



Kisaan Connect

Team : Green Mutants



INTRODUCTION

The issue of farmer suicides has been going on for a quite a long time. Despite several attempts to ensure the welfare of the farmers this is one of the major issue that still haunts the farmers in our country.

This app has been designed keeping in mind the issues faced by the farmers in our country and we hope that we can contribute our bit to the society.



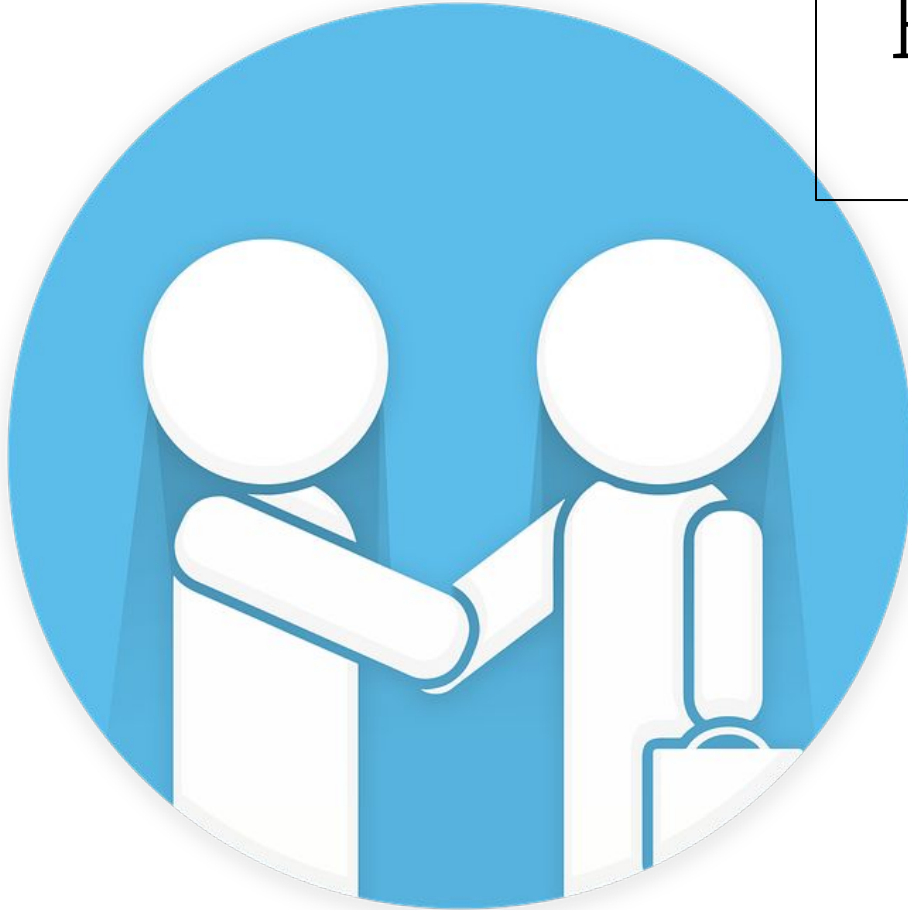
SOLUTION TO THE PROBLEM

This app has been created with the aim to reduce the middlemen concept that has completely juiced life out of the farmers and in turn created a vicious cycle that has vastly affected our economy.

Through this app we aim to link the farmer directly with the retailer\ wholesaler and thus benefitting both of them. This allows the farmer easy access to the retailer thus give him a better opportunity to sell his crops and thus allowing them a better chance for the next harvest production and thus supporting the rural way of life.

In this app we have created a portal where the farmers can update the crop they are planning to harvest and the retailers can place the crops which they want to order and thus establishing a proper link of communication between both of them.

How do we plan to attract retailers?



- We plan to give offers to retailers who will be tying up with us in the first month.(such as 5-10% discount for 2-3 months).
- Secondly , we would also do quality checks from time to time so as to maintain the quality of the product.
- Once the product achieves its minimum target of users we plan to introduce the concept of ratings and chat application where the farmers will be able to upload the pictures of the crops and chat with the retailers.

In the end we would like to say that this app serves as a platform that will aid the farmers who are the backbone of the society and thus will help the entire *Indian economy*

Know your food, know your farmer, know your kitchen!!!....

THANK YOU

TEAM MEMBERS

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