



Hello-Harvest! Project!

Presented by
Team Inevitables

Date:
July 23, 2022



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A wide-angle photograph of a vineyard landscape. The foreground shows rows of green vines on a hillside. In the middle ground, several traditional houses with red roofs are nestled among the vines. The background features a range of mountains under a clear blue sky.

Part 1:

Understanding



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Introduction

The Indian supply chain structure that is currently being implemented is not really beneficial to the farmers even though they are the key to the entire process.

As per the Department of Agriculture and farmers welfare, the average return that a farmer gets for his/her product is less than **25%**.

The sole reason behind this is the presence of a middleman or a structure that acts as an agent between the source and the market. This also directly influences price fluctuation.

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Case Study : India

let's take the case of **tomatoes...**

A farmer having **1 acre** of land can produce **10000kg** of tomatoes in a span of **100-120 days**.

Including labor charges and other miscellaneous costs, the average total cost for producing tomatoes is **Rs 30,000**.

The farmer will sell the tomatoes to a middleman for roughly **Rs 15/Kg**. Total profit for farmer = **Rs 1,20,000**

The current rate of tomatoes in the market = **Rs 65/Kg**. Profit earned by Middleman = ~**Rs 4,00,000**

The farmers are not getting the profit they deserved in the current economy.

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[Reference link](#)



Objectives

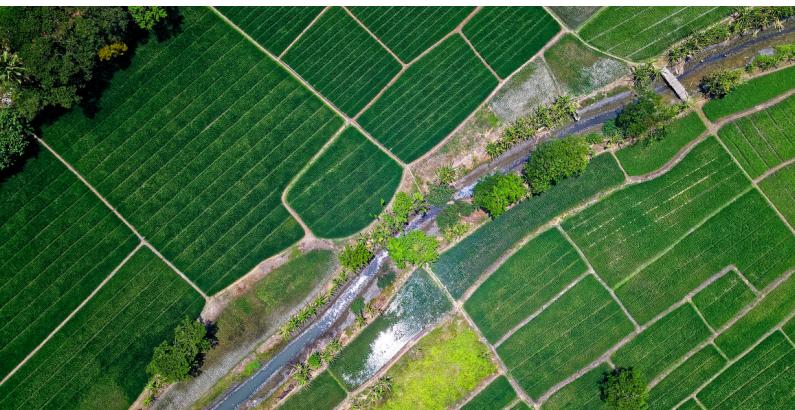
01

Promote home grown goods
and organic farming



02

Provide a sustainable supply
chain for the local market.



03

Upliftment of farmers by getting
them maximum profit
percentage



The background of the slide features a close-up view of a hydroponic lettuce farm. Rows of vibrant green, curly lettuce plants are growing in white, shallow trays. The plants are evenly spaced and appear healthy. The lighting is bright, highlighting the green color of the leaves.

Part 2:

