

Hostel ID 84 Presents



# Future Improvements & Strategic Plan

# Key Insights

- On average, a family consumes about 7-10 kg of rice, wheat, and other cereals combined per month.
- The average cost for decent-quality grains is approximately ₹120 per kg.
- According to the survey, consumers are open to exploring a wider variety of options.

## Survey Responses:

Average app rating: 4.07

Product rating: 4.12

Help and support feature: 4.12

Most liked feature: Reviews and feedback

Field of immediate improvement: Product Variety

Confidence on App: 72%

# Scope of Improvement

## Better User Experience (UX) & Interface

- Improve the app's navigation with a more intuitive UI for farmers with varying digital literacy.
- Provide regional language support for better accessibility.
- Develop an offline mode for farmers with limited internet access.

## More Personalised Weather Insights

- Create an AI system recommending farming practices based on real-time weather.
- Integrate hyper-local climate data for precise insights.
- Offer actionable, data-driven farming guidance.

# Technical Upgrades



**AI-Powered Dynamic Pricing – Real-time price adjustments based on demand and supply trends.**



**IoT-Based Soil & Crop Monitoring – Sensors for real-time soil health and irrigation insights.**



**Blockchain for Supply Chain Transparency – Ensure authenticity and traceability of organic produce.**



**Voice & Regional Language Support – AI-driven voice navigation in multiple languages.**



**Chatbot & AI Advisory – 24/7 AI-powered farming assistant for instant support.**



# Business Model Expansion

## New Revenue Streams

Provide **tiered access** to real-time weather forecasts, AI-driven crop recommendations, and extreme weather alerts.

Enable farmers to purchase seeds, fertilizers, and equipment on credit with **flexible repayment options**.

Offer branded, **eco-friendly** packaging solutions for farmers to enhance product appeal and consumer trust..

## New Markets

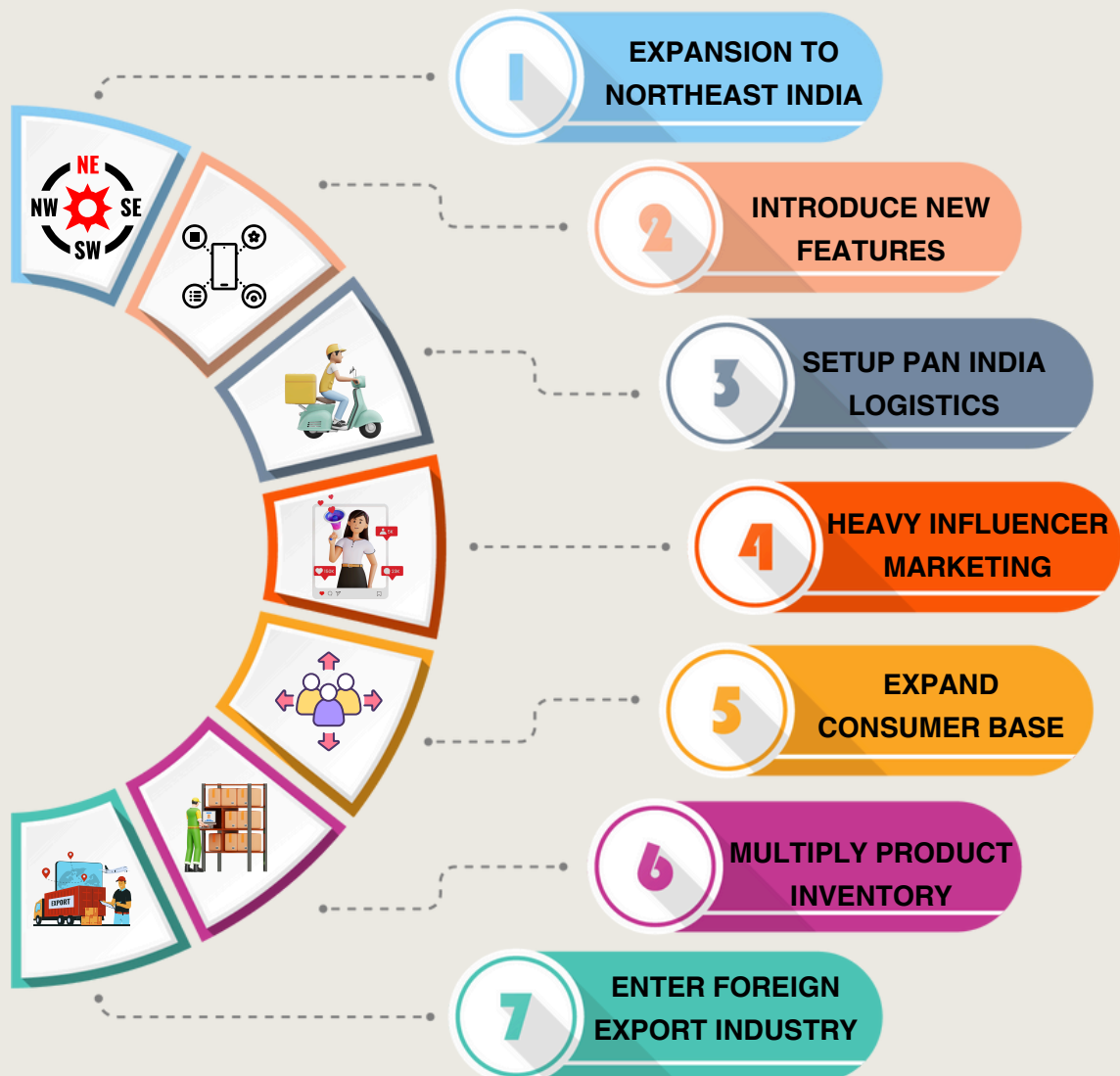
### Tier 1 cities

- **AI-driven pricing** based on demand, season, and market trends.
- **Dedicated platform** for fresh organic fruits and vegetables.
- **Express farm-to-doorstep service** for urban consumers.
- **Partner** with supermarkets, restaurants, and organic brands.

### Tier 2-Tier 3 cities

- **Lower costs** with community-based bulk purchasing options..
- **Pickup points** for smooth distribution.
- Regional Language & **Voice Support** – App in local languages with voice assistance.
- **Financial aid** via banks and government schemes.

# Future Roadmap



# Key Takeaways

**Empowering Farmers:** Direct access to consumers, reducing intermediaries and increasing profit margins.

Promoting **Sustainability:** Encourages eco-friendly, organic farming practices that protect the environment.

Building **Consumer Trust:** Transparent sourcing through traceability, ensuring authenticity of organic produce.

Stimulating **Local Economy:** Strengthens the rural economy by connecting farmers with local consumers.

Scalable **Innovation:** Future-ready with features like AI crop recommendations and logistics integration.

## Final Vision

To transform the organic farming landscape by building an inclusive, **technology-driven marketplace** that supports farmers at every stage—from harvest to sale. By ensuring **accessibility** for all literacy levels, we aim to **empower farmers** with the tools and knowledge they need to thrive. We envision a future where organic produce is **easily accessible**, the **market is transparent**, and farming communities are sustainable, resilient, and connected to a global consumer base. Our long-term goal is to foster a greener world while enhancing the livelihoods of farmers through **innovation, education, and collaboration**.

# THANK YOU!