

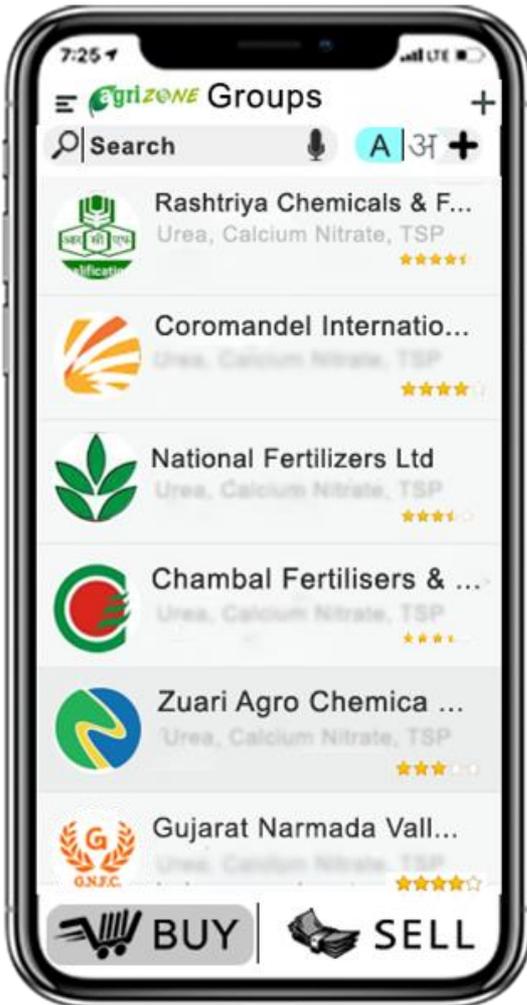
# Team SwachhtaTag

App Name: 

