

Let's cultura



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- ❖ PROBLEM STATEMENT: Smart Agriculture on a Budget

Brief about the idea

- 'Let's Cultura' concept is also known as 'Let's Cultivate ' concept .
- Before peoples lived to cultivate the crops and eat good food organically and they also earn by selling their produce.
- But now the farmers are struggling very hard to survive and they can't even sell their produce for better price .
- All these are mainly because of mediators ..For Example; if the farmer sold 1kg tomato to the mediator for 10 rupees ..the consumer will get the same 1kg of tomato 40 ruppees.. Which means the mediator is earning than a producer ..because the farmers cannot able to fix a price for their produce .
- And also we started to destroy the agriculture lands and turn into the real estate plots and apartments ,malls etc,.and the Ground water source also became less and populations also became more.
- Now most of the peoples eating the inorganic foods in the name of organic and unfresh vegetables which is stored in warehouses..and our future is going to become if we need to live ..we need to cultivate.
- My idea 'Let's Cultura' concept will give the solution of all these problems in one application.

- This is the application like the food platforms like Zomato,swiggy,ONDC etc,. And how they will deliver to the customer directly from restaurant to customer with the help of delivery executives ..
- In brief; the restaurant will set the price for the variety of dishes in the online platforms and the customer will buy in that platforms with the affordable prices with very less commission.
- Similar my application also going to act like an online platforms for the consumer to buy the agriculture produce in an affordable prices with no commission...this application will allows the farmers to set the price for their produce in wholesale and also in retail.
- Most of the farmers nowadays started to use smart phones ...but many farmers will be unknowledge about the smart phones ..they also can create the account with the help of their family members,friends,relatives,neighbours ,government agriculture offices and also in dairy of their villages.
- Many of the agriculture background peoples will be working in cities including housewives and some peoples will have an own empty plots in front or near their houses..and some peoples will be doing kitchen gardening,terrace gardening,roof gardening etc,..this application will give opportunities for everyone who is interested in agriculture with ***proper documents validation***.



- All the above mentioned are possible and this application will have the features of (1). online ordering (agriculture and dairy products),(2).doorstep delivery (with the help of third party delivery companies like shadowfax,dunzo,Zomato,swiggy etc,.),(3).Tie up with many food and raw material industries and companies for selling of bulk quantities in wholesale with better profits for farmers.(4) Mediators can also buy in farmers fixed prices, (5) .Tie up with the Export companies etc.
- All these will be directed from direct farmers to consumers or manufacturing or processing industries and strictly will not allow any mediators who is storing in warehouse(vegetables and fruits) and selling for more price.
- Including small,medium and large farmers everyone can register in this application with proper documents and proper GPS location of their farm /farm houses.
- This idea can be succeeded with the help of Govt Agricultural offices ,KVKs,RSKs,Agricultural Universities etc..by advertising and campaigning and helping the farmers with application and queries.
- And also introducing the **Artificial Intelligence** as **Farmers AI** .This AI gives the solution of all queries of Farmers.



MINIMUM SUPPORT PRICES FOR KHARIF MARKETING SEASON (IN Rs)

