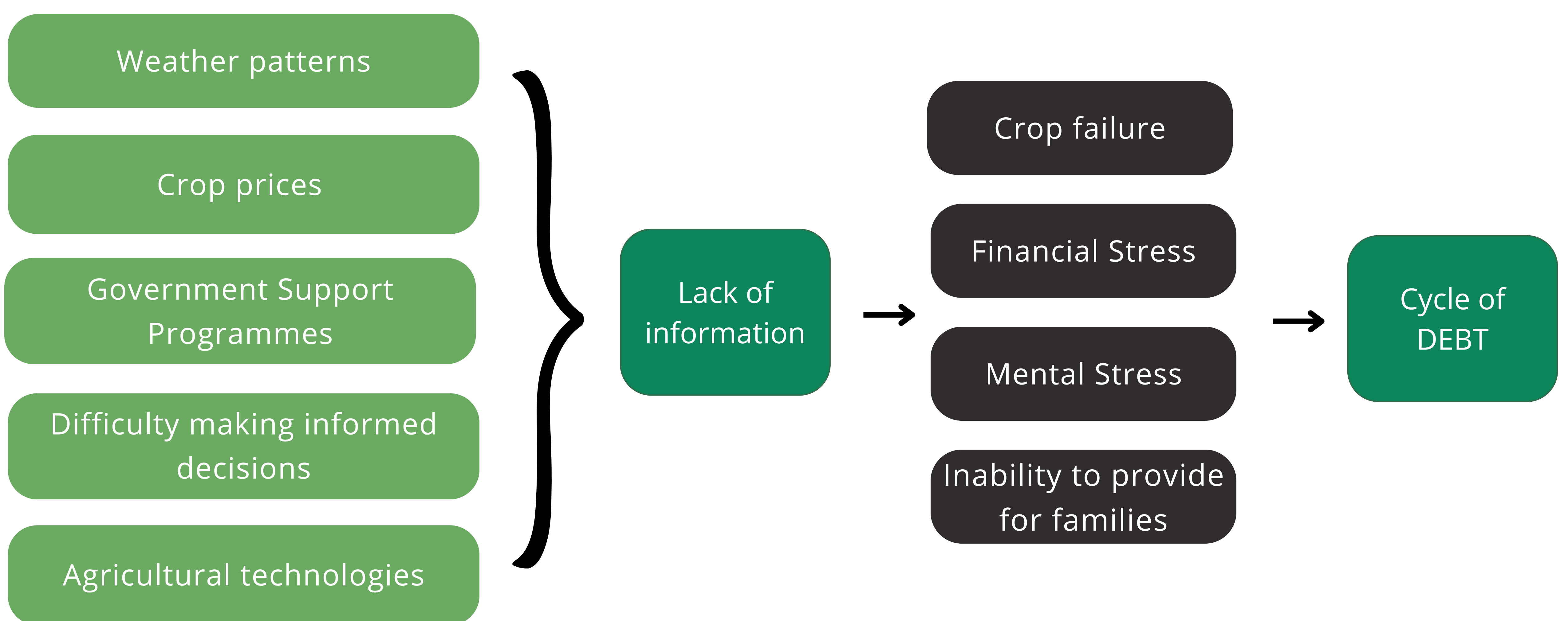


Modern technology for not so modern farmers

Application for the Next Half Billion

THE PROBLEM

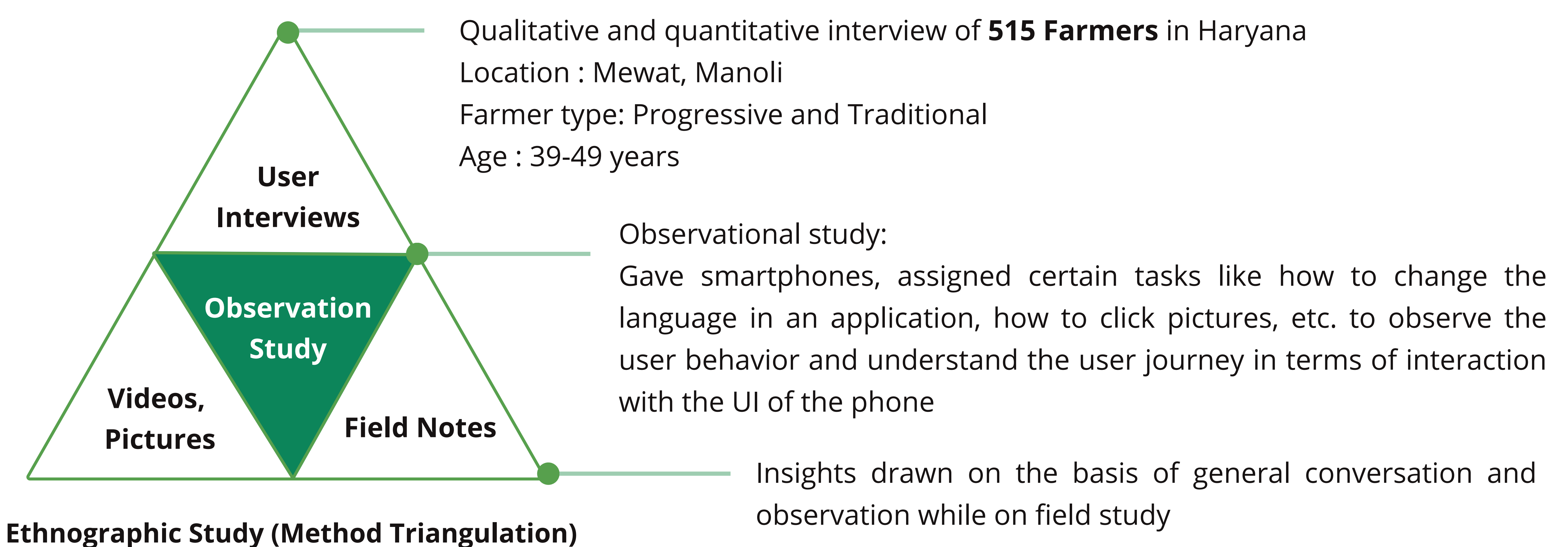
In 2020, a tragic number of 5,500 Indian farmers resorted to suicide due to factors such as overwhelming debts and crop failures. However, these distressing outcomes could have been averted if these farmers had access to timely and crucial information. For instance, receiving weather reports and knowing which medicines to apply could have prevented crop failures, consequently mitigating the accumulation of debts.



PROJECT OBJECTIVES

- To study the agricultural problems faced by Indian farmers
- To identify the problems faced by farmers while interacting with Technology and different types of applications
- To design an application that caters to the day-to-day farming needs of the farmer
- To test the application with the user base

METHODOLOGY



KEY INSIGHTS

- Features and User Experience flow of the application as per Next Half Billion (NHB) population
- Problems like unfair pricing, usage of wrong pesticides, etc due to unavailability of information should be kept in check
- Easy access to Credit and Insurance claims can be a game changer when we look at things from the farmer suicide point of view
- Farmers are enthusiastic about acquiring knowledge in technologically advanced farming techniques and utilizing farmer applications; they simply require proficient instructors.
- Multilingual application with a simple interface and some features should work with voice commands

PROPOSED SOLUTIONS

THE SYSTEM

The establishment of **Farmer Producer Organizations (FPOs)** allows farmers to be organized into groups, supported by **Village Level Entrepreneurs (VLEs)**. These VLEs assist farmers in **addressing their daily concerns and issues, providing guidance** not only in agricultural matters but also in effectively utilizing farmer applications and optimizing available resources.

THE APPLICATION

An application that provides **easy access to timely information** and services like soil testing, Agronomist help, insurance and easy insurance claims, satellite based imaging for real time farm monitoring data and the application is multilingual and has a simple interface with less and clear CTA's (Call To Action)



Scan code for application

