Marketing Network for Agricultural Commodities.

● ● ●

#MAF2

Problem Code : #MAF2

Ministry Category : Ministry of Agriculture and Farmers Welfare

Problem Statement : Marketing Network for Agricultural commodities for the benefit of Producer and Consumer.

Team Leader Name : Neel Bhave

Idea

- The main idea is to develop a platform wherein farmers can update their agricultural produce on a web/android app, and the retailers can search for their required commodity and its quantity and place an order for it online.
- Multilingual support.
- Location accessed directly from gps.
- In app chat for negotiation.
- Grid of photos of commodities to help uneducated farmers.
- For farmers without cellphones a center should be formed in every panchayat just like MANREGA center where farmers can report their produce.
- Logistics should be beared by mandiwala.
- Quality check should be done at those centers in Panchayat before shipping.
- Relative pricing for farmers.
- Sms alerts for farmers.

Unique Selling Point.

A Dynamic Transport/Delivery Suggestion system:

For the benefit of the ordering person/retailer, a dynamic transport suggestion system can be developed which suggests various modes of transportation of the goods and their costs.Also, since multiple carriges/trucks/trains carry goods throught the country regularly, a system that keeps track of each truck/carriage carrying goods can be maintained so that sharing of trucks/carriages can be allowed for multiple orederers, thus splitting the transportation cost between them.This also utilises the maximum capacity of the transportation vehicles which benefits everyone in multiple ways.

Technology Stack.

Backend Technology Stack

- Python Server
- Python Modules + Django/Flask.
- Postgresql /Firebase
- Javascript.

User Experience Stack

- Android App
- Responsive Web App