Producer Problem

Dependence on local traders/middlemen

for the disposal of their farm produce

which is sold at throw-away price.

Consumer Problem

Quality issue when dealing directly with the farmers

that are small growers

but large in numbers.

Agriculture Mandi

Blockchain Framework

Alternative Mandi chain

Solution

1. Farmer (Producer):

   Dependence on local traders/middlemen for the disposal of their farm produce which is sold at throw-away price.

   - Auctioning the Farm Products directly to consumer.

2. Buyer (Consumer):

   Quality Issue when dealing directly with the farmers that are small growers but may be large in numbers.

   - Buying farm product directly validated by aggregator.

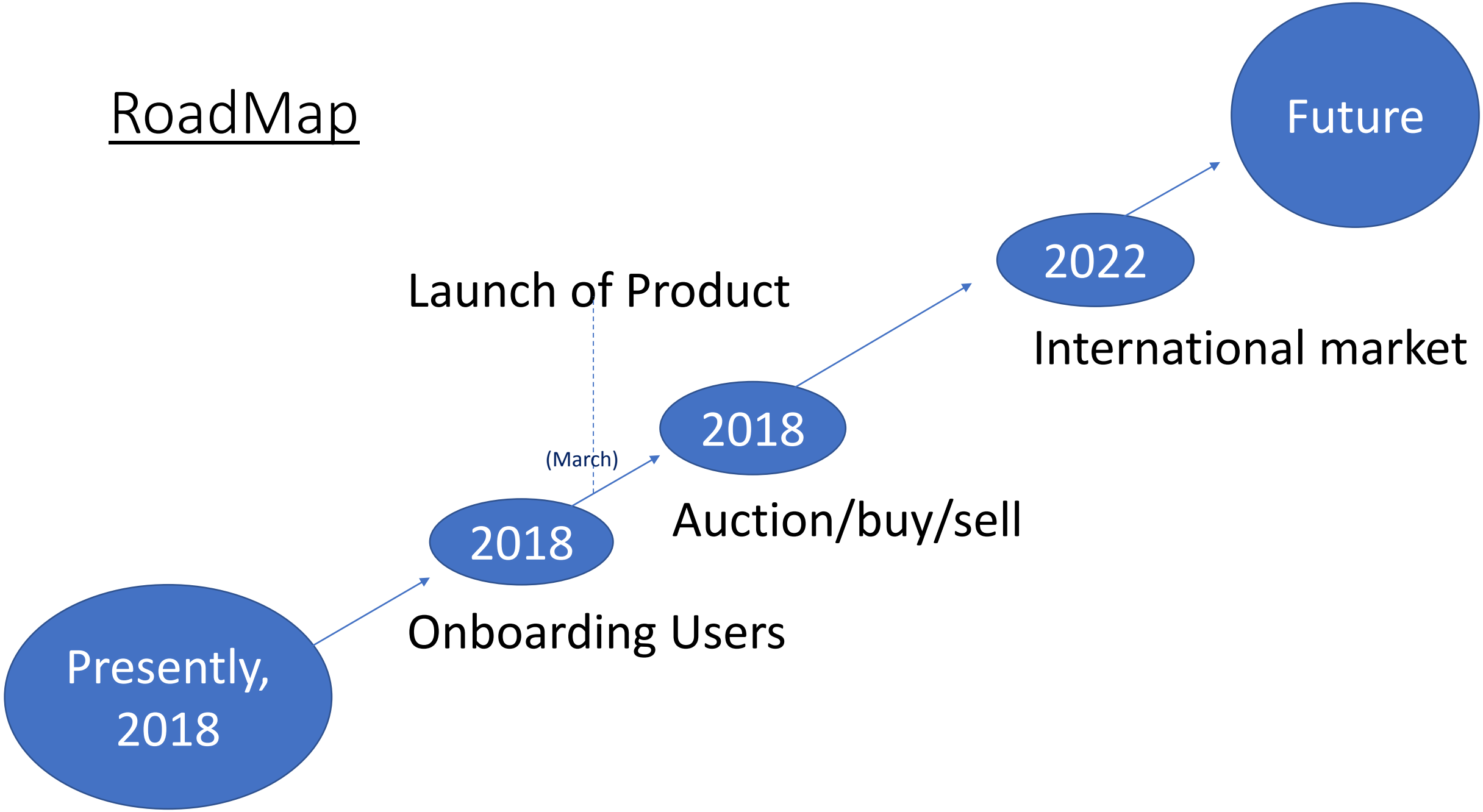
How Blockchain Solves It ?

