

Rural Development Ideathon

By Adarsh S R and Prajwal S N

The conceptualisation

- Attempted to identify common issues faced by farmers in rural areas
- Realised that not every farmer is rich enough to afford expensive farming equipment
- Banks do not easily give loans to small-scale farmers
- Large farmers can rent out their equipment to these smaller farmers
- Ensures a secondary source of passive income for the large farmers
- Provides access to a diverse set of equipment for smaller farmers

The idea

- Create an app where large farmers can put their equipment for rent
- Small farmers can subscribe and rent the equipment for various durations
- Allow rented equipment to be shipped between clients without the interference of the provider
- Rating system for clients to ensure credibility and safety of equipment

The implementation

- An Android app which can be directly installed from the Play Store
- Authentication with mobile number and OTP system
- Facility to share equipment-related documents
- Unique ID and reference number for each equipment
- Status updates to the provider through WhatsApp
- Optional safety deposit for large or expensive equipment

The problems

- Lack of proper internet connectivity
- Lack of awareness regarding tools and equipment available
- Logistic issues regarding transportation
- No seamless payment methods
- No identity verification of clients or providers
- Lack of training to appropriately use the rented equipment

The solutions

- Request telecom providers to establish better mobile networks
- Tutorials and guides for different tools and equipment
- Providing guides in multiple local languages
- Set up a separate network of people to ensure seamless and safe transportation of equipment across clients
- Verify new users with Aadhaar/PAN Card

The scaling

- Add the facility to buy and sell high-quality seeds from distributors
- Create a separate entity to handle logistics and transportation
- Provide employment to unskilled labourers
- Provide training to enhance appropriate use of equipment
- Assist farmers with eco-friendly and non-destructive farming practices
- Create a healthy community for interaction and sharing of resources

Thank you!

By

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