

# Idea & Approach Details

Ministry/ Organization name: CDK Global

Problem Statement : Portal for Farmers to sell the produce at a better rate

Team Name : WeKisaan

Team Leader Name : Domendra Sahu

College Code : 007

# Idea Description

- First Farmer's comes to our app and register himself which for one time registration, and post/ad there details and volume of goods
- App can be calculate the prices and show in front of application base on
  - crops
  - market prices
  - volume of goods
- By using this app Farmer connected to the buyer , Transporter , Packager directly.
- Buyer check detail about the crops and confirm for the deal then we can contact the Farmer using App ,SMS.
- Payment can be done by WeKisan super handy payment process or COD
- We came up with the super advance real-time delivery method. This method provide the tracking system on the particular agro product.
- And our company uses customer **feedback** to improve our market platform with real-time data analysis

# PROBLEM



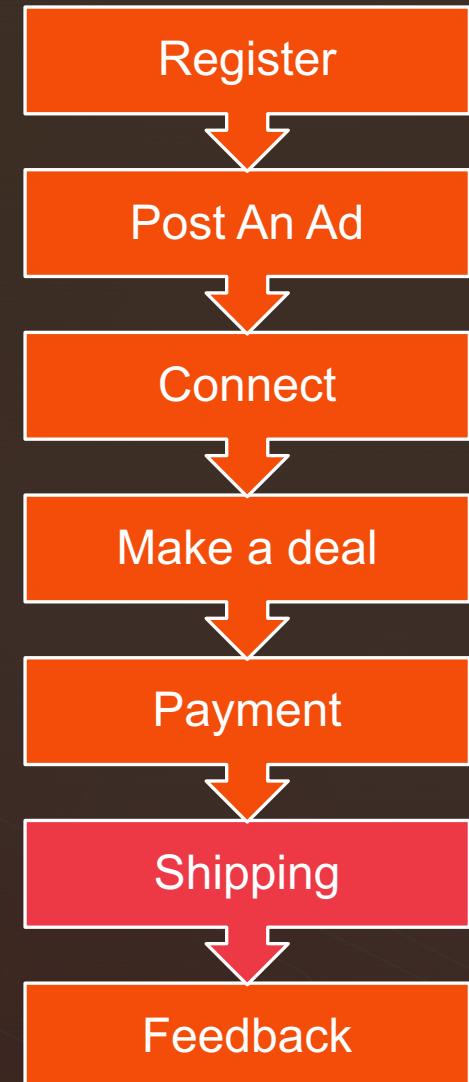
- Indian farmers is not selling their crop produce directly to the buyer ,many chain buyer comes in villages and purchase farmer's produce and give cash payment to farmers.
- We came up here in with the idea of Wekisaan App
- By using this app farmer sell there produced product in agriculture grain market or 'mandi' .
- It means using this app less market chain more profit to farmer .



## Here is the Solution

- Our team has brought Idea of the
- **WeKisaan**
- app and the Marketing Platform made for our farmers

### ▪ How It Works





# Register

- Buyer
- Seller,
- Transporter
- Packaging



# Post An Ad

Take a picture of your any kind of agriculture product and post on the portal & Describe there goods details

# Connect



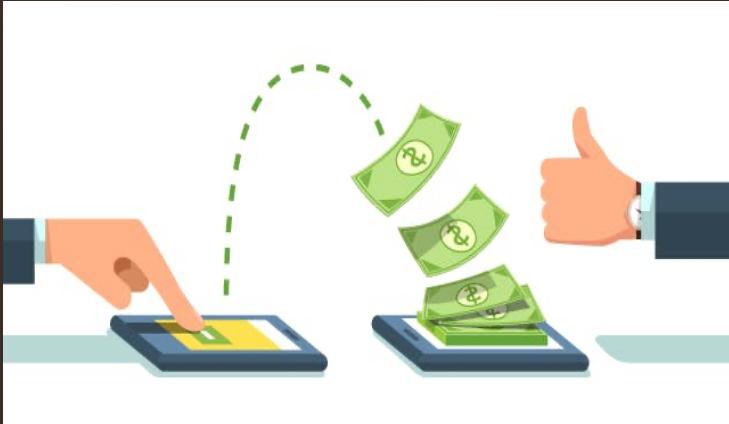
- By using this app Farmer connected to the buyer ,Transporter , Packager directly.

# Make a deal



After the confirmation of the deal we can contact the Farmer using App & SMS.