1. Blockchain enabling secured, transparent smart contracts.
2. Unlocking true Potentials of farm products via auction.
3. Platform(Mobile/web/IVRS) to Connect Consumer and Producer.

Traction

Interacted with 30 Leads,
75% willing to participate,
15% were interested

RoadMap


Future
2022
International market
Launch of Product
2018
(March)
Auction/buy/sell
2018
Onboarding Users
Presently,
2018
Development Phase(till Feburary 2018)

Laws and Regulation

1. We are not violating any Existing Laws
2. Aggregators will be approved by APEDA
3. We are in touch with legal entities to abide to above laws.

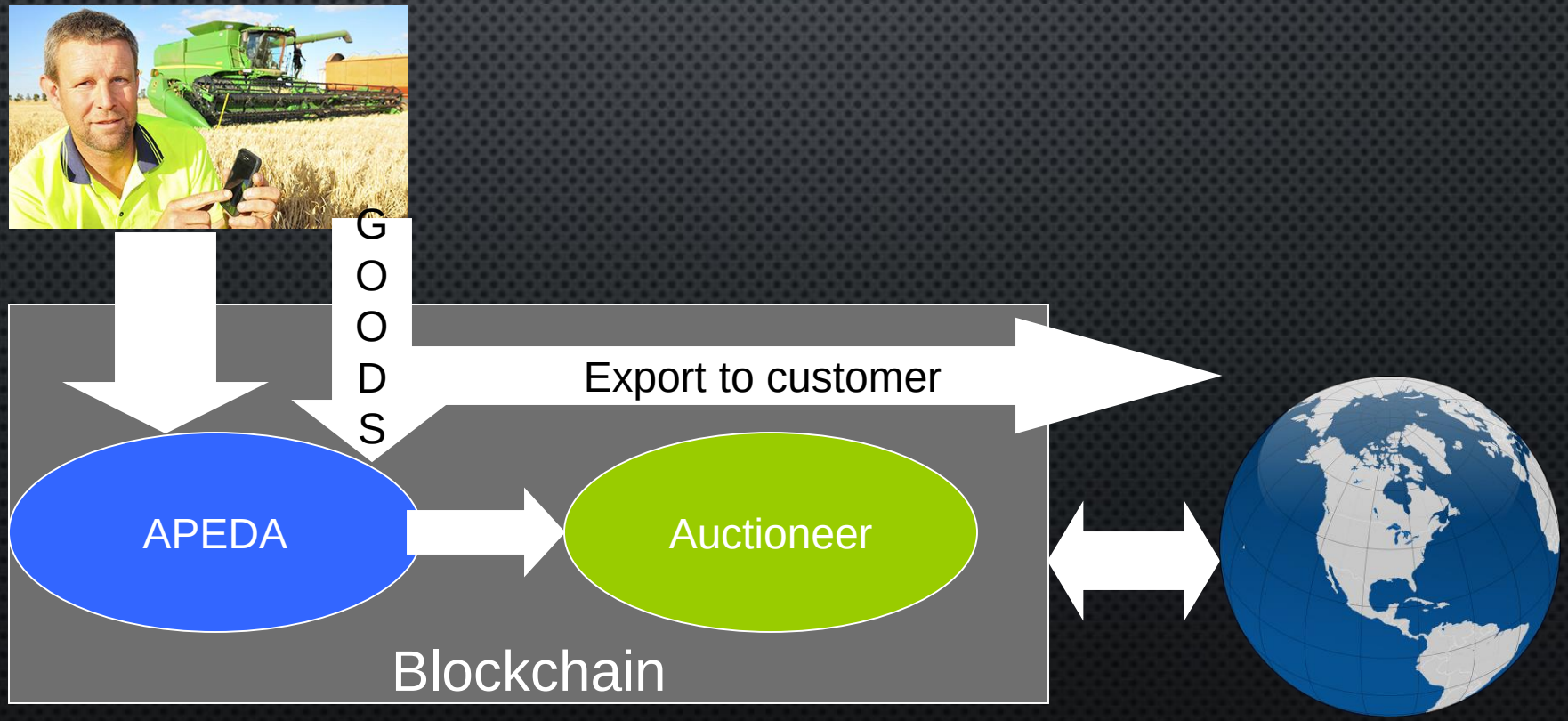
Revenue Model

- Input cost
  - Cost of Product
    - Development -- 50,000$
    - Licenses – 5000$
    - Human Resources – 5000$
    - Legalities -- 10,000$
  - Maintenance
    - Infrastructure Cost – 10,000$
- Income

Who Win ?

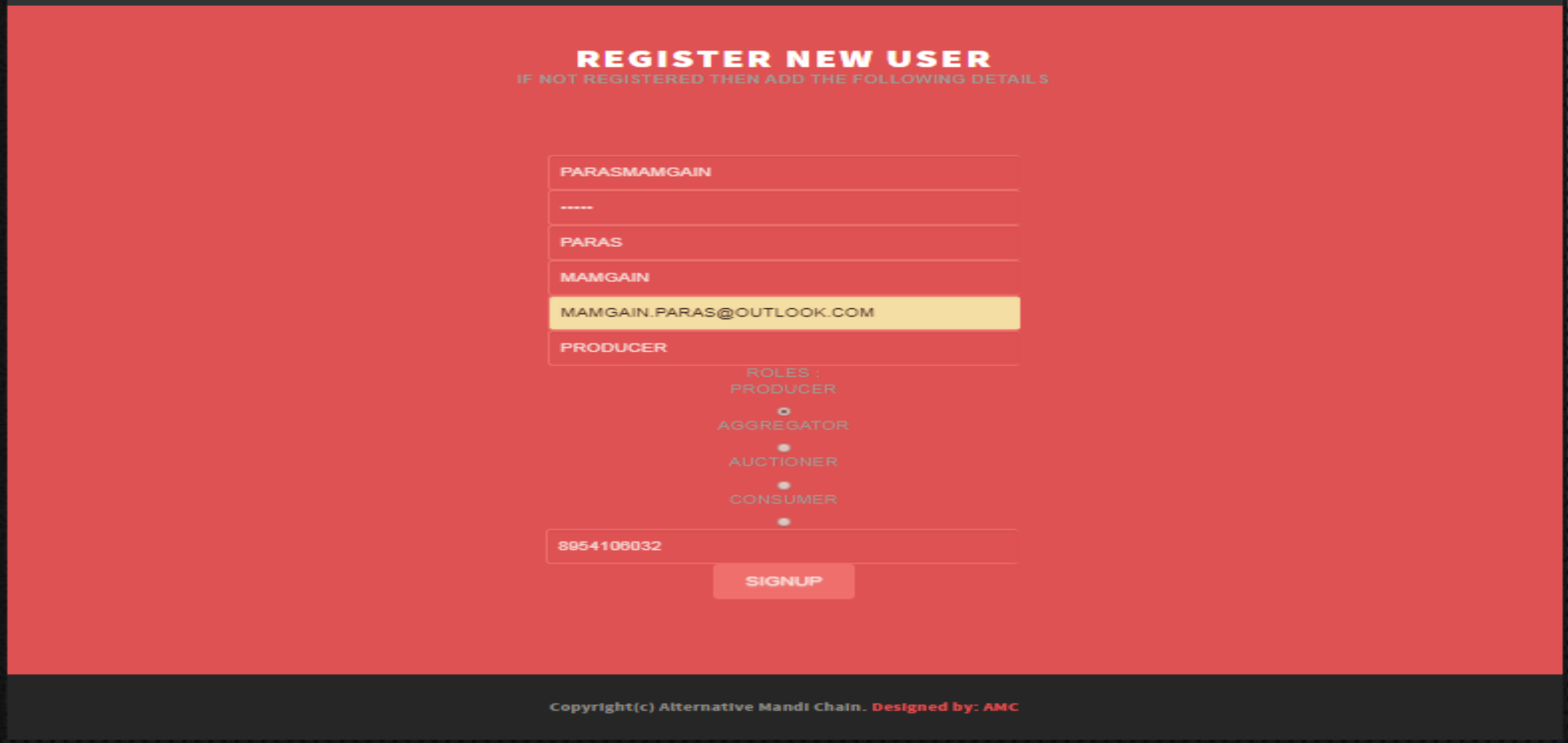
- Farmers (Producer)
  - Higher prices for high quality products (bigger market)
- Buyers (Consumer)
  - High quality products
- Government
  - Healthy and profitable Farming ecosystem
- Aggregators & Auctioneer
  - 5 % of every lot sold

BLOCKCHAIN BASED MANGO EXPORT SYSTEM



MVP
Minimal Viable Product

ONBOARDING (VIA WEB APP)



ALTERNATIVE MANDI CHAIN

THANK YOU FOR REGISTERING WITH US.

ONE OF OUR ASSOCIATE WILL CONTACT YOU SHORTLY.

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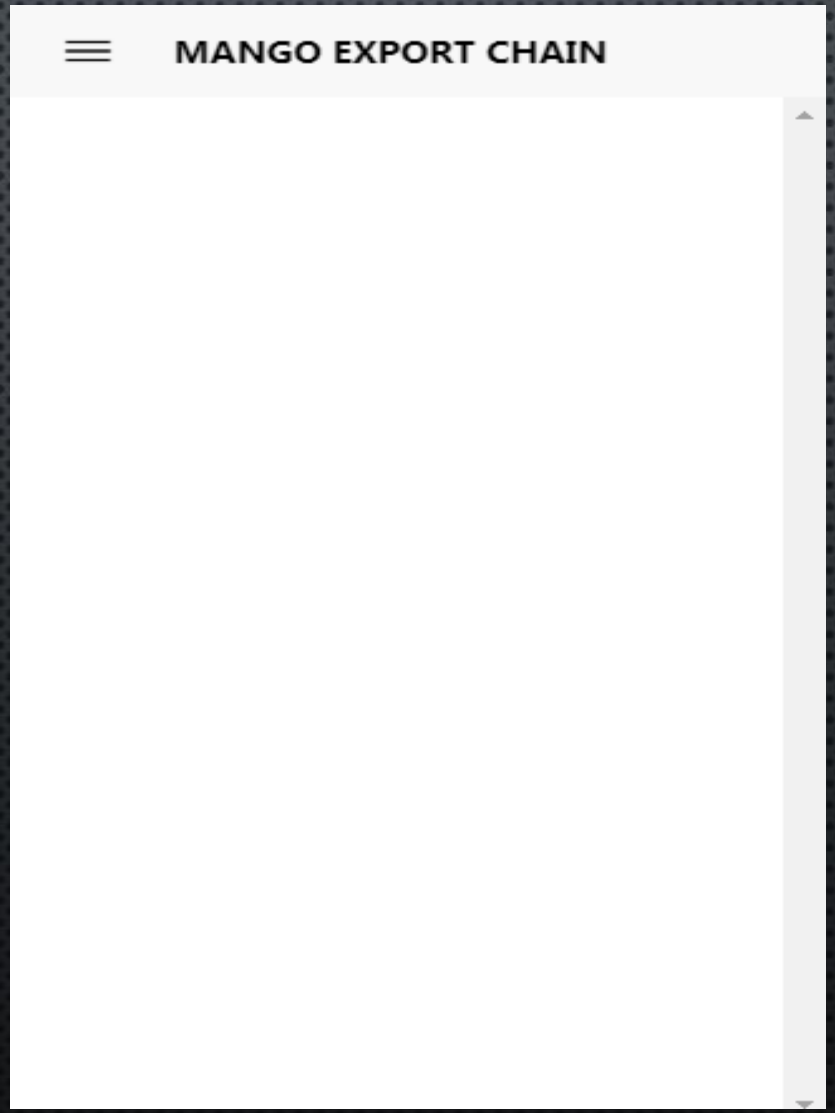
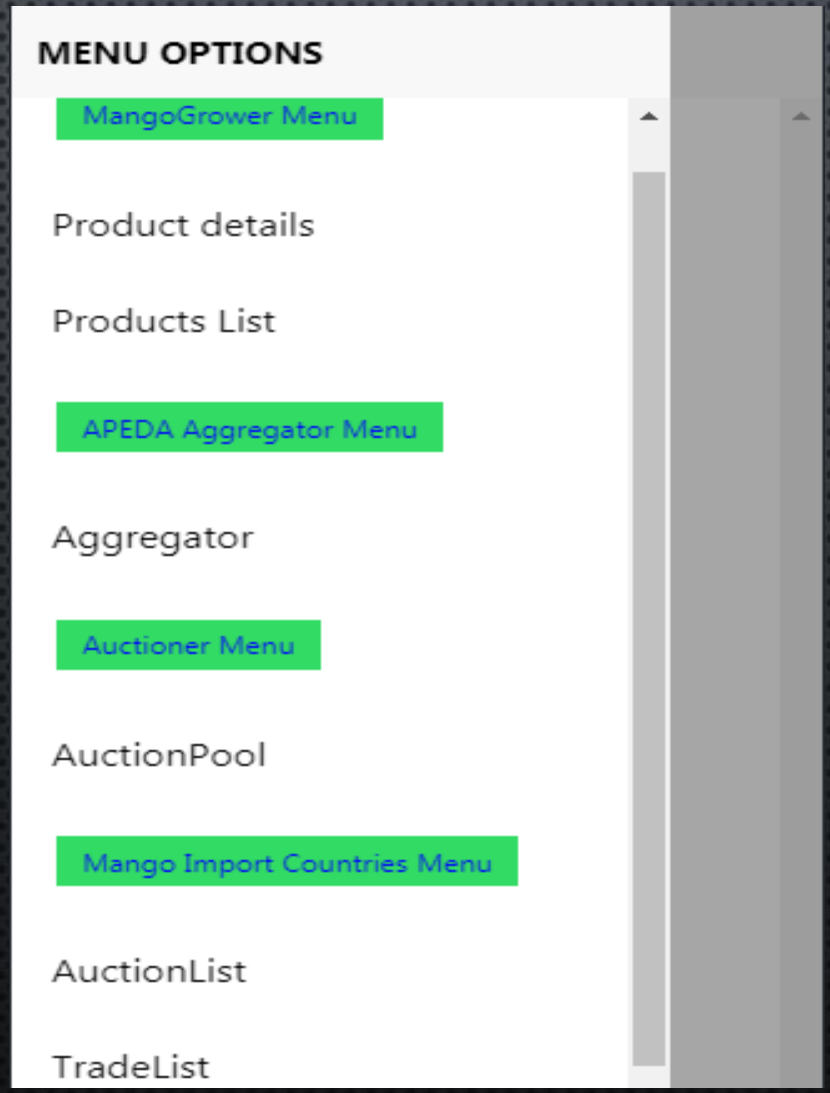
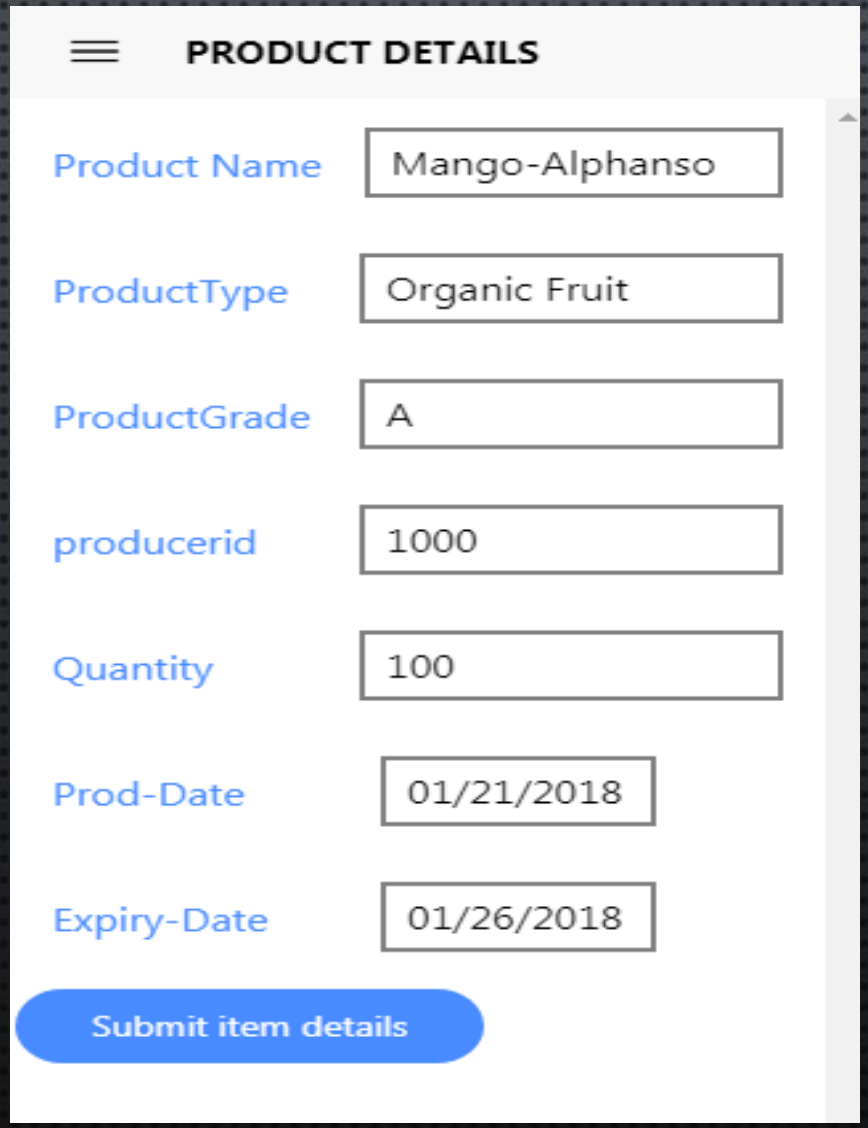
MOBILE APP SCREENSHOTS



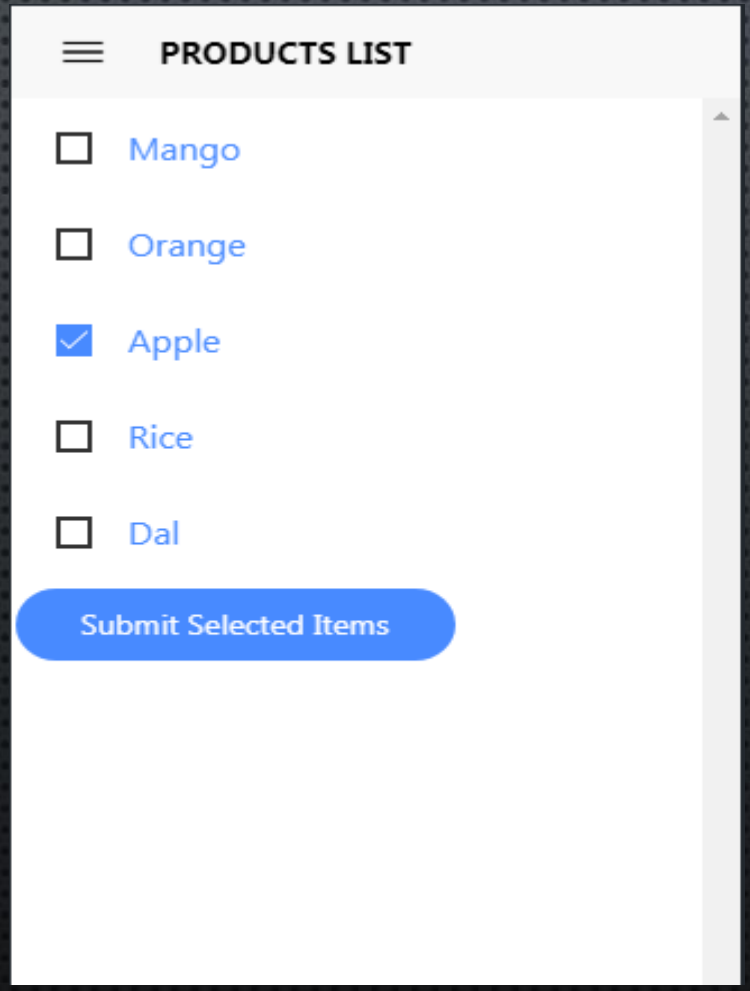
MAIN MENU


MENU OPTIONS
MangoGrower Menu
Product details
Products List
APEDA Aggregator Menu
Aggregator
Auctioner Menu
AuctionPool
Mango Import Countries Menu
AuctionList
TradeList