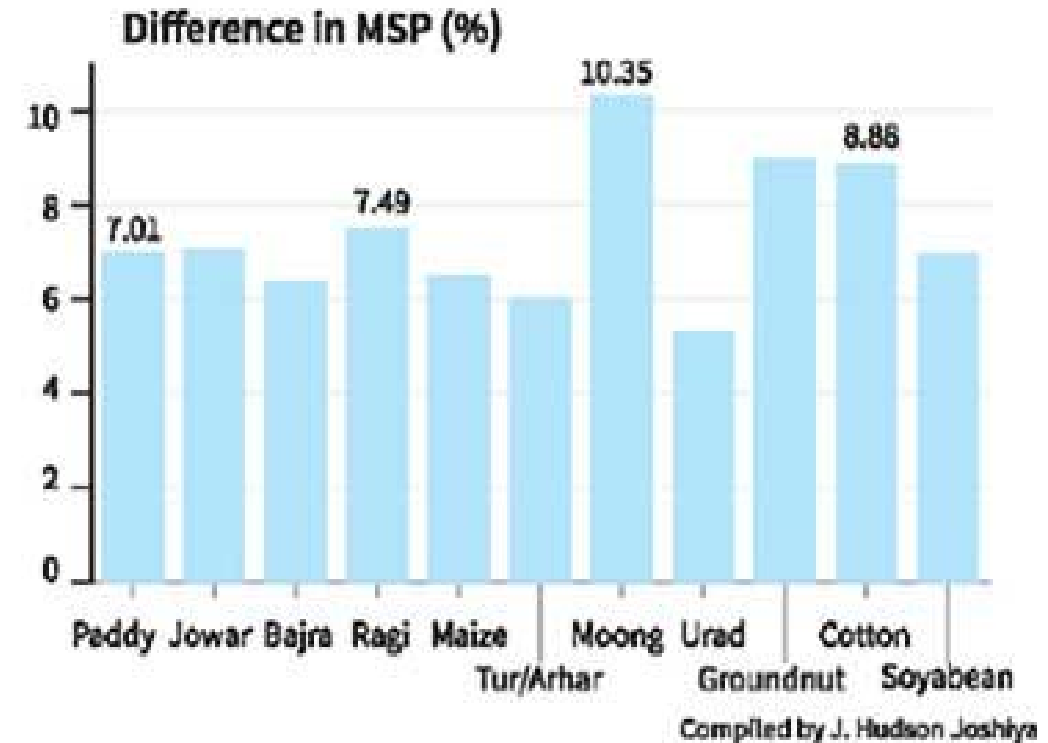
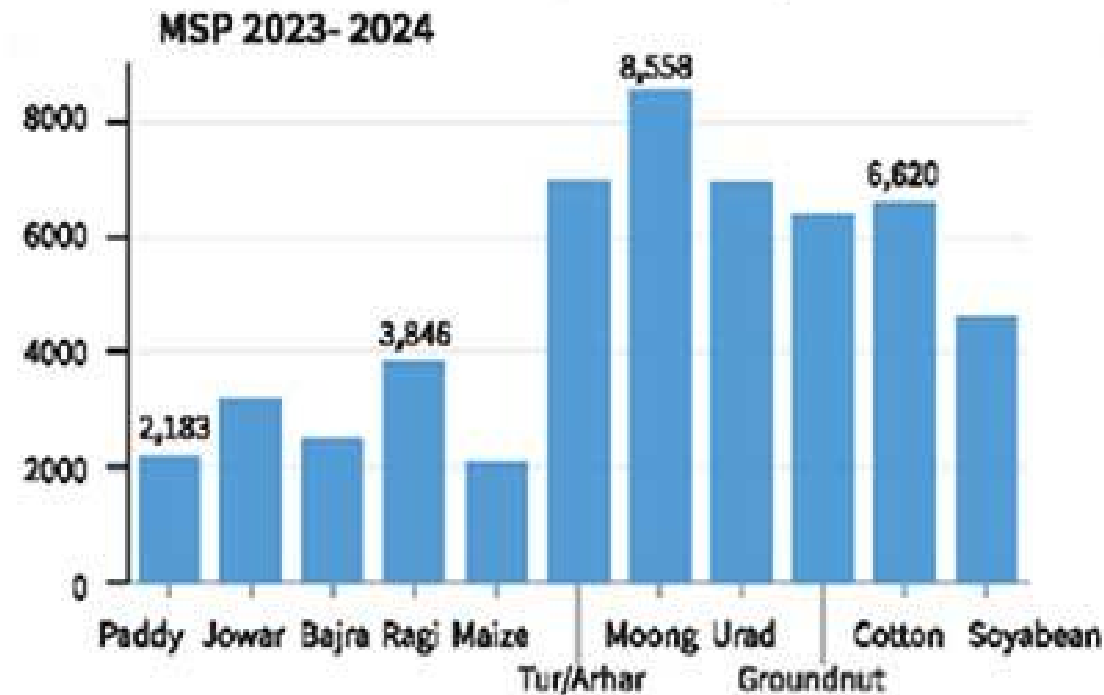


Crops	2022-23	2023-24	Increase (%)
Moong	7,755	8,558	10.35
Sesamum	7,830	8,635	10.28
Cotton (Long Staple)	6,380	7,020	10.03
Groundnut	5,850	6,377	9.01
Cotton (Medium Staple)	6,080	6,620	8.88
Jowar-Maldandi	2,990	3,225	7.86
Ragi	3,578	3,846	7.49
Jowar-Hybrid	2,970	3,180	7.07
Paddy-Common	2,040	2,183	7.01
Soybean (Yellow)	4,300	4,600	6.98
Paddy-Grade A	2,060	2,203	6.94
Maize	1,962	2,090	6.52
Bajra	2,350	2,500	6.38
Nigerseed	7,287	7,734	6.13
Tur/Arhar	6,600	7,000	6.06
Sunflower Seed	6,400	6,760	5.63
Urad	6,600	6,950	5.30



Benchmark rises

In the latest minimum support price (MSP) announced by the Centre, there has been a 5-10% hike in prices for kharif crops from the last season. A look at the (MSP) for select kharif crops for marketing season 2023-24 and their difference from the last season



Opportunities

❑ How is it different from any of the other existing ideas?