# Payment



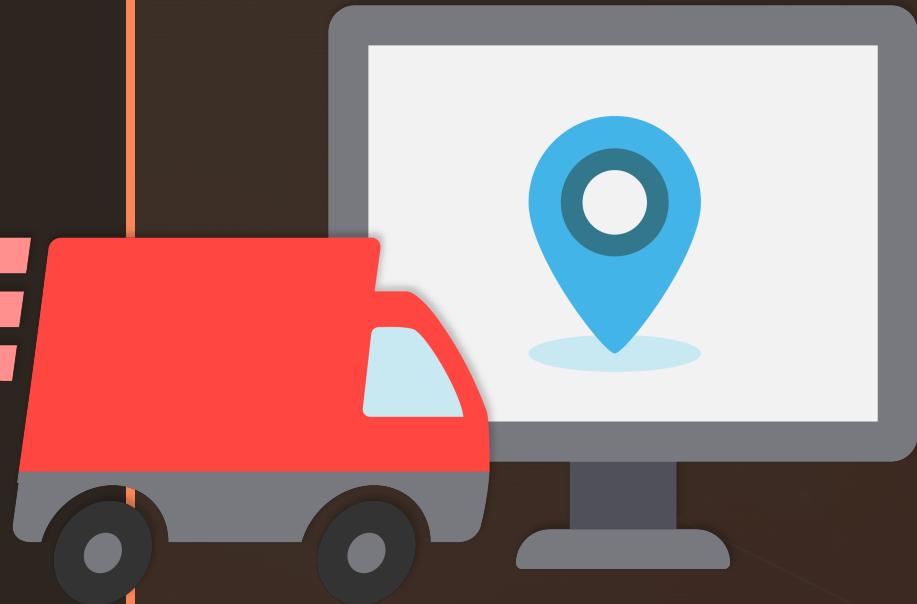
- WeKisaan brings super handy payment process
- Cash On Delivery
- UPI and Various Other Payment Method

# Shipping And Transport



- There are two methods of the shipping
  - WeKisaan Ship
  - Farma Ship

# Delivery Process



- We came up with the super advance realtime delivery method.
- This method provide the tracking system on the particular agro product.

# Feedback



Our company uses customer **feedback** to improve our market platform with realtime data analysis.

## Major Feature Of WeKisan App



We make our platform super handy.  
It can also operate through the message communication service

## Better Pricing Information



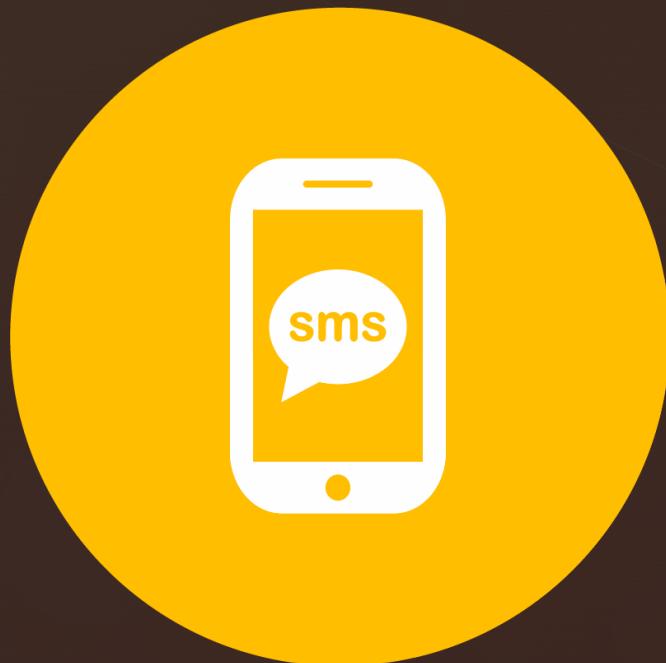
We use various techniques like cost analysis which helps farmers with real time market report thereby providing them with better pricing information.

## WeKisaan App Features

- Buy or Sell Near you or All over India
- Compulsory registered users: Here, all users are registered users and nobody is anonymous.
- Post Ad/Listing in one minute
- Chat, e-mail or Call
- Sell anything related to agriculture: Here, people can connect with each other to buy or sell in over 12 categories and 110 sub-categories.

# Dependencies

- We are depends on smart phone.
- SMS
- Design Structure method



# Interface of WeKisaan App

