



F E B

F a r m e r s o n W e b

Problems faced by Farmers

- 01 Interference of Third Parties.**

In the absence of sound marketing facilities, the food producers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw-away price. Many market surveys have revealed that middlemen take away about 48% of the price of rice, 52% of the price of groundnuts and 60% of the price of potatoes offered by consumers.
- 02 Lack of proper distribution channel.**

The temporary kuccha roads become useless in rainy season so further not allowing farmers to deliver their produce to the central market and forcing to sell at low cost nearby. According to an estimate, 85% of wheat and 75% of oil seeds in Uttar Pradesh, 90% of Jute in West Bengal, 70% of oilseeds and 35% of cotton in Punjab is sold by farmers in the village itself. Such a situation arises due to the inability of the poor farmers to wait for long after harvesting their crops.
- 03 High suicide rate, stealing happiness.**

Thousands of farmers take their lives each year due to debt burden by greedy aristocrats which again force them to suffer under worse conditions.

Problem Statement

INDIA known as the “**land of agriculture**” produces all kind of crops and is enriched with varieties of fertile soil, but Agriculture is now at a critical point of human existence. The population overshoot in the early 20th century and stated that the major reason of this catastrophe is not paying proper attention to the problems of our precious crop producers.

SO, THE PROBLEM STATEMENT IS:

Farmers are not getting the desired amount of their produce and hard work and this is further worsening their condition.

SOLUTION

The idea could be precisely stated as “FEB-Farmers on web”.

It is an idea which will

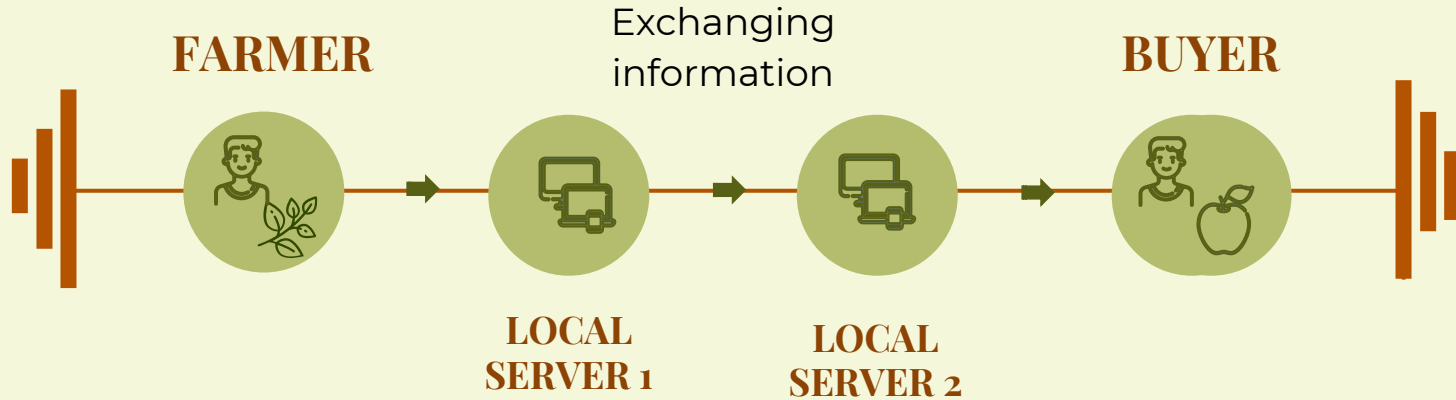
- connect the whole seller and farmer directly without any interruption of 3rd party in between thus results in decrement in price of market products.
- Provide high profit to farmers itself and the consumers as well, thus not bounding them to take big loan amounts for crop harvesting or serve as a servant to aristocracy.
- Provide cultivators the right to standardize or vary the cost of crops without compromising with the factor of quality.
- A better delivery option so that lesser percentage of crops decay per season.
- Easy to use and requires less effort.

WHY WE CHOSE THIS PROBLEM

The rise of human population around 10,000 years ago coincides with the rise of agriculture and by now it became the dominant lifestyle of humans. 70% of rural Indians are directly or indirectly related to farming and farmers. **Agriculture** is an important sector of **Indian** economy as it contributes about 17% to the total GDP and provides employment to over 60% of the **population**. Thus, agriculture plays a vital role in Indian economy. So, it is important for us to take an adequate care of our Agriculture and their cultivators by any means possible. That's why we chose this problem because indirectly we are also affected by crop's scarcity and cultivator's problems.

