**Go Farm!!**

Experience A day of Farming Life!!

To go by the theme, we have chosen to promote ‘Sustaining Agriculture and its resources’.

In the context of Agriculture, sustainability refers to the successful management of agricultural resources to satisfy human needs while at the same time maintaining or enhancing the quality of the environment and conserving natural resources for future generations.

The challenge we see today is farmers that they do not have enough consumer base for organic produce and consumers do not have awareness about it to address this, we want to build a solution which brings the producers and consumer together and creates a win-win situation for both.

Go Farm:

Go Farm is a new business idea to strengthen the connection between rural and urban people, grow farm visits, and provide a new Agri-tourism income stream for farmers.

Today, a visitor to a rural area has no easy way to visit a farm unless they know someone personally, who either owns farms or knows about other farmers.

Go Farm as an online platform, gives consumers the opportunity to book a day, to experience unique agricultural feeling, by giving an opportunity to participate in few farming related activities and meet farmers directly in areas they choose.

Go Farm is predominantly about is experiencing nature and respecting its treasures in a way that future generations will be nurtured with good things and cherish for green living.

We have multiple benefits as listed for both farmers as well as consumers with this proposed solution.

Benefits for consumer:

* Get awareness about the Farming life. They can personally feel the pains and gains of farmers through direct interaction.
* Get good exposure to quality agricultural produce, like grains, vegetables, dairy products..etc.
* Those who are interested in farming but can not contribute directly, can now participate in many activities leveraging this solution.
* Good opportunity to partner with farmers for direct funding & booking the fresh & quality produce.
* This would obviously give a chance to all the consumer to lead & promote healthier life, by encouraging the organic way of living.

Benefits for Farmers:

* Good platform to showcase their produce directly to consumers. henceforth they can build the bonding with consumer.
* Securing the consumers for maintaining sustaining market opportunities for the produce.
* This is one way for the farmers, to continue Organic farming, and to know consumer demands directly from them. (like what kind of vegetables/grains/fruits are in demand, which farms are the consumers mostly looking for...etc)
* Good channel to get to know the various available resources to improve the agriculture.
* Good way to maintain sustaining opportunities for their produce, by developing strong consumer base.