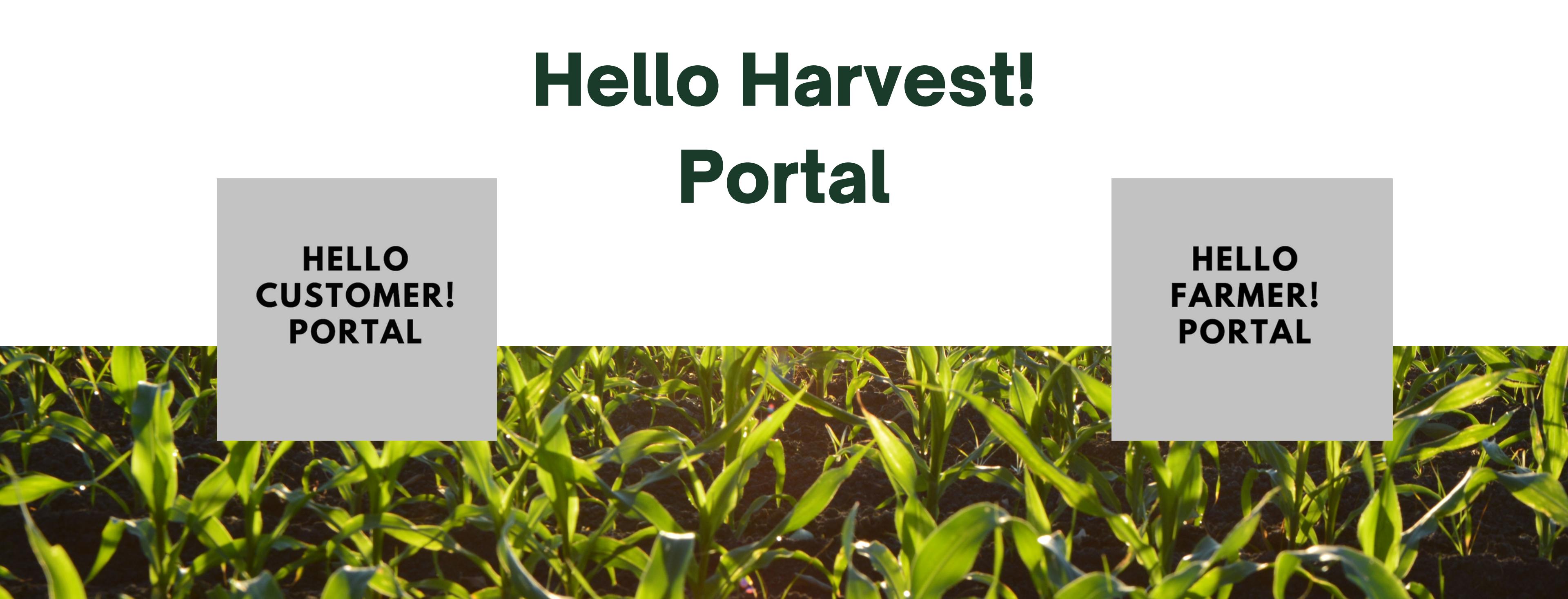
Plan of Action



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Hello Harvest! Portal



HELLO
CUSTOMER!
PORTAL

HELLO
FARMER!
PORTAL

HelloHarvest provides two endpoints-
-the customer centric "Hello Customer Portal"
-the farmer centric "Hello Farmer" Portal



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**HELLO
FARMER!
PORTAL**



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**Priority Goal
and Targets #1:**

The farmer/ producer-centric "Hello-Farmer portal"

The farmer/producer-centric "HelloFarmer portal" where farmers can see the required demand and cultivate products based on the demand or sell their pre-made or homegrown products which are market-ready in the local online market.



Hello Harvest
Project

Hello-farmer Portal



- **The HelloFarmer portal** will be unique to the producers/Sources including the farmers and the local governing community.
- If the orders are booked for the local community, i.e, for low-supply products - daily use products bought by people within the community.
- An online shopping platform from which the customer would book their orders and farm-fresh products can be delivered to customers directly. Here when a customer reserves an order, it will be notified to the producer directly in their dashboard.

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Project

Hello- farmer Portal



- If the orders are booked as bulk for large organizations, the local authority can divide the demand across the farmers and an estimate can be made on how much quantity each farmer/producer can deliver if there are multiple farmers cultivating the same product.
- In this case, the booked quantity is shown in the local community dashboard. They can divide it among themselves.
- In case the booked demand is higher than the production capacity of the community, the local community can associate with the neighboring communities to divide the demand. Thus ensuring the demand is delivered without fail.

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**HELLO
CUSTOMER!
PORTAL**



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**Priority Goal
and Targets #2:**

The customer-centric “Hello-Customer Portal”

The customer-centric “Hello-Customer Portal” where customers can buy in the local online store or pre-book required orders from large farmer communities.



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Hello- Customer Portal



- The HelloCustomer Portal will be **inclusive** to the registered users, where they can buy products based on their priority.

There will be two sections:

- The first one is the **local online market**:
- The second section will be **the one where bulk orders**

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Hello- Customer Portal



- The first one is the **local online market**: page based on the locality, where the organic and homegrown products with lower cultivation periods ranging from 1 - 2 months and certain products that have longer life periods in storage(ex: Packed rice, wheat, etc).
- Here the targeted customers will be people within a certain radius of the locality. This ensures that farm-fresh products can be delivered well within the community to ensure growth for the local market.
- The online shopping portal will be designed based on a simple and easy-to-use UI.
- The customer can give ratings to the delivered products as well.

