

A large, vibrant photograph of a red tractor with a harvester attachment working through a field of golden wheat. The sun is low in the sky, casting a warm orange glow over the entire scene. The tractor is positioned in the center, facing towards the right.

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Agriculture Technology

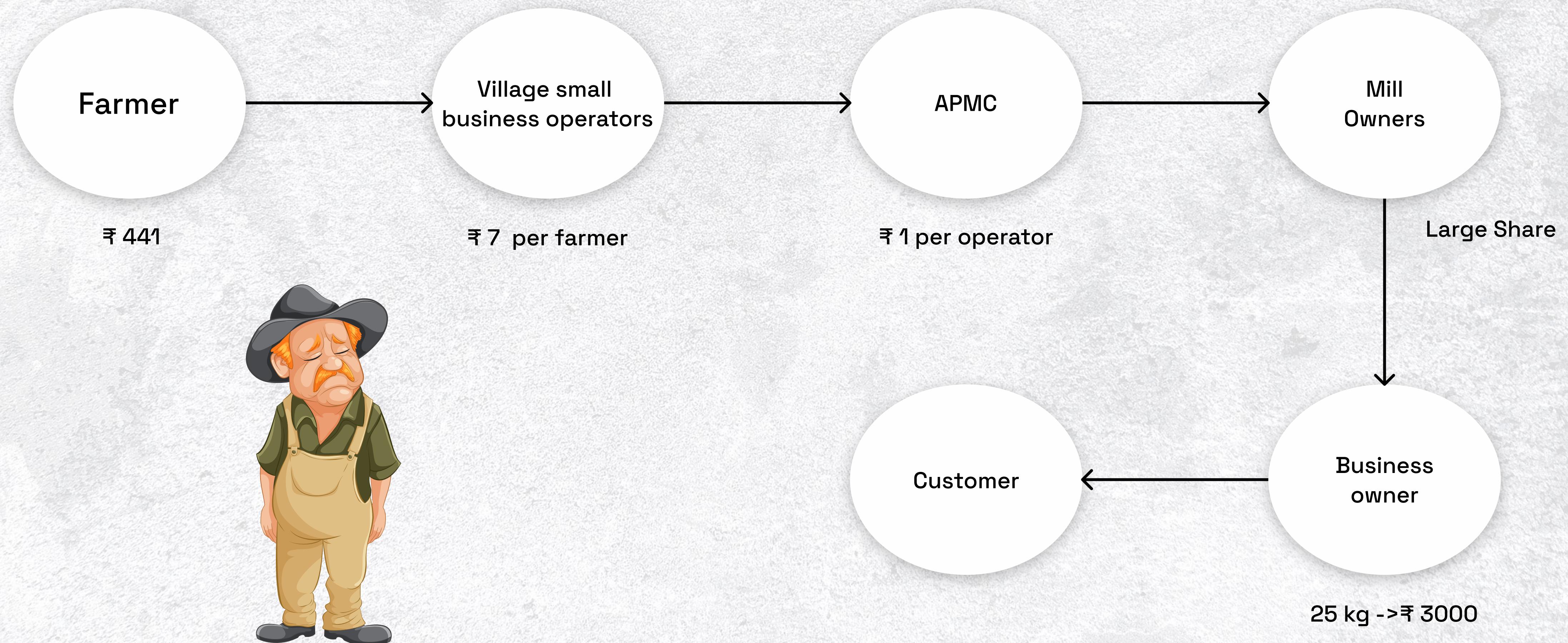
Problem statement

To develop a platform that enables farmers to interact directly with new mill owners, thereby eliminating intermediaries like village small business operators, Agricultural Produce and Livestock Market Committees (APMCs), and existing mill owners who often manipulate prices to their advantage. This platform aims to ensure that farmers receive fair compensation for their produce, reduce unnecessary costs, and foster a more transparent and equitable agricultural market.



