



Industry: Agriculture

Deliverables: • Mobile App
• Website

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

Country: India

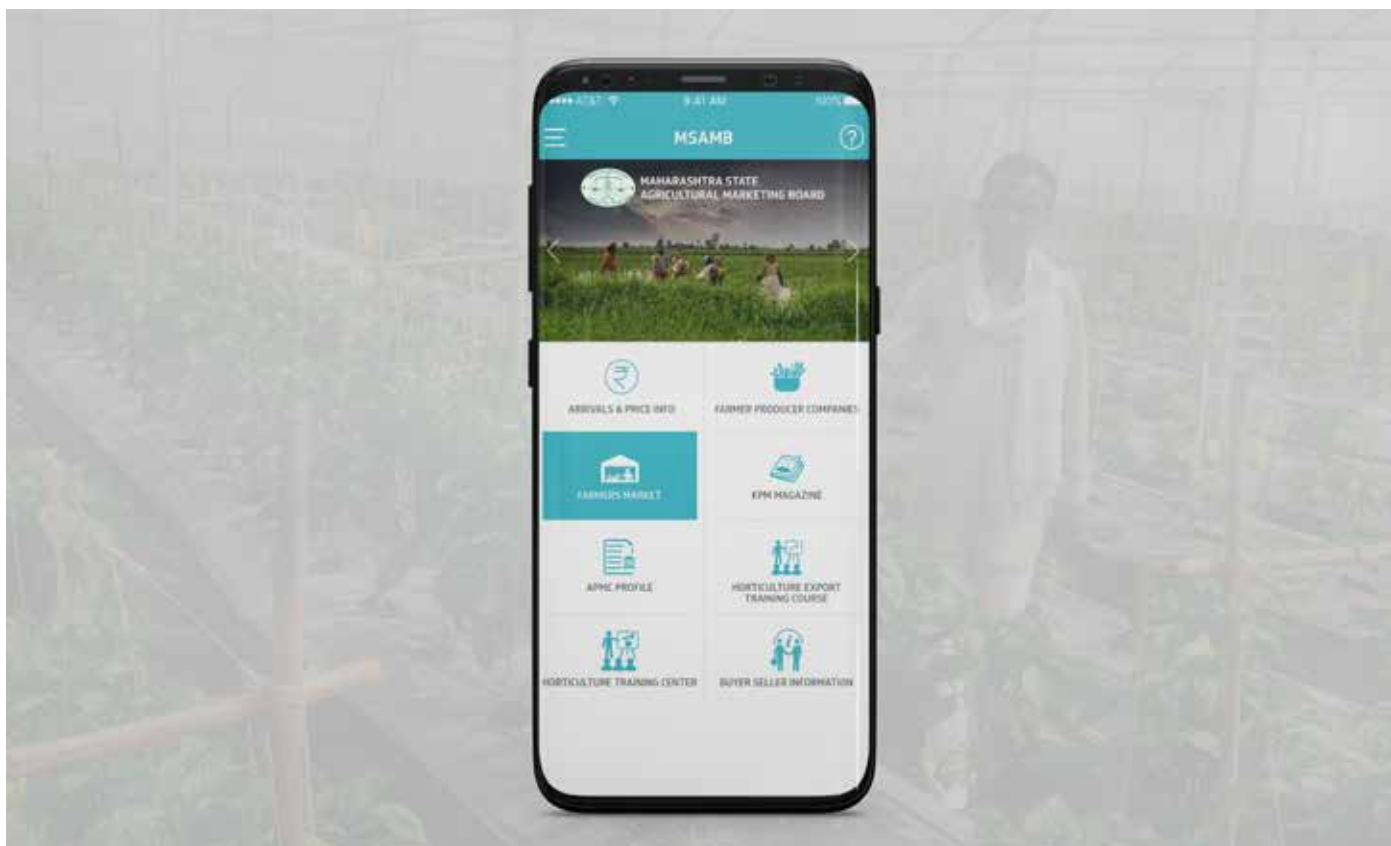
Project Goal:

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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