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Hello- Customer Portal



- The second section will be the one where **bulk orders** can be made in advance by hotel-restaurant chains or larger organizations that are in need of larger amounts of product.
- This will include products that are cultivated on a seasonal basis, or products that have a longer cultivation period, say 3-4 months.
- It also includes organic vegetables, fruits, and homegrown products as well, but since the quantity of the goods needed is high, the customer should pre-book the order with a forecasted date of delivery and a booking amount.

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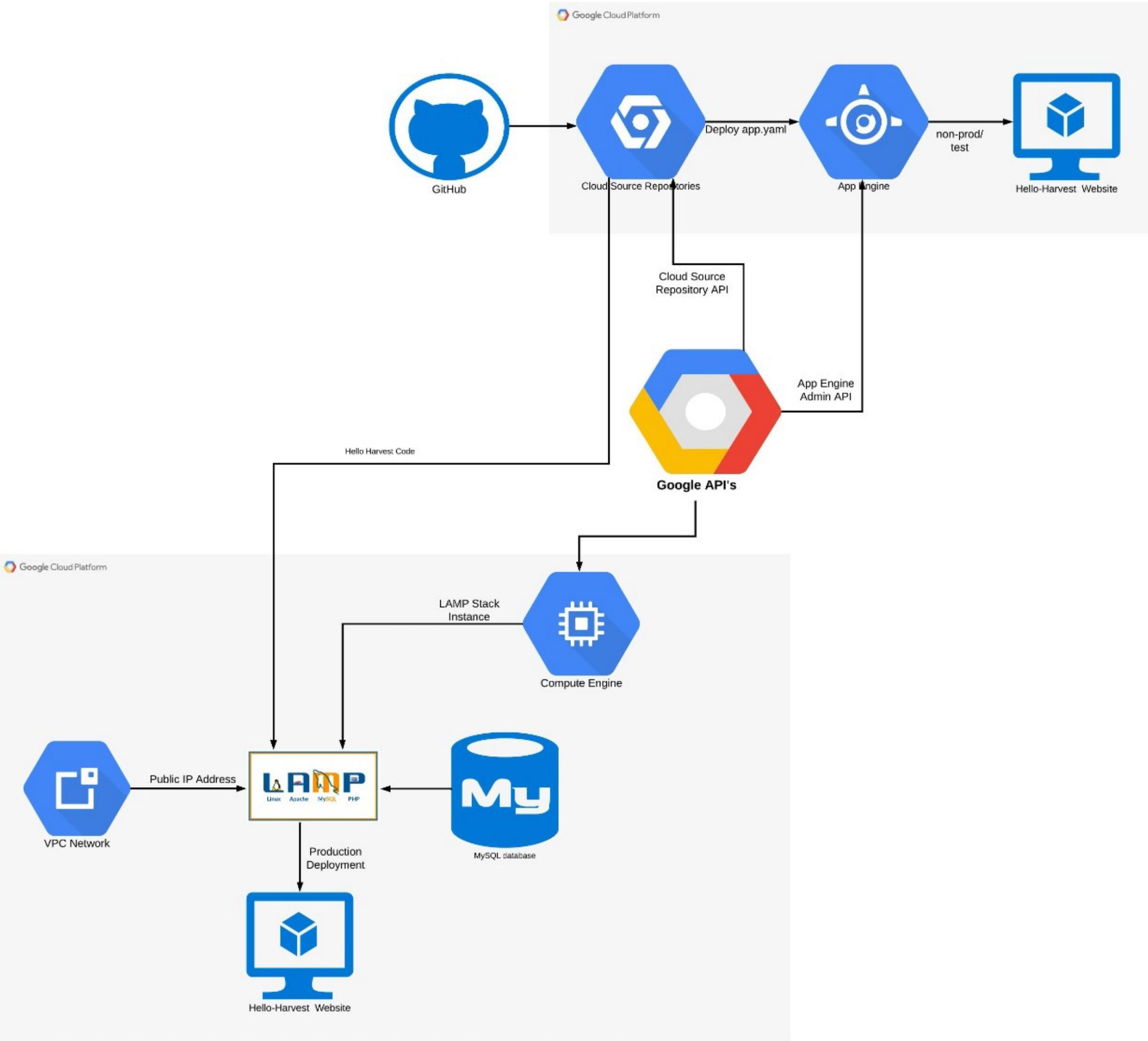
Hello- Customer Portal