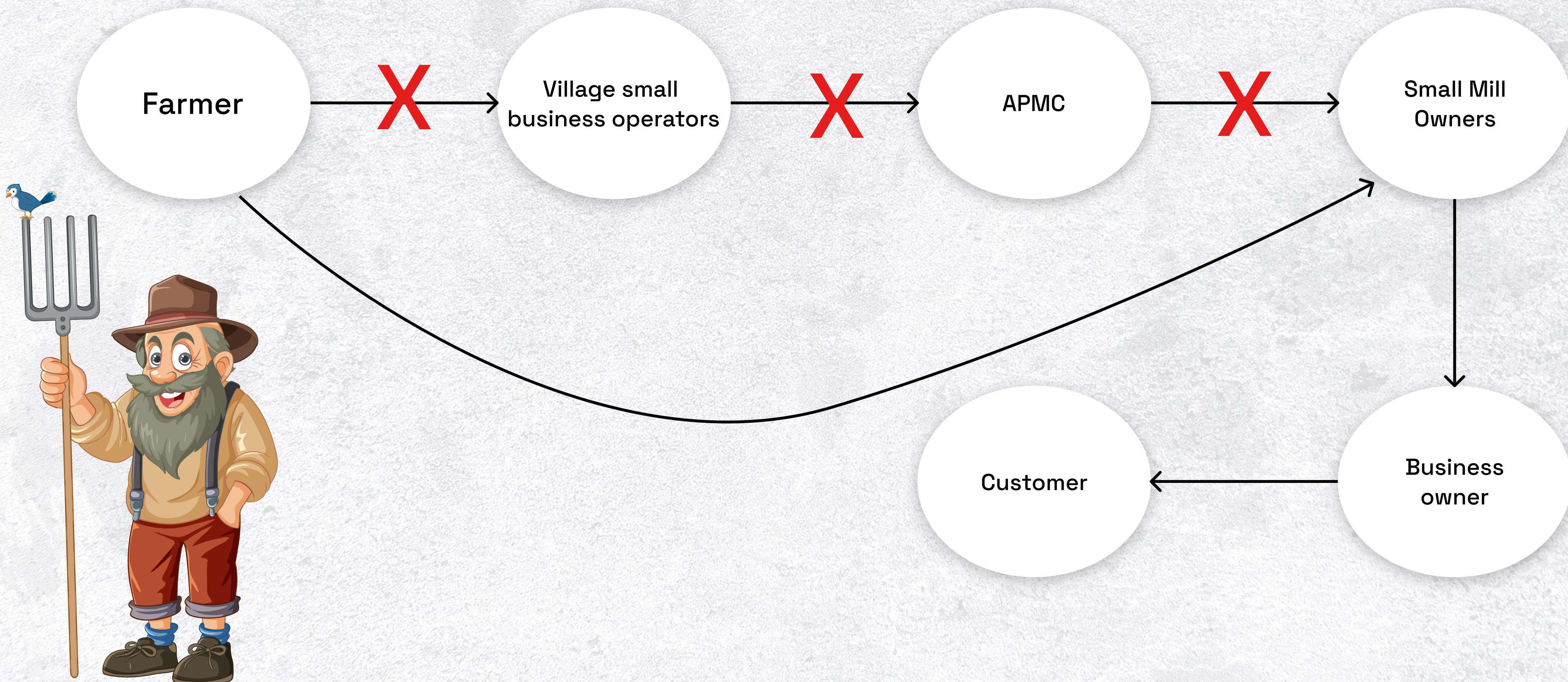
Challenges of the current market scenario

In the current model, farmer has to trade to the following listed entities with getting a very little amount in his pocket. The amount obtained by the particular entities are listed below them. Consider a farmer producing Paddy and the following process goes on.



Solution

Farmers connect directly with smaller mill owners, who then supply products to business owners, ensuring fair prices for farmers and boosting the growth of new mill owners. This model benefits both farmers and emerging mill businesses.



How it works ?

Farmers can list their crops on the website, including due dates and all relevant details.
Mill owners are notified, arrange transportation, and process the crops.
Business owners also register on the platform and source their required products exclusively from these mills.

To address the issue of crop spoilage, which is prevalent in India, the platform integrates cold storage facilities.

These cold storage owners store crops, extending their shelf life and enhancing overall efficiency in the supply chain.

Social causes

The social causes addressed by this platform include:

- 1. Empowering Farmers:** By providing direct access to mill owners and bypassing intermediaries, the platform ensures that farmers receive fair compensation for their produce, improving their livelihoods.
- 2. Supporting Small Mill Owners:** The platform helps small and emerging mill owners by connecting them with a steady supply of raw materials and business clients, fostering local entrepreneurship and economic growth.
- 3. Reducing Crop Waste:** By integrating cold storage facilities, the platform tackles the issue of crop spoilage, which is a significant problem in India. This leads to better food security and reduced wastage, benefiting the wider community.

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