1. This application will help the farmers to sell their produce in Minimum Support Price.
2. This will be the first ever agriculture idea for direct delivery from farmers to consumer.
3. This will act like an online farmers market.
4. Farmers can get to know the day to day market price of the products powered by CACP.
5. This idea will help to regain the soil health and increase the agriculture land area.

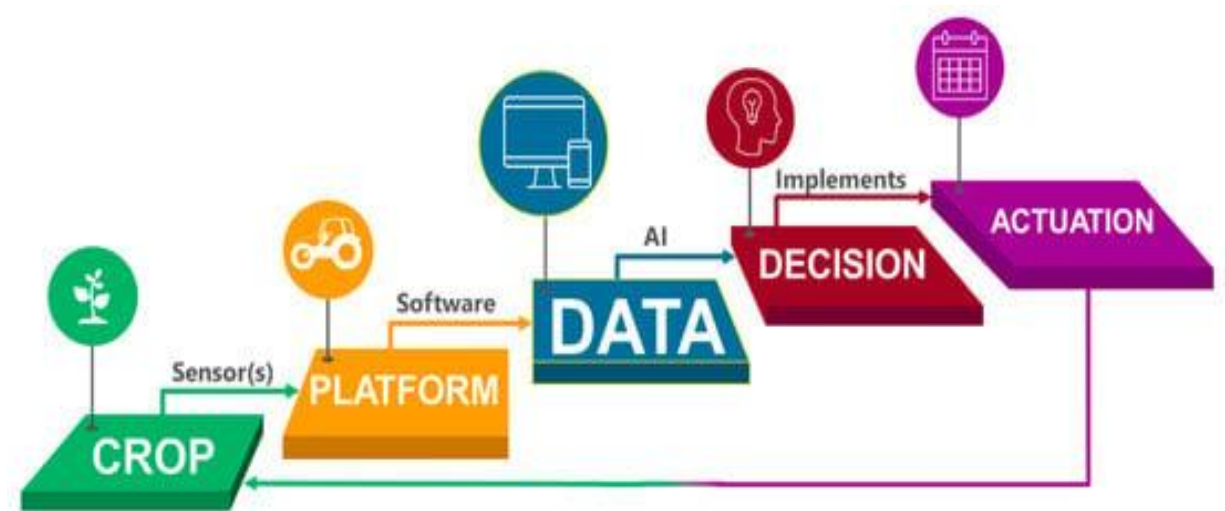


❑ How it be able to solve the problems?

- 1) The major problem is that the farmers will not get the right price and profits for their produce .This application will provide the solution for that by acting as online farmers market .
- 2) This application will act as a ***single window platform*** for the farmers.
- 3) And can provide a free regular visits by an agriculture experts to the farmers .
- 4) This will help the farmers to clear their doubts and also through Farmers AI.
- 5) This application will act as online APMC.
- 6) This application will display the daily market price of all agricultural products.
- 7) This application will also helps the farmers to apply for organic certification however the certificate will be issued after a proper testing and examination.