- This method ensures that farmers can focus their resources to cultivate products only for the required demand.
- To explain this, let's say that a hotel book X quantity of vegetables, Since the group of farmers, are managed by a government-overseen local community, the demand(X) can be divided among multiple producers to ensure, everyone from small farmers to large scale producers will be included equally involved in the production and they'll be paid for their allocated demand(X/n) - where n being the number of farmers/producers who are capable of delivering the required product from their farm.

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System Architecture



Tech Stack

**HTML, CSS ,
Bootstrap/React Js**



Front End Development

PHP, JS .js A blue oval containing the letters 'php'.

Back End Development

Google Cloud Storage



Data Management Solution

Google Map API



Location based identification

Google Cloud Storage



Web Deployment Solution

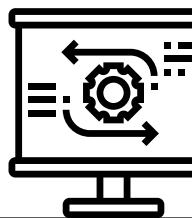
Google Cloud Services used:

Compute VM



- hello-harvest-test for test environment
- hello-harvest-prod for production environment

CI/CD



Cloud Source Repositories

Networking



VPC Networks - IP address(External Ip for VMs)

Serverless



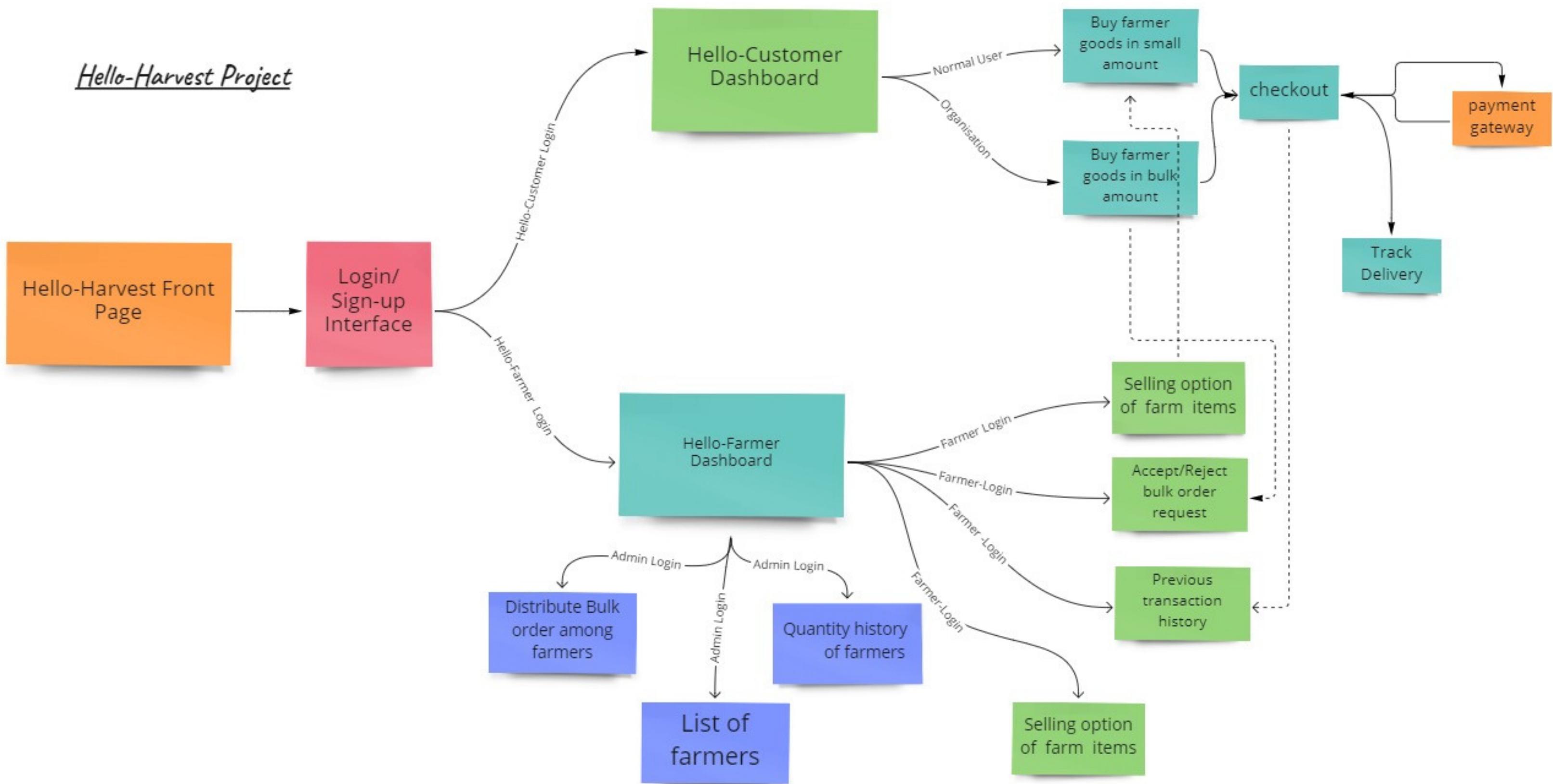
App Engine

Hosting and Database



LAMP Stack
phpmyadmin

Work Architecture





Part 4: Screenshots

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Farmer Sign In Page

Hello-Farmer Dashboard

Hello-Customer Dashboard