Category: *Agriculture and Rural Development*

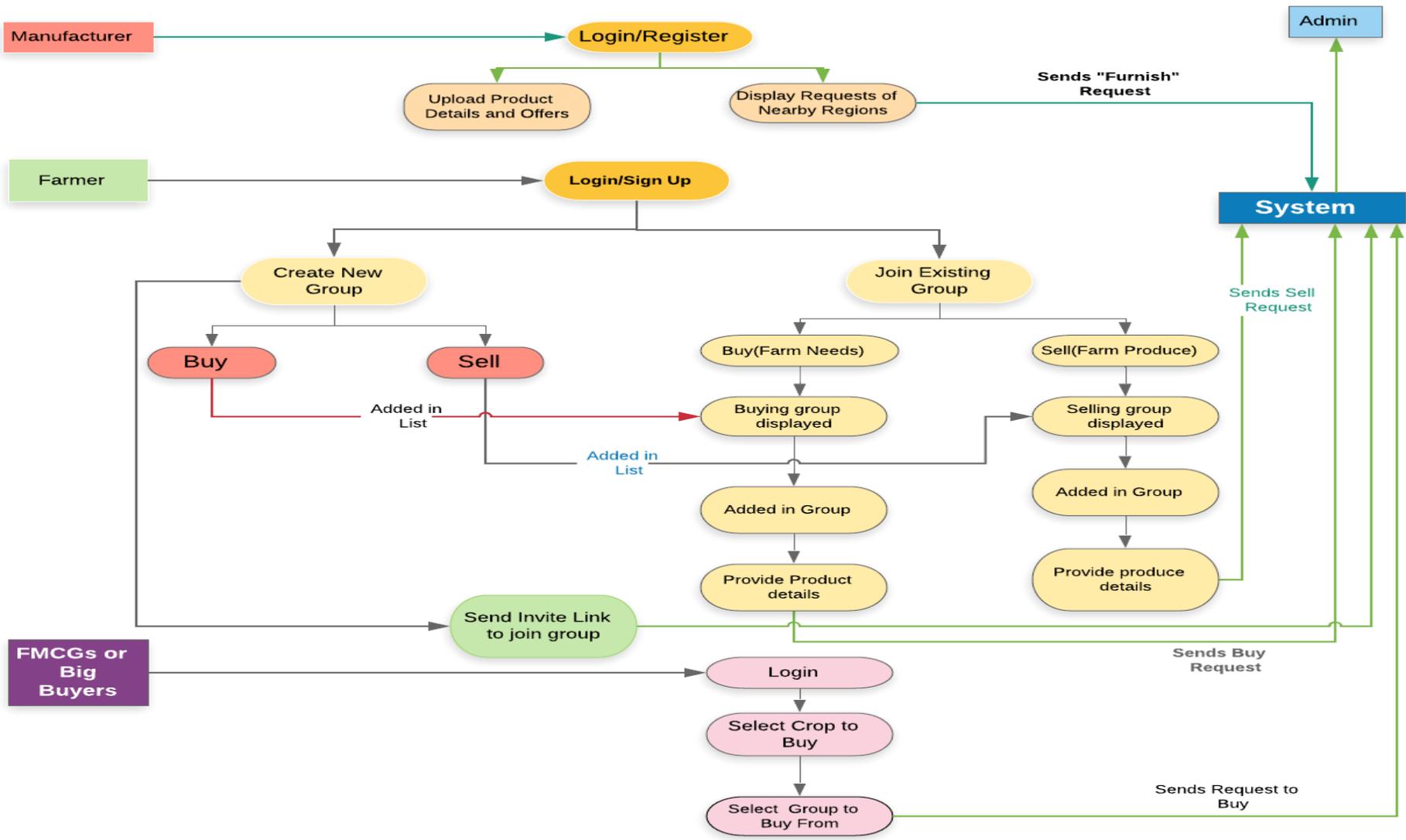
## Problem Scenario

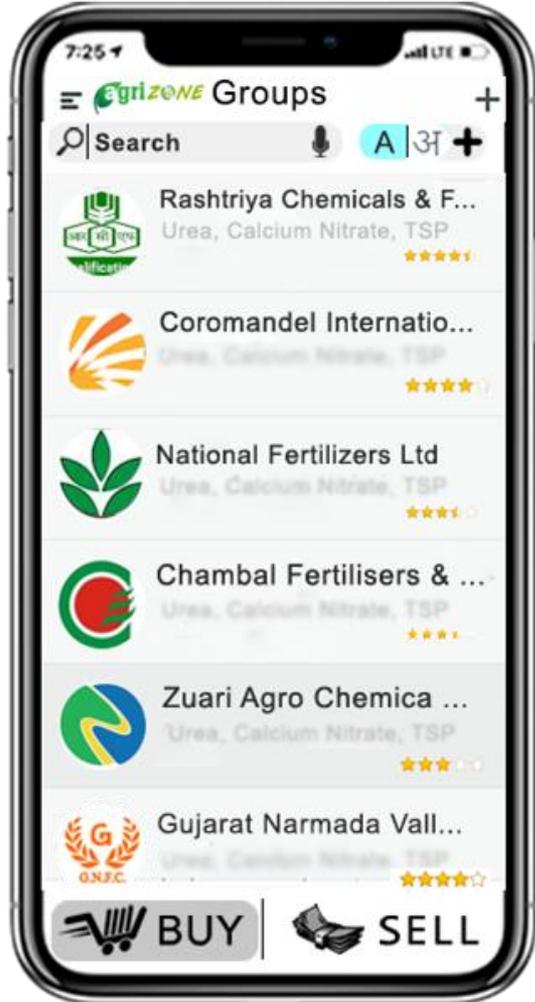
The major reason behind farmers being economically challenged is that they do not get the right market price for their produce. Also, the price they pay for inputs is considerably higher than the cost at which the inputs are manufactured. There is no application or service in the market which can help farmers come together and buy inputs in a group directly from manufacturers. Or there is no way farmers can form a group and sell their farm produce to FMCGs or other big buyers. So we hereby present a unique and user friendly app for farmers to form groups seamlessly and make the process of buying and selling more efficient.