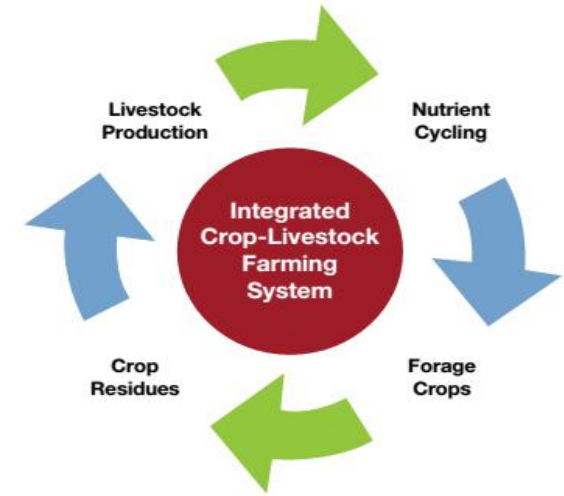


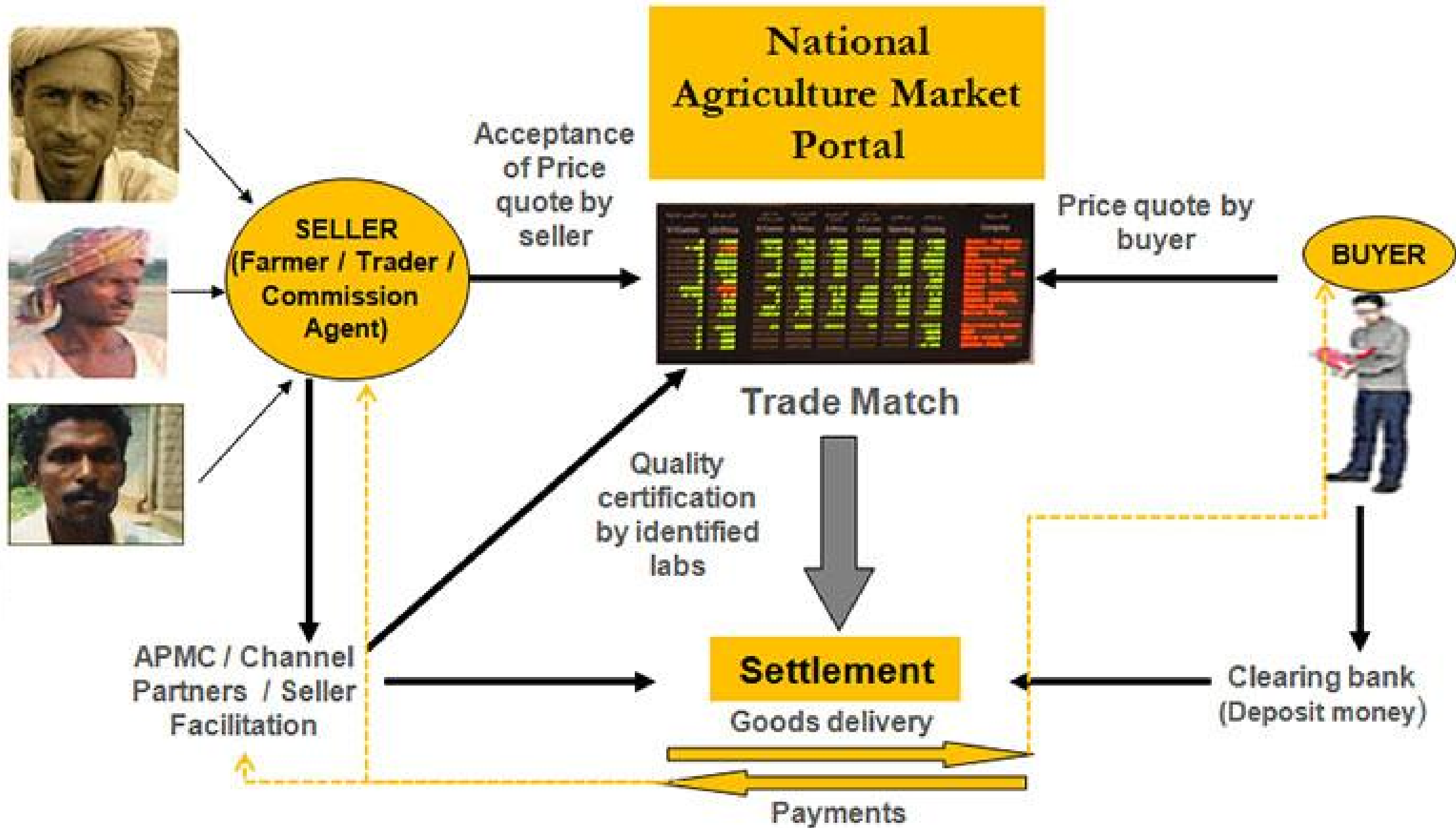
© Sujith SS/DoA, Kerala
Expert team visit to BLB affected paddy fields



List of features offered by the solution

- ✓ Minimum support Price
- ✓ Farmers AI
- ✓ Benefits of Producers and Consumers
- ✓ Single window system
- ✓ Purity and Safety standards
- ✓ Organic Farming
- ✓ Soil regeneration
- ✓ Integrated Farming system
- ✓ Direct Delivery
- ✓ Affordable Price etc,.





❑ *Estimated Implementation cost*

- Cost of Implementation will be around 0.5 to 1 cr (approx) including softwares ,management,team etc,.

Costs should not be as obstacle for an good idea!



conclusion

Hope this idea will create a revolution in Agriculture .

If a farmer is lost, the entire country will be lost

No single person should suffer in starving and everyone should get a quality food.

India is an Agriculture Country and its everyone responsibility to take care of agriculture....



Thank you