Home

About us

Farmer Sign Up

Sign In

Enter your email and password to sign in

Email

Password

SIGN IN

Don't have an account? [Sign up](#)



Company

About Us

Team

Products

Blog

Hello Farmer Dashboard



Search now



Farmer Dashboard

Bulk Order Requests

Transaction History

Inventory

My Profile

Documentation

Welcome Ashik Paily

Market is up and running smoothly! You have 3 new order requests!

Today (10 Jan 2021) ▾



Daily Order Count

100

Increase : 10.00% (30 days)

Weekly Order Count

61344

22.00% (30 days)

Bulk Order Request Count

34040

2.00% (30 days)

Total Earnings (Month)

47033

0.22% (30 days)

Detailed Reports

Rs 9410

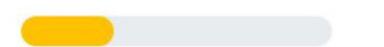
The Great Animal

Apple

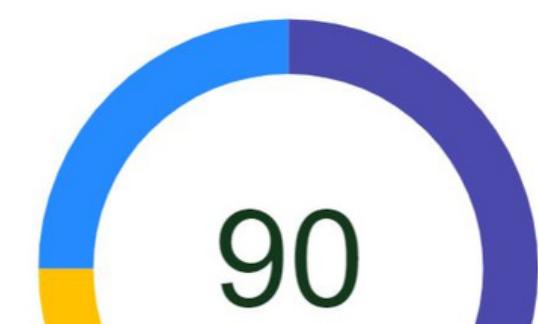


75 Kg

Banana



50 Kg



Inventory List

 Farmer Dashboard

 Bulk Order Requests

 Transaction History

 Inventory

 My Profile

 Documentation

Inventory List

The complete account of selling items from your farm!

The Great Indian Farm

Sl No:	Product	Category	Current Stock	Selling Price	Next harvest date
1	Potato	Vegetable	100 Kg	Rs 25	2022-05-30
2	Carrot	Vegetable	75 Kg	Rs 22	2022-05-02
3	Green Chilly	Vegetable	50 Kg	Rs 50	2022-05-18

Add new inventory item +



Adding new Inventory List



Search now



...

Farmer Dashboard

Bulk Order Requests

Transaction History

Inventory

My Profile

Documentation

Add an Inventory List

The complete account of selling items from your farm!

New Inventory Item

Add items to your inventory!

