Krish Compusoft Services

Tech transformation: Accentuating agri-produce performance and income through intuitive mobile & web application

Industry: Agriculture

Deliverables:
- Mobile App
- Website

Technology: Asp .NET, CMS, Ms SQL, Android, iOS

Country: India

Project Goal:

The goal of the Maharashtra State Government was to come up with a platform to help farmers directly sell their produce at fair prices without the involvement of third-party. They wanted us to build a mobile application along with a dynamic website that will allow farmers to keep a track of daily change in prices, laws, arrivals etc. Available in two languages Marathi and English the platform also provides Horticulture training to keep the farmers updated.

Challenges:

The problems faced by farmers:

- Frequent changes in the price of the crops/ commodities
- Inefficient distribution chains
- Lack of direct link between the buyer and the seller
- Lack of knowledge how to sell their produce at fair prices with middle-men

Absence of a platform to provide information on changes in the prices, laws, trends, arrivals etc.

Lack of knowledge on modern farming practices to increase productivity

Exploitation/ corruption due to third party/ middleman involvement

No platform to bridge the gap between the buyer and the seller

> " A 'one-stop' solution by the Maharashtra State Government that will allow farmers to buy/sell their produce at fair prices, get real-time daily market price updates and get latest horticulture training. "
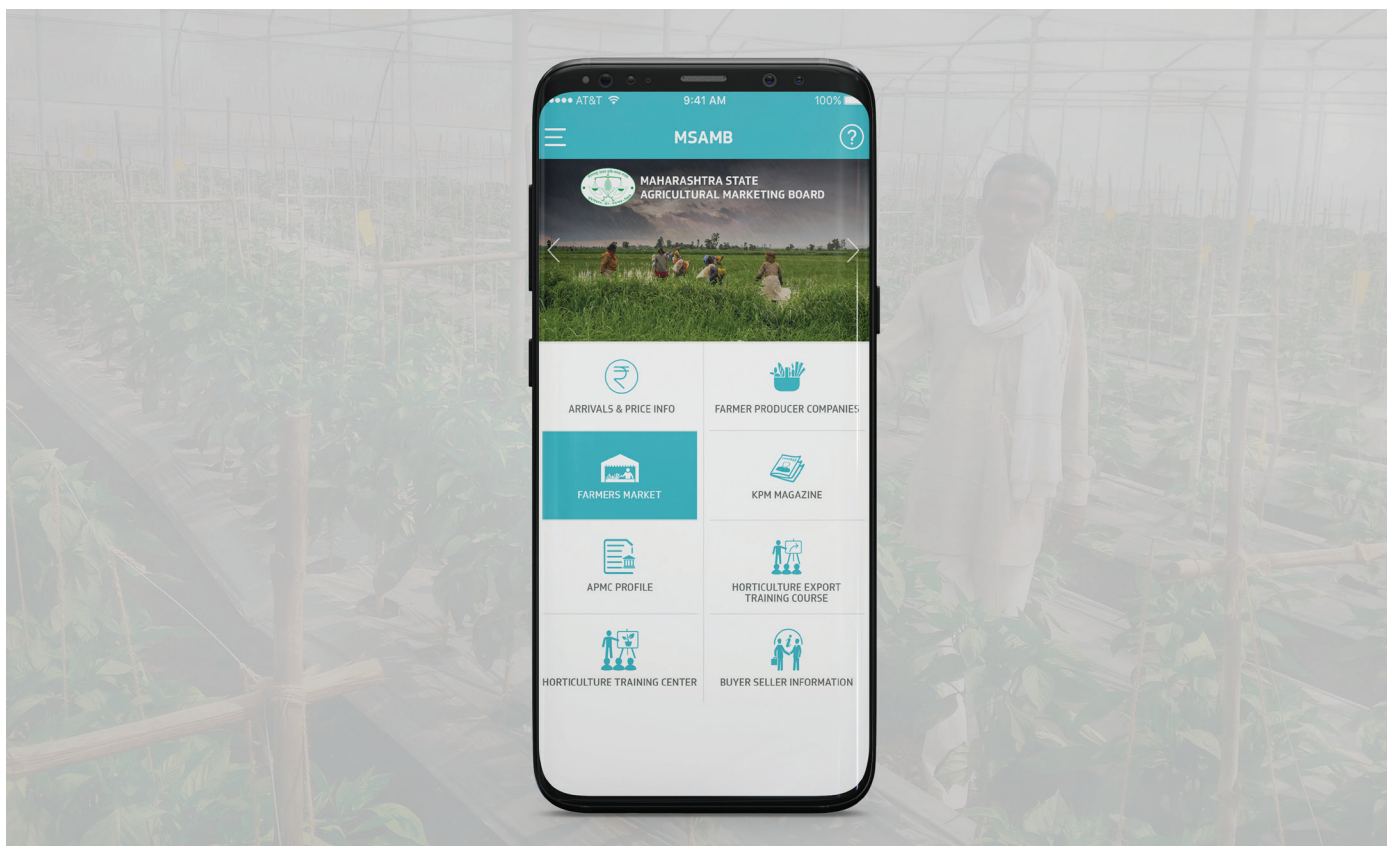
Solution:

