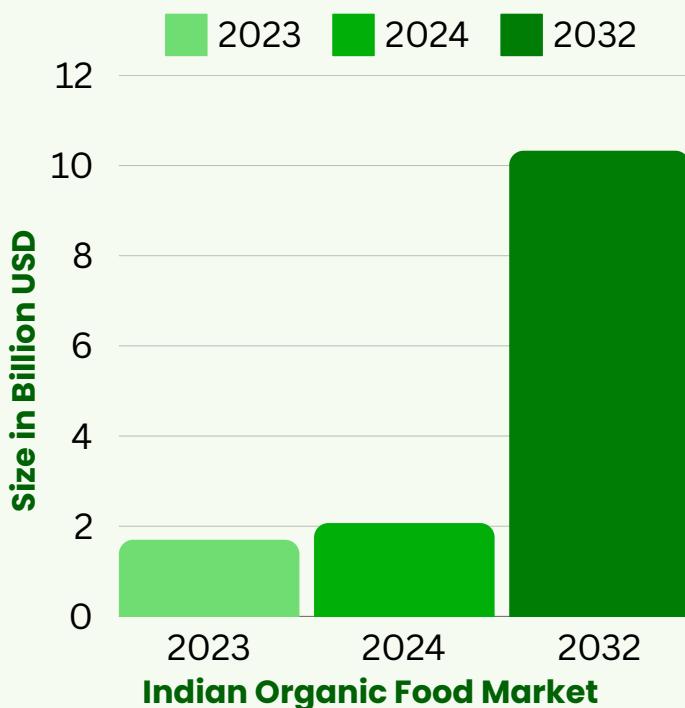
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PROBLEM AT A GLANCE

- The **Indian Organic Food Market** was valued at **USD 1.7 Billion** in **2023**.
- The organic food industry is projected to grow from **USD 2.07 Billion** in **2024** to **USD 10.329 Billion by 2032**, exhibiting **CAGR of 22.20%** during the forecast period **(2024 - 2032)**.
- While there are people willing to buy and sell organic, **lack of direct communication and transparency** make it necessary to **build trust** and a **consistent marketplace**.



Consumer Pain Points

- 1 The lack of direct farmer-consumer platforms limits accessibility and reduces market reach.
- 2 Lack of awareness about weather and soil conditions results in suboptimal yields.
- 3 Doubt over the authenticity of organic certifications erodes consumer trust.

Objective

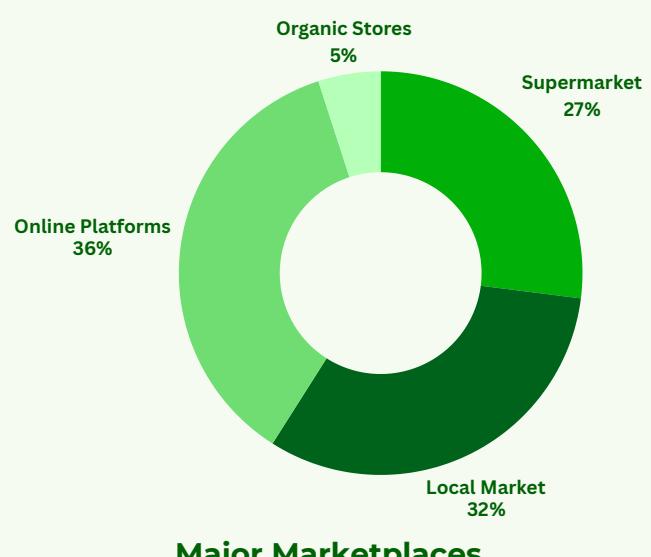
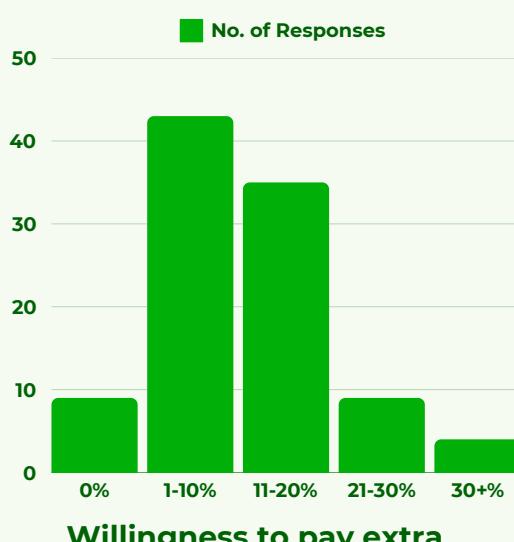
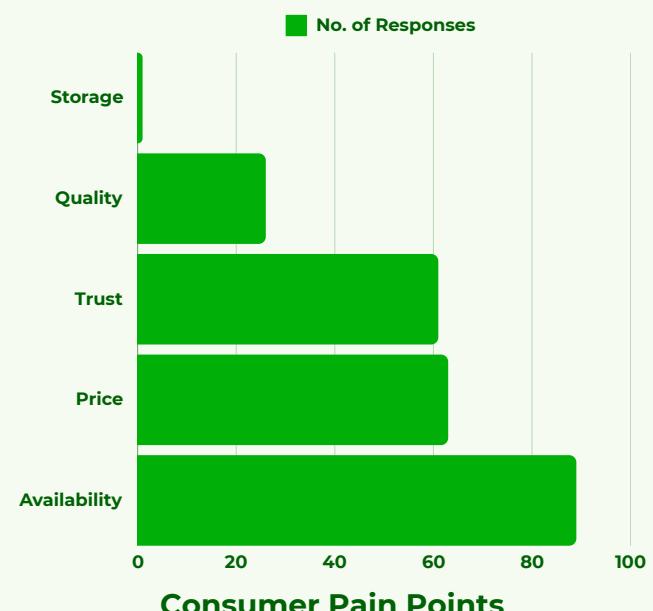
- Create a **user friendly marketplace** that facilitates **easy access to good quality organic products**.
- Provide farmers with **weather insights, regular updates, and alerts** to **improve yields**.
- Minimize the **involvement of middlemen** leading to an **overall decrease in costs**.
- Help **small scale farmers** to easily get through the **certification process**, opening their doors to **online platforms**.