# Solution

- The initial stakeholder is the **manufacturing companies** which, according to their products' quantities, types and classifications, send details to all nearby farming groups, upload product details on the app and accept requests already displayed.
- These requests were the ones generated by the farmer as a buyer group. When the farmer logs in to the app, he may Join Existing Groups in his region (or Create a New Group) and select any or both of the options: **AS A BUYER and AS A SELLER**. Next the lists of the groups of farmers in each section will be displayed.
- **AS A BUYER** - A group can request for particular crops and other farming related products from manufacturers by putting up all details on the App based on their collective needs(which they buy together in BULK). A group's requests, and orders will be sent to the manufacturers through the App. They can also select any of the offers/options available that the manufacturers have uploaded on the app.
- **AS A SELLER**- While selling farm produce in groups, farmers can upload Selling proposals on the app, which will be displayed to all FMCGs and other buyers.
- **FMCGs and Buyers** can accept or decline the requests based on the quantity, quality and other information of the Farming Group's produce (which will be clearly displayed on the app).
- In this way farmers can buy and sell together in groups from manufacturers and big buyers respectively. They can do everything collectively, hence profiting all 3 stakeholders involved- Manufacturers, Farmers and Buyers.



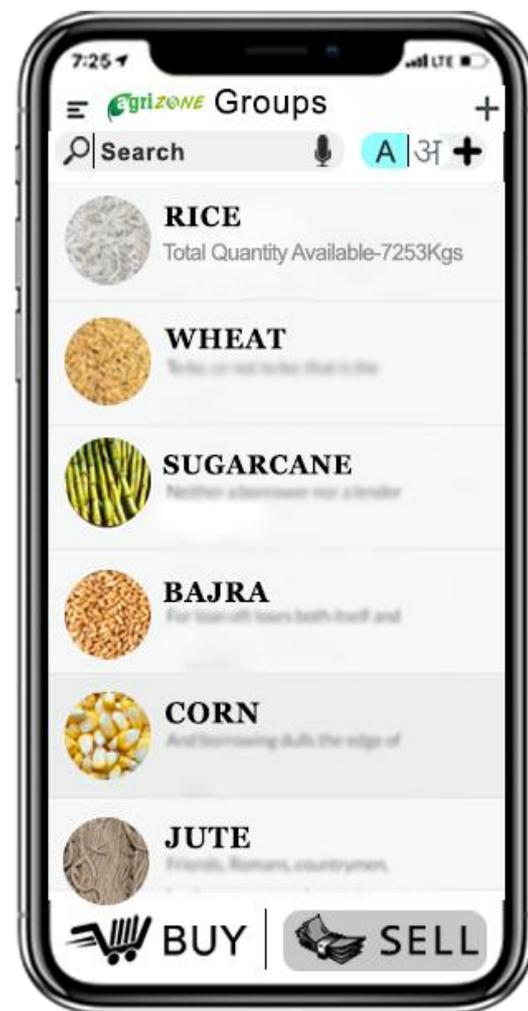


## BUSINESS MODEL

1. When the manufacturer sells the products to the farmers' groups or to individual farmers, there will be a nominal 1% commission that our servers will collect from the manufacturers when they use our app.

Also, since the products sold by the companies and manufacturers will be displayed on our app, they will be liable to pay this commission as these will serve as the advertisements of their companies.

2. Next, when the FMCG's and other big buyers buy from the farmers, they will have to pay a minimal 0.5% of the total produce value.
3. Sponsored Ads of the manufacturing companies will be there on our app, and through this, we will be able to collect money from the companies.



## ABOUT US

**Team Members:** Ashwin, Praful, Ankit, Paras

We are idea generators, technical enthusiasts and app developers who look to implement our idea through technology because it is the most feasible option in today's world and in the future too.



### *Future Vision:*

We hope to cover transactions of all aspects related to farming. The farmers should buy and sell only through this app and in a group. Furthermore we aim to build a strong database which includes all those agricultural companies' contacts from which a farmer buys agri goods like fertilisers, seeds, equipment etc. Also, we hope to convert this into a business model by creating good opportunities for potential buyers too so that they invest in agriculture by buying produce from the farmers and selling it in the market.