Website & Mobile Solution

'MSAMB – Agriculture Marketing App' is one of the pioneering mobile data-driven application providing a 'one-stop-shop' information portal for the daily commodity prices with access to other agriculture-related content.

The data related to the commodity is fetched real-time using web services and third-party API's. The app is power-packed with dynamic features and functionalities, available in two languages English and Marathi. The solution also included a dynamic website which was in sync with the mobile application and was translated in both the languages.

Features:

- Real time commodity price information
- Horticulture Training Courses
- Buyer/ Seller complete information
- Export details
- Daily notifications
- Allows users to maintain and manage their own profile
- KPM Magazine to keep a track on agriculture or government news
- Feature to talk directly with the buyer/ seller
- Updates on various Government schemes
- Feedback/ complaint management
- Provision to submit quotes online

Detailed list of the featured of the solution:

❚ Profile & objectives of MSAMB

❚ Daily arrivals & prices of Agri. commodities being traded at APMCs in the State.

❚ Login facility for all APMCs in the State with unique username & password.

❚ Mechanism of Data entry for daily arrivals & prices of Agri. Commodities at APMCs

❚ Facility to view APMC, commodity wise reports & daily data entry status report of APMCs

❚ Farmer producer companies in the State,

❚ Monthly magazine Krishi Panan Mitra (KPM) of MSAMB.

❚ Farmer to consumer weekly markets

❚ Pledge loan scheme for sale of agriculture commodities.

❚ Horticulture export training course conducted by MSAMB.

❚ Horticulture Training Centre for protected cultivation practices.

❚ Platform for connecting buyers & sellers of Agri. Commodities.

❚ Project Consultancy Division of MSAMB

❚ Activities related to export promotion

❚ MSAMB export activities

❚ About Agriculture Produce Market Committees (APMCs) in the State.

❚ Profile of APMCs in Maharashtra.

❚ Frequently Asked Question (FAQ) related to MSAMB activities

❚ Users feedback

❚ MSAMB Contact information

Result:

Efficient market information provision proved as a positive benefit for farmers. Through the app and informative web services, the ability to provide feature-rich services reflected in the organization's strategic efforts to seek opportunities for a broader level of engagement with progressive farmers.

The MSAMB app was launched representing a strategic direction for the organization with a future outlook for updates. The app has shown a significant success with over 10,000+ downloads since its launch and with 4.5 reviews on the Google Play store.

Feedback of the Maharashtra government was excellent after the launch. They had launched it on a grand scale even inviting KCS team members to the government function.

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📞 +91 792 657 9333   ✉ info@kcsitglobal.com   🌐 www.kcsitglobal.com

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