SURVEY INSIGHTS AND CONCLUSION

Survey details: [Link](#)

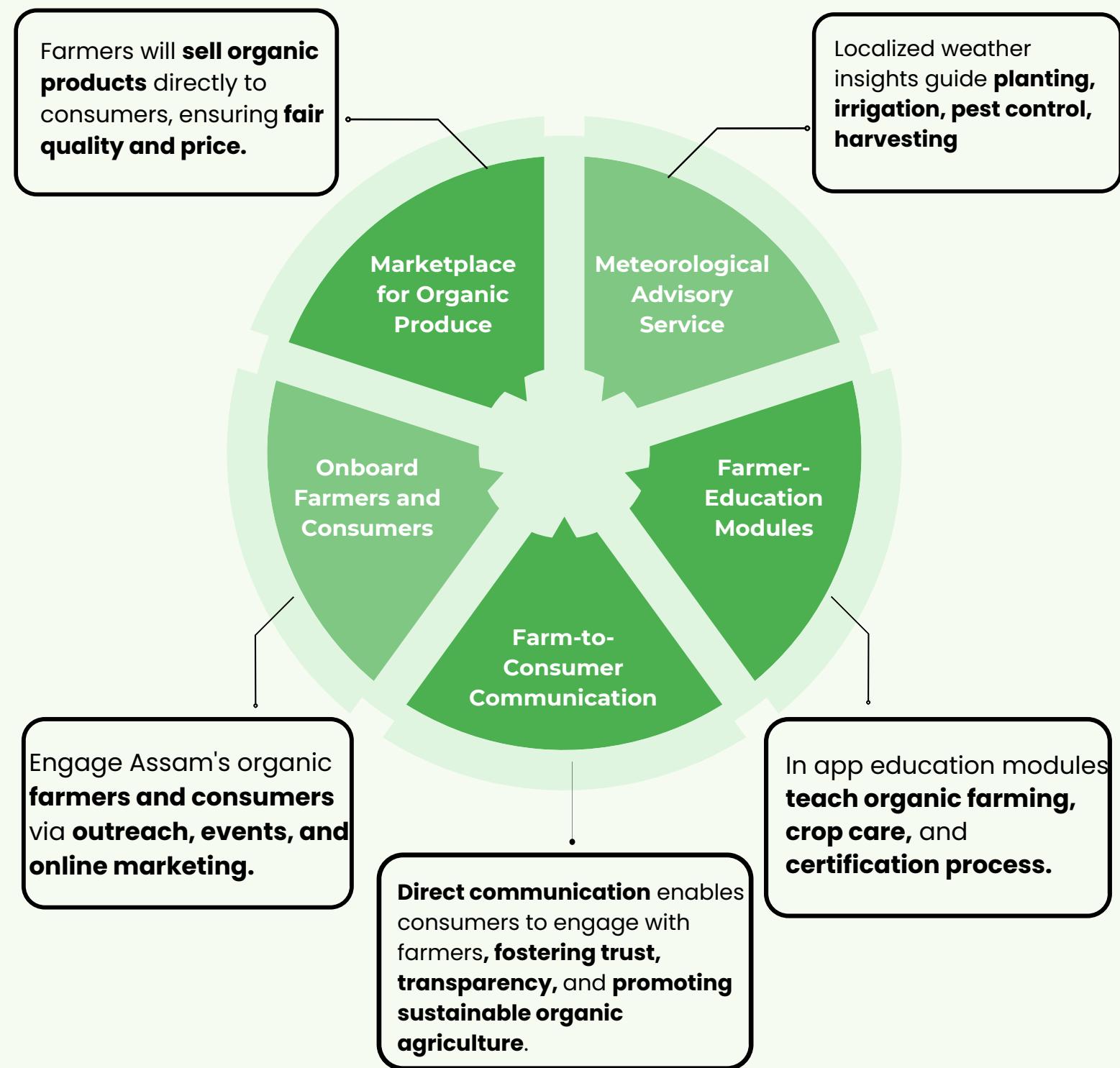
- 1** People are unable to avail their desired organic products.
- 2** Trust in organic labels is a major and widespread concern.
- 3** Online platforms and local markets serve as the main marketplaces.
- 4** Price is not a big concern, however it should be fair.
- 5** Health benefits is a key motivation behind organic purchase.
- 6** Sustainable link between consumers and farmers will solve main problem.