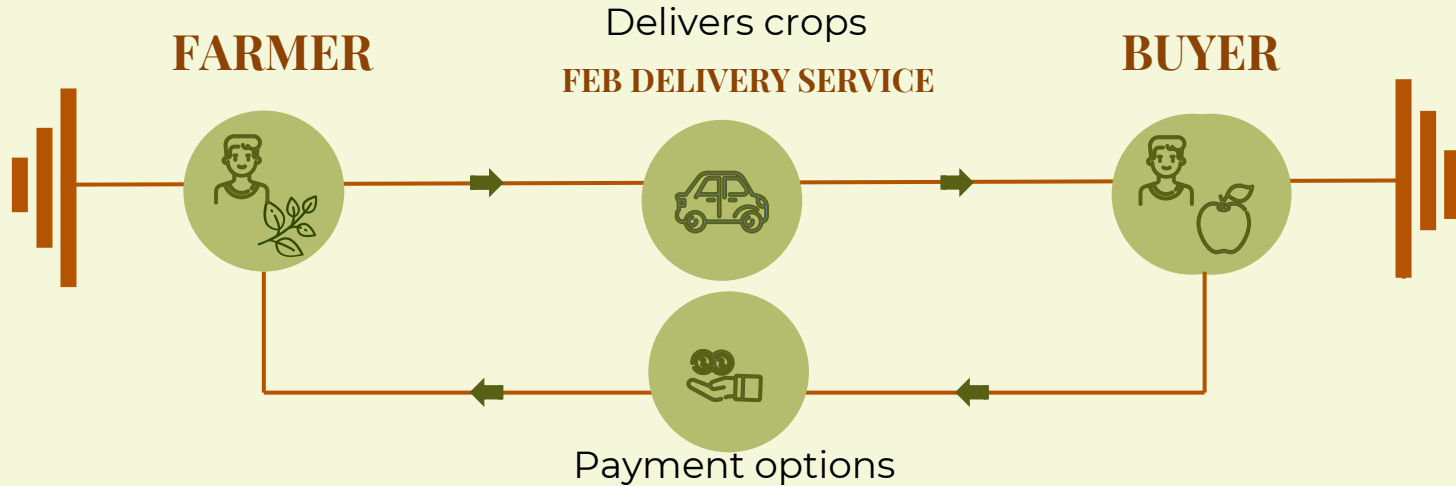
WORKING OF FEB

STAGE 1: Fulfilment of demand



WORKING OF FEB

STAGE 2: Delivery and payment of demand

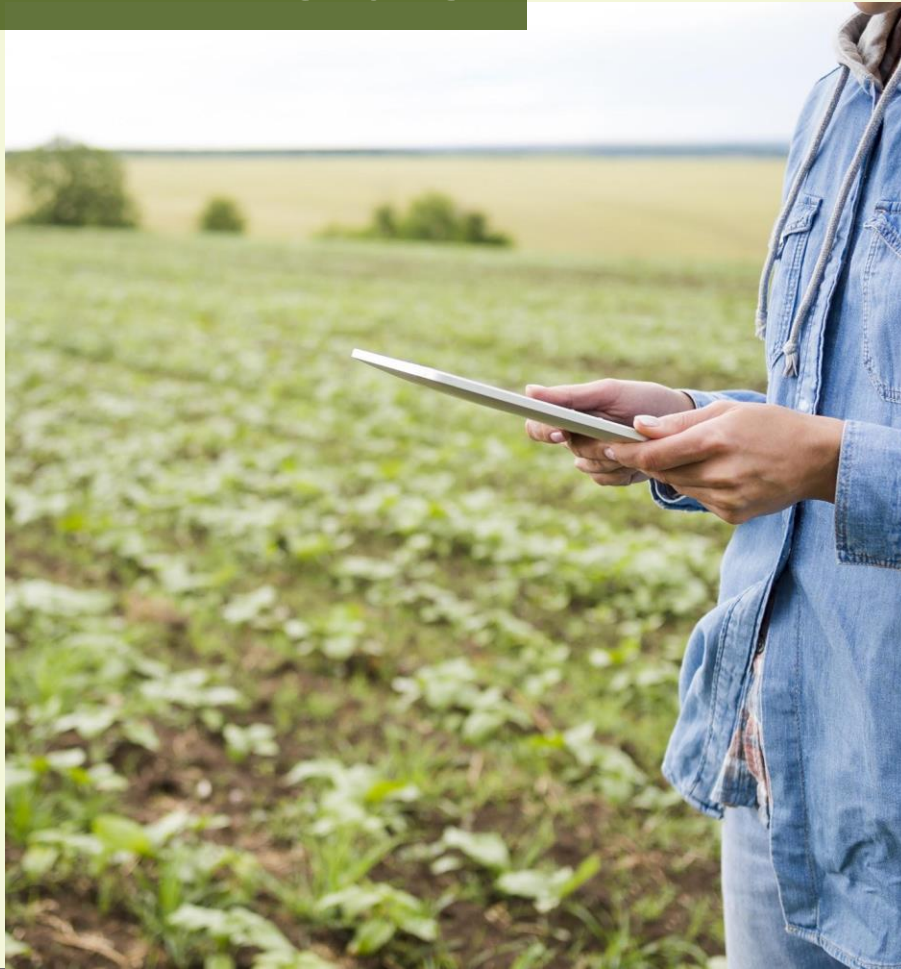


Possible Outcomes

A huge boost in economic growth will be there which directly or indirectly improve our living and develop our lifestyle. Influence the nation to move forward to achieve SDG Goal 2 of '**ZERO HUNGER**' and weaken the narrow mindset of people towards rurales. If there is low cost of daily life necessities, then it becomes reachable to all. Thus, spreads happiness all around.



