

FarmLease

Growing Agri-Commerce

Team : FARMHACKERS

Problem Statement

How could one use the Android platform to improve the lives of small and marginal farmers in India.

SHOULD WE EDUCATE THEM?

HOW DO WE ATTRACT A FARMER?

WHAT IS THE LIFESTYLE OF A SMALL FARMER?

ANDROID APPLICATION ?

CAN WE HELP SELLING THEIR CROP?

THERE ARE LIKE 10,000 APPs IN MARKET WHY DOESN'T MY DAD USE ONE?

CAN THEY AFFORD COSTLY IOT DEVICES?

WHAT IS IMPROVEMENT ?

DEPENDENCY!

What is a “Small Farmer”?

- Poor
- Little to NO LAND
- No Farm Equipment
- Lives and breaths farming
- Might not have own transportation
- No space to preserve products

Solution...???

E-COMMERCE WAS A BOOM!



e-Leasing!

What ALL?

- Farm land
- Cold storage spaces
- Equipment
- Labours
- Transportation

Lack of cold storage facilities hits Telangana farmers

Roushan Ali / TNN / Updated: Sep 23, 2020, 15:35 IST

31 PTS

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India grows more food, wastes more, while more go hungry

Between the ongoing farmers' protests highlighting cries of no proper remuneration for what the "annadata" (food provider) produces and India's 103rd position in the Global Hunger Index (GHI) lies Indian agriculture's third shocking reality – farm produce wastage.



Rahul Shrivastava New Delhi, UPDATED: Jan 21, 2021 11:35 IST

Cold Storages in Telangana

Serial No	State	District	Cold Storages
1	Telangana	Adilabad	13
2	Telangana	Karimnagar	51
3	Telangana	Khammam	27
4	Telangana	Mahabubnagar	30
5	Telangana	Medak	12
6	Telangana	Nalgonda	70
7	Telangana	Nizamabad	30
8	Telangana	Ranga Reddy	47
9	Telangana	Warangal Urban	44

Government to create 2 lakh tonnes of onion buffer stock

LONG ROAD AHEAD

How India compares with other countries in cold chain infrastructure.

	India	China	Developed countries
Fruits & Vegetables	103 MT	N.A.	N.A.
Cold chain Utilisation	10%	25%	80-90%
Losses	35-40%	30%	5%
MT: Million tonnes	N.A.:Not available	Source: BT research	

TECH DETAILS



Express

SOLUTION DEMONSTRATION

BUSINESS MODEL :

- Convenience fee
- Promotions

FEASIBILITY / SCALABILITY

- Easy-to-use Application
- Trust Development
- Legal issues being a service provider

FUTURE SCOPE

- Validating Legal documents, Terms & Conditions
- Location integrated services
- Integrating WhatsApp API
- Shared services

ANY QUESTIONS?

THANK YOU