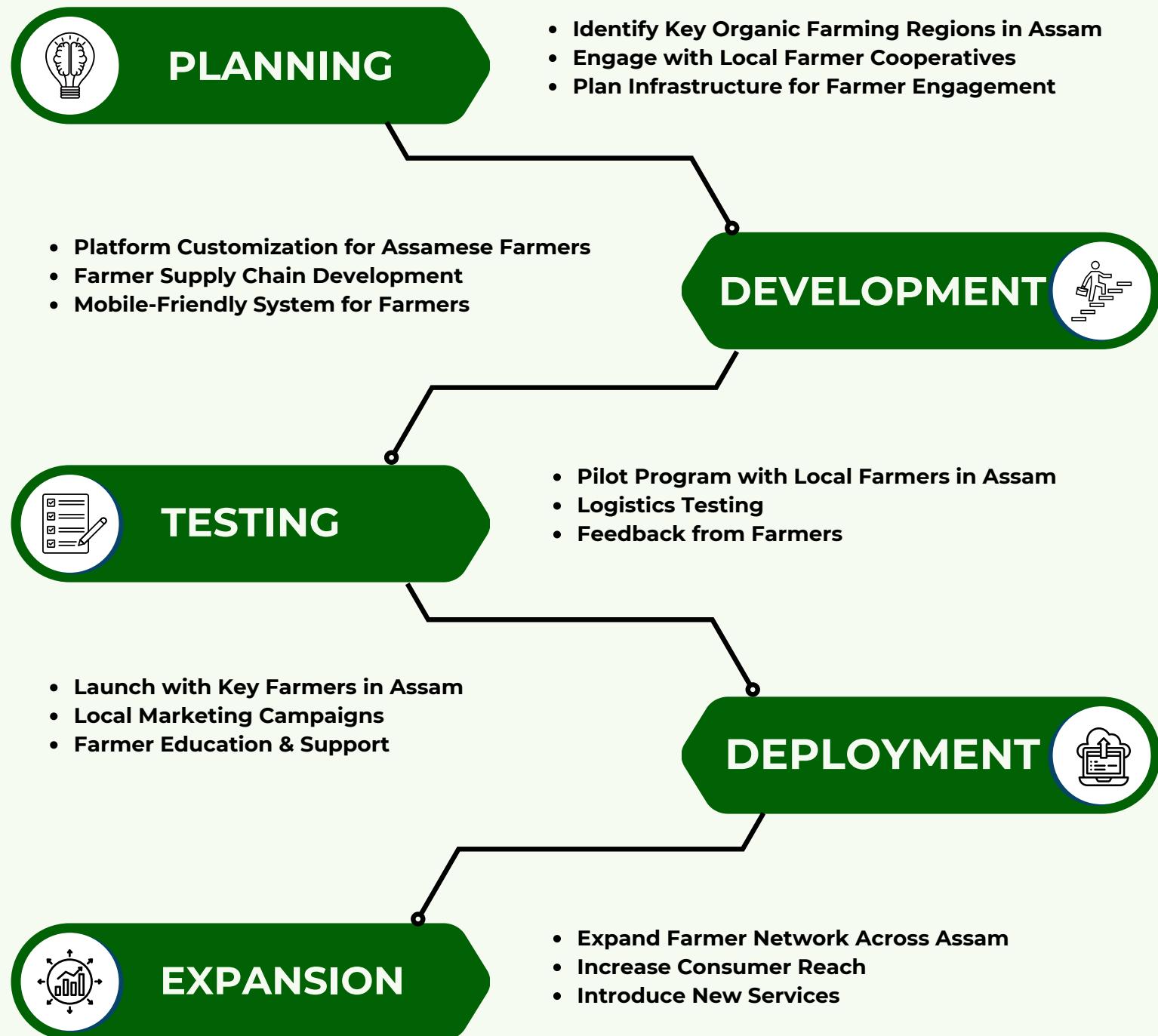
"The organic market in Assam benefits from strong consumer demand and a growing number of certified organic farmers. However, its growth is constrained by the lack of efficient connectivity between demand and supply. Additionally, limited access to real-time weather data and the absence of a centralized platform for seamless transactions and traceability prevent the market from scaling effectively."



PROPOSED SOLUTIONS



IMPLEMENTATION STRATEGY





TIMELINE

