

Project Title: (Kisan App)

TEAM NO.: 349

NAMES OF THE STUDENTS PARTICIPATED IN THE TEAM:

COLLEGE: WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

SEMESTER: 4TH

DEPARTMENT: MBA

CITY: MUMBAI

STATE: MAHARASTRA

PROJECT MENTOR NAME: (MD. SARVAR BABU)

Project Details:

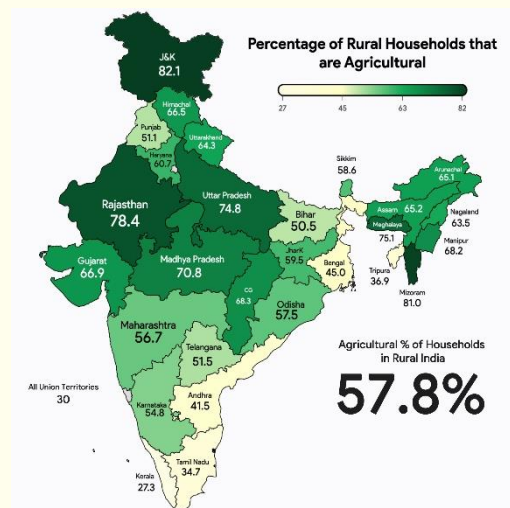
- ❑ Kisan app connects farmers needing services from harvesting to planting to baling and more with people who provide those services nearby
- Connects farmers, service providers
- We want farmers to have affordable access to cutting-edge technology at their doorsteps

Problem Statement:

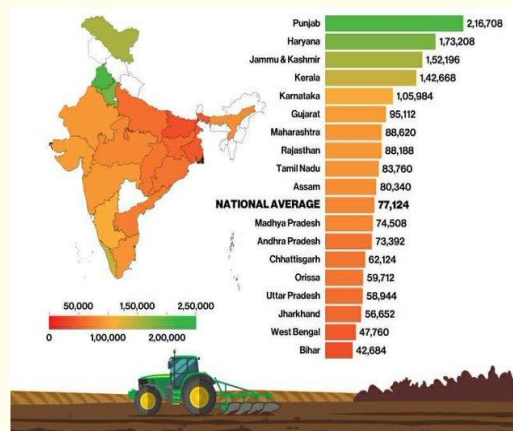
- Lack of labors for farming work and Unavailability of farming service provider.
- Farmers are not able to purchase high-cost farming equipment because of low income.
- Farmers has less technology awareness and do farming in tradition way.
- Farmers do not get farