



FarmLinx

"Celebrate the Farmer"





A joint initiative by KIADEF and Qubento that aims to directly connect the organic farmers to traders by redefining the landscape of Indian organic supply chain



Indian Organic Market Profile

The current organic agriculture market in India presents a very inconsistent and complicated picture. The vast majority of the organic produces sold in the domestic market comes from non-certified producers.

The organic market is still a niche in the country and is reachable only to the affluent section of the demography. Consumers end up paying much higher prices to buy organic, even without clear or verified information on the source of products.

Traceability and transparency are hence the very first features which need to be brought into the Indian organic sector's landscape.

The Indian organic industry is a mix of customers with high awareness, many interested organic farmers and sellers eager to tap into this potential market.

But the fragmented nature of the supply chain and approval process makes it vulnerable to corruption and dubious activities of middlemen.



THIRD PARTY CERTIFICATIONS

Certifications are generally carried out by third party organisations, that act as validation agencies controlling the entire process of production and handling of harvested produce, by enforcing standard procedures and making sure that all parties involved abide by them.

Since trust alone cannot be considered as a basis for validation between the various stakeholders in the organic supply chain, third party checks are also important for checking the credibility of the parties involved and approval of quality standards.

Both these are very real issues faced by the organic farming community in India. These factors become even more important as the Indian organic community strives to have its footprint in the global market.

Farmlinx: India's first blockchain -enabled organic trading platform

Farmlinx is powered by Qubento's blockchain technology which enables transparency, credibility, accountability and traceability to be provided as key features to the stakeholders.

Farmlinx is an online platform that acts as a direct bridge between the sellers and farmers.

The complex validation and transaction approval process, done by the certifying bodies, are taken care of through Farmlinx.

As a result, the traders get approved and assured products from sellers, while on the other hand farmers get a well-defined market place, with an optimum price guarantee for their produce.



Furthermore, blockchain technology makes data manipulation next to impossible due to the implementation of the distributed transaction ledger, shared between all relevant stakeholders of the supply chain.

Every transaction carried through Farmlinx will deliver a QR code to track the different steps the produce has travelled right back to the very source of production.

A new approach to bring credibility into the organic sector

The transparency offered by the end-to-end traceability will remove certification loopholes, batch manipulation and interference by middlemen, thereby delivering a solid system for tracking organic produce in the Indian market.

Farmlinx enables farmers to have an 'organic edge' in the market and financial security. An assurance every Indian farmer hopes for.





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