Item name

Item Type

Quantity

Price

Next harvest date



Bulk Order Requests



Search now

[Farmer Dashboard](#)[Bulk Order Requests](#)[Transaction History](#)[Inventory](#)[My Profile](#)[Documentation](#)

Bulk Order requests

Bulk order requests from different organisation are displayed here! You have 3 new order requests!

Top Requests

Product	Price	Quantity Required	Date of request	Delivery Location	Request Status
Onion	\$36/Kg	100 Kg	08 May 2022	Kottayam	<button>Confirm</button>
Potato	\$11/Kg	100 Kg	08 May 2022	Kottayam	<button>Confirm</button>
Banana	\$55/Kg	100 Kg	08 May 2022	Kottayam	<button>Confirm</button>
Tomato	\$52/Kg	100 Kg	08 May 2022	Kottayam	<button>Confirm</button>



Hello Customer Dashboard



Search now



...

Customer Dashboard

Shop

Book bulk orders

Cart

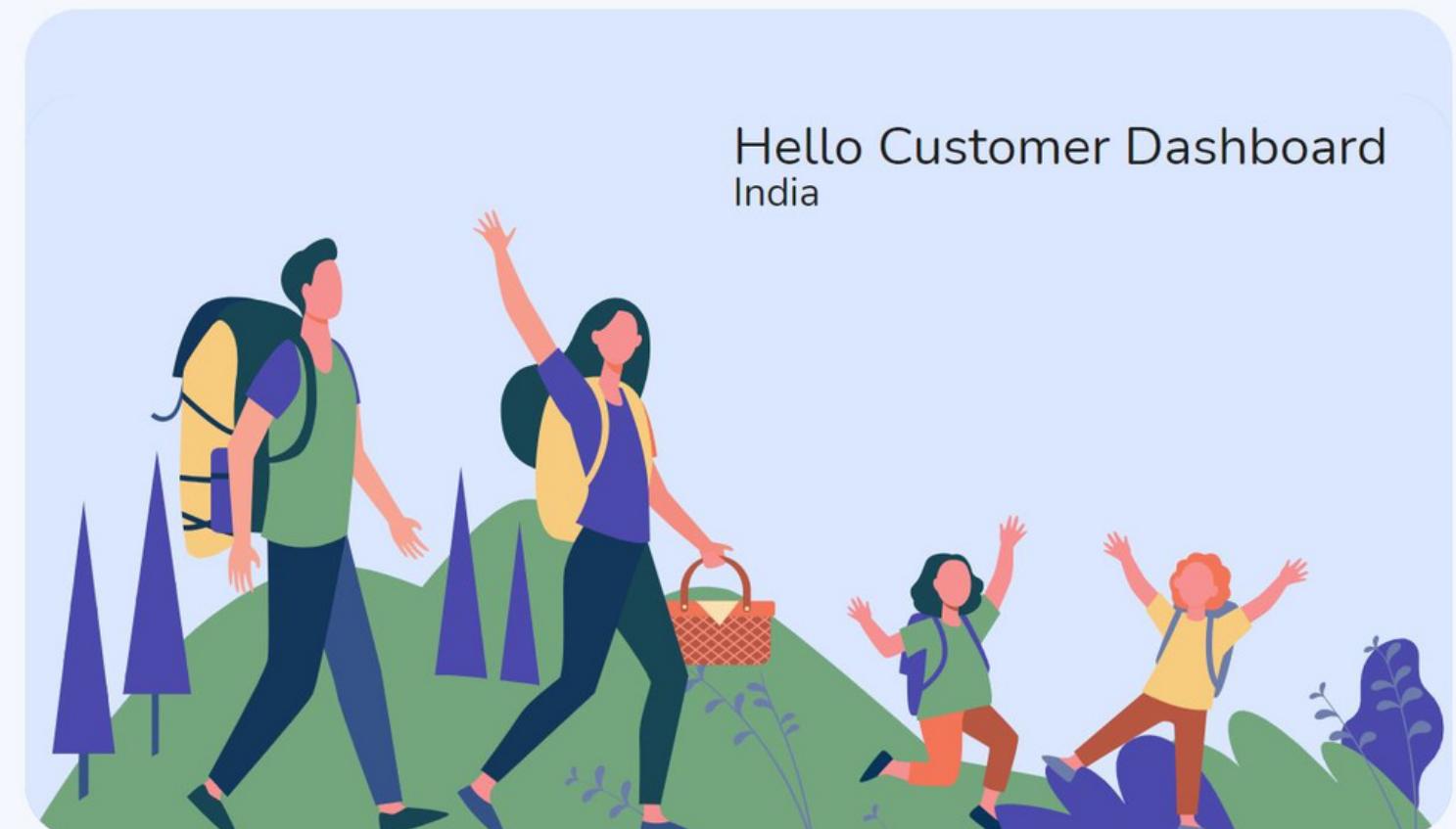
My Profile

Documentation

Welcome Arjun Anil

All systems are running smoothly! You have 3 unread alerts!

Today (10 Jan 2021) ▾



Today's Bookings

4006

10.00% (30 days)

Number of Meetings

34040

2.00% (30 days)

Total Bookings

61344

22.00% (30 days)

Number of Clients

47033

0.22% (30 days)

Top Products

Product	Price	Date	Status
---------	-------	------	--------

Potato	Rs 22	21 Sep 2022	Completed
--------	-------	-------------	-----------

To Do Lists

 Level up for Antony

X

 Follow up of team zilla

X

Shop page



Search now



...

Customer Dashboard

Shop

Book Bulk orders

Cart

My Profile

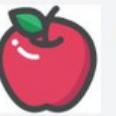
Documentation



Available Categories ★



Vegetables



Fruits



Dairy



Nuts



Grains



Beverages

Vegetables 🔥



Bulk Order Requests



Search now



...

Customer Dashboard

Shop

Book Bulk orders

Cart

My Profile

Documentation

Bulk Order requests

Manage your orders and requests here [3 new order requests!](#)

