Description: Creating a platform to eliminate intermediaries between consumers and farmers in the state of Uttarakhand in agriculture. Techniques of Value Addition of products produced by SHG/FPG.

1)Verification Process

2)Language Support- Local language options available.

3)Registration, Login for Farmers & Customers, Upload.

4)Logistic Movement-Delivery service can be either provided by govt. or given to a private company. Image processing used for fraud detection. Freshness is assured by providing deliveries at nearby locations from nearby farmers using AI. (Route Optimization)

5)Payment-COD/Online options available.

6)Audio Aid -Audio messages/description in their local language for each option present on our platform to provide an aid for people not comfortable with website.

7)Chatbot -A farmer assistant for guidance.

8)SHG-Direct connection between farmers and SHG’s. SHG’s can register and people can join existing groups. Farmers can contact SHGs through our platform and send his request to produce value added products by providing raw materials. Farmers in turn pays the SHG’s. Thus, it guarantees a fixed payment to SHG and therefore leading to increase in employment in rural sector.

Why can’t SHGs directly sell their produce on our platform?

Due to poor financial background of members of SHG, selling products to people other than farmers would not be their concern and thus they would receive a guaranteed payment by farmers.

9)FPG: Farmers can create and also get recommendations of nearby famers selling similar products.

10)Spreading Awareness/Marketing Avenues/Farmer Branding-Radio, Television, Newspaper, School Activities/Campaigns, NGO’s, Gram Panchayat Meetings etc.