

FARMER-CONSUMER INTEGRATION SYSTEM

Problem Statement

Agriculture and its subordinate sectors, is the largest source of livelihoods in the country with seventy percent of its rural households depending primarily on agriculture for their livelihood. What is more important is that eighty two percent of them fall under the small and marginal. It is this segment that suffer exploitation by middle men. End result is that the working farmer do not get his due. The issue is nothing new and administration is fully aware of the problem. National portals as part of digitisation have tried to address the issue. But the complexity of portals and a chronic digital divide prevailing limits usage and utilisation.

Description

While it would be difficult to conceive a solution without the support of digitisation, there is a need to drastically simplify the process by making the system user friendly and easily accessible. Besides, it also needs to be strategically modulated for the singular purpose of a platform for a wider market that brings in individual consumers more than institutions. This would enable the farmer to place his products for sale on a day to day basis, however miniscule it may be, and consumers can directly make the purchase. The payment module would utilise the Jan Dhan accounts to transfer money instantly to the farmer. This itself would be the USP of the proposal.

Existing System

A pan India electronic trading portal, eNAM: National Agriculture Market, connects Agricultural Produce Market Committee Mandis, rendering a unified national market for agricultural products. Small Farmers Agribusiness Consortium (SFAC) is yet another, which is the lead agency for implementing eNAM, both under the aegis of union government. This current system is complex in nature which limits usage and utilisation.

Proposed System

In a recent incident, vegetable farmer R.C. Sampath Kumar from Chittur in Palakkad destroyed brinjals crop grown on three acres of farm due to low price of product. Quite often, farmer's plight is exploited in the absence of a conducive market for his products.



The major feature of the proposed system is that it offers a platform for ground level farmers to sell their products to potential customers or institutions. The user friendly portal will focus on,

- Making the portal accessible and user friendly
- Module for payment through integration with Jan Dhan accounts
- Provision for auctioning agricultural produce
- Enabler for localised marketing
- Engagement of third party entities for supply chain

Further extension of the proposal could be thought of by way of village level kiosks assisting farmers with no access to digital tools whatsoever.