KEY FEATURES



Consists of 2 parts: **Application for vendors and web portal for farmers.**

- All rights are reserved for farmers, from setting the cost of crops (vegetables, fruits and other cereals) to stock updating.
- Direct contact between farmer and whole seller without 3rd party interference.
- Reduce effort as there is straight updating by csc centers and e-Mitra.
- High level farmer comfort will be seen.
- Different cost for different quality of product, thus no compromise with farmer's needs.

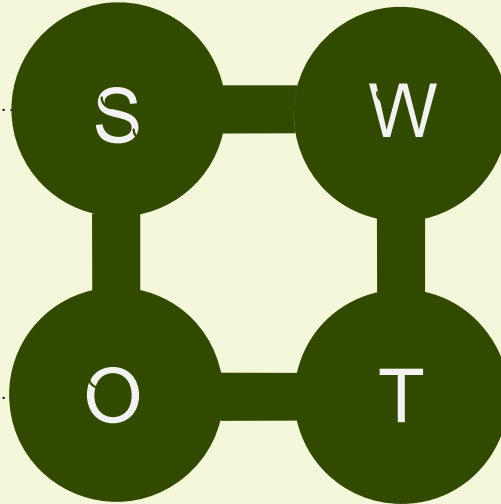
SWOT Analysis

Strength

- Farmer comfort centric
- Durable, easy to handle
- Low cost, high profit

Opportunity

- Provide rental storage facility to buyers.
- Provide rental farming equipment and tractors.
- Multilingual chat facility and voice search on app and portal.
- Stock update through keypad phones.



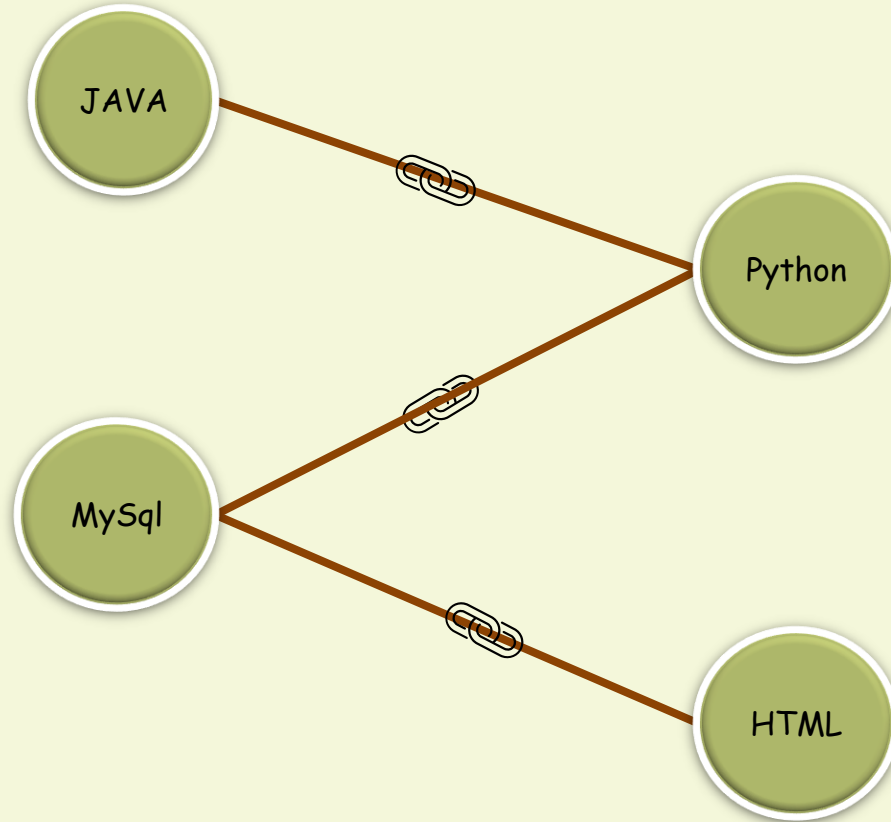
Weakness

- Filter of required product demanded by user.

Threats

- 3rd party would not allow users to move to this platform and protest against.
- Could not be easily adaptable by both farmers and buyers.
- Doubt by buyers on quality.

Technologies used



FUTURE PERSPECTIVES

- Multilingual chat facility and voice search on app and portal.
- Stock update through keypad phones with help of available network facilities.
- Provide rental storage facility to buyers and farmers for keeping their stocks.
- Provide rental farming equipment and tractors so no debt load on farmer.



Team Profile



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