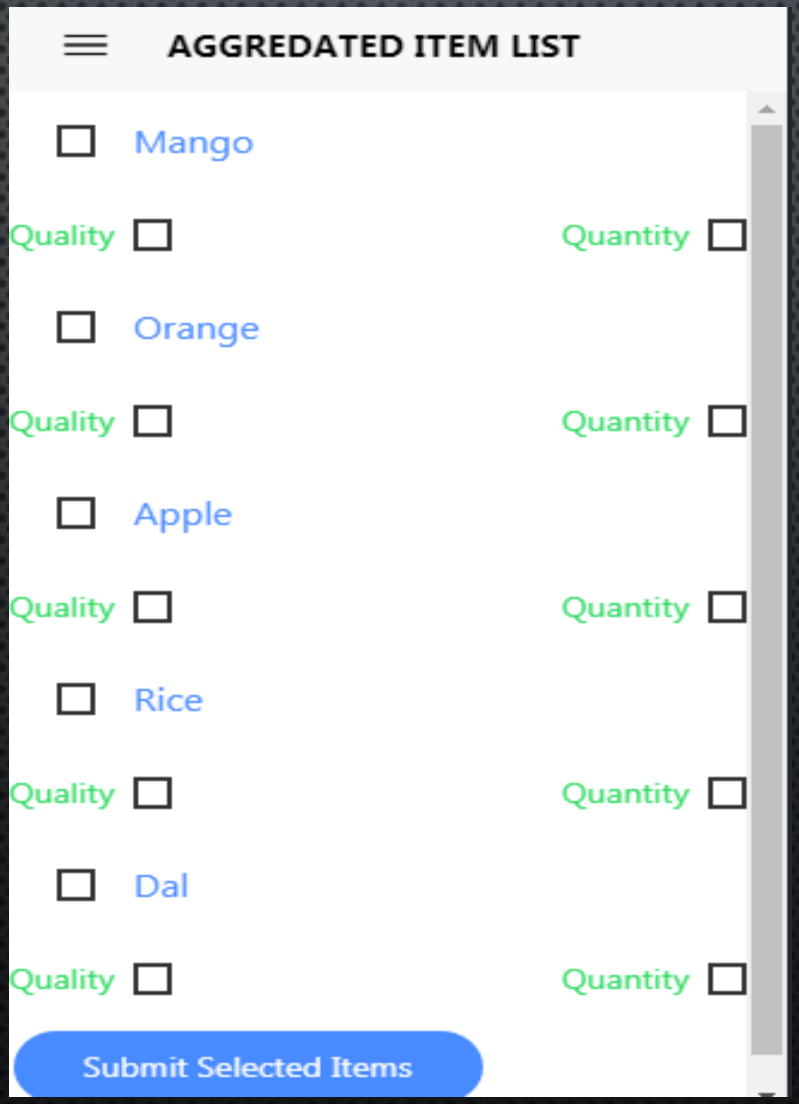
PRODUCER MENU



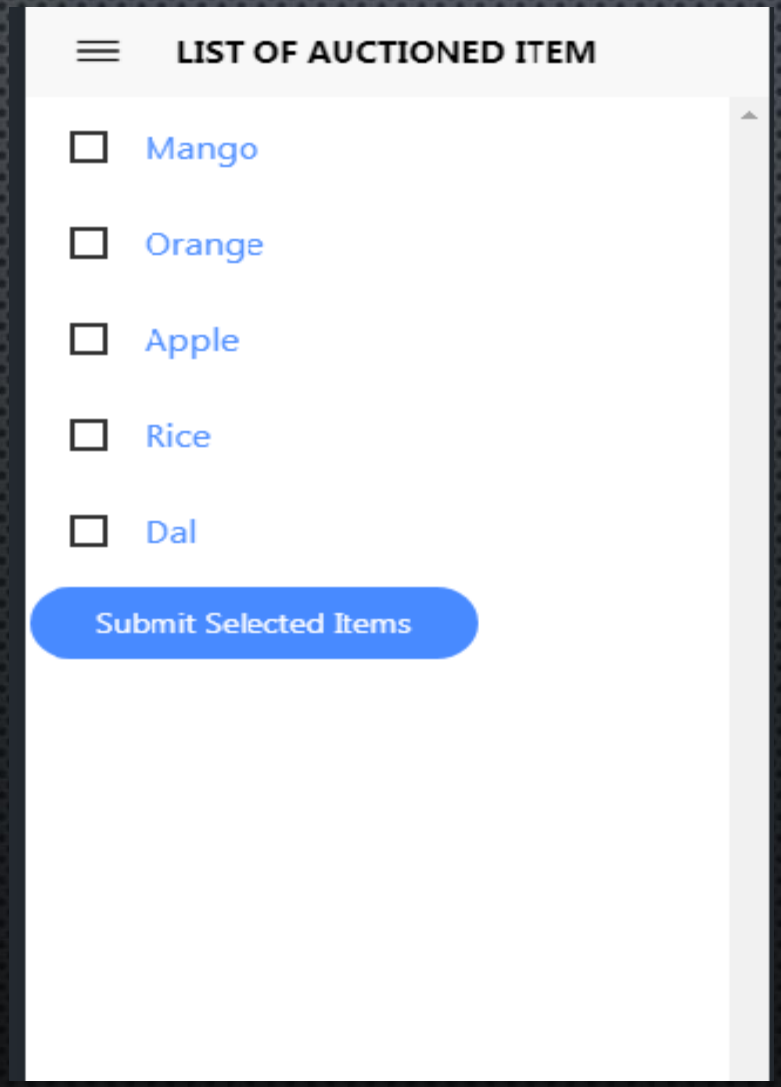
PRODUCTS LIST



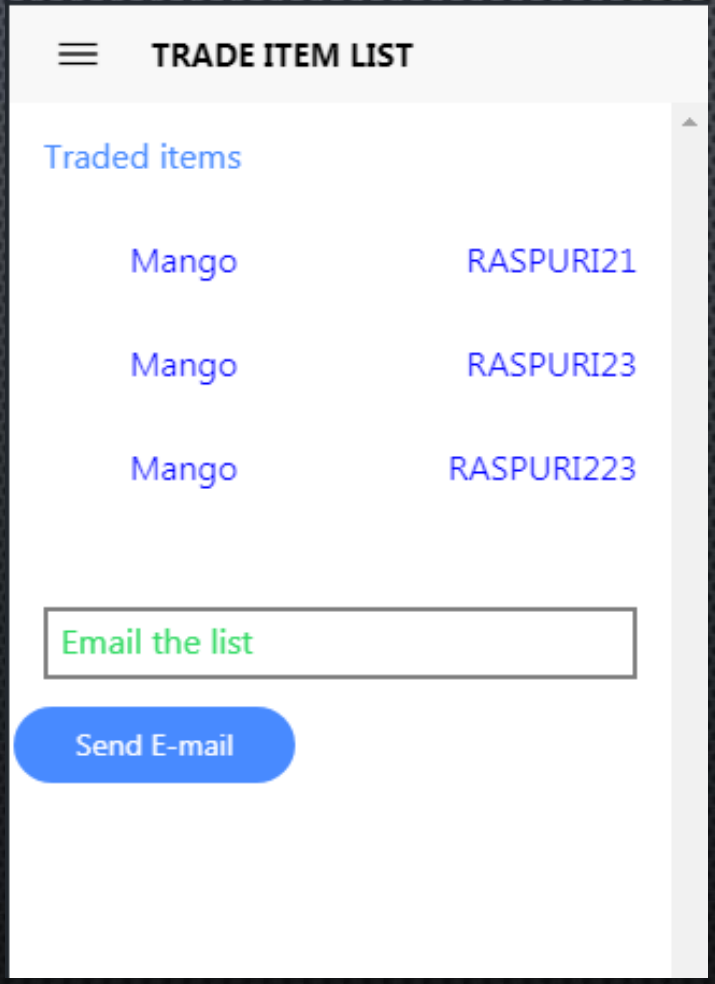
ITEM LIST


AGGREDATED ITEM LIST
Mango
Quality
Quantity
Orange
Quality
Quantity
Apple
Quality
Quantity
Rice
Quality
Quantity
Dal
Quality
Quantity
Submit Selected Items

AUCTIONED ITEM LIST



ITEMS TRADED



What
We
Are
Doing ?

Effectively

And

Efficiently

Channeling

Farm
Products

Into

Market

For

Individuals,
Wholesalers,
Retailers.

Team

- Ramesh Belavad

  Mobile : 9886626090

  Email : raga2560@gmail.com
- Paras Mamgain

  Mobile : 9871170149

  Email : mamgain.paras@outlook.com
- Seetaram

  Mobile : 9663607280

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