My Requests

Sl No.	Product	Quantity Required	Date of request	Delivery Location
1	Potato	25 Kg	2022-05-01	Inevitables, Technopark, Trivandrum
2	Carrot	35 Kg	2022-07-02	Akash Villa, Infopark, Kochi
3	Apple	50 Kg	2022-07-15	Akash House, Kovilkadavu, Kottayam ,Kerala
4	Orange	45 Kg	2022-07-15	Akshay Anil, Vadakuzhiyil, Alappuzha, kerala

Make a new order request



Part 5:
Future-Scope

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Future-Scope

- Adding eggs and other **dairy agricultural products** which have low storage lifespan into the market.
- Developing a **delivery system** rather than leaning on external delivery service providers.
- Exposure to the **global market** to promote import businesses.
- Adding the other markets by including **dairy and meat products**.
- Ability to invite and include funding from external investors to promote organic home farming as a **high-level business opportunity**.
- By ensuring that large organizations use the service to book bulk products, we can promote the organization's brand as they are also a part of providing the farmers in India a helping hand.
- Giving **digital workshops** to farmers/producers so they can leverage more on technology more and be able to market and sell their products without any external help.

The Team Inevitables



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Project Team



ARJUN RAJ

Team Lead



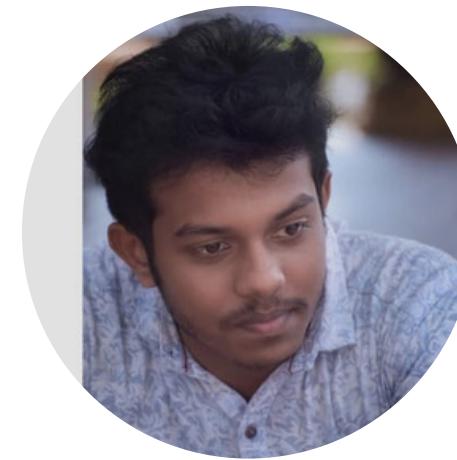
AKSHAYMON K V

Full Stack Developer



AKSHAY V ANIL

Full Stack Developer



AKHIL M ANIL

Full Stack Developer

References



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<https://www.agrifarming.in/tomato-profit-per-acre-cost-of-cultivation-yield-in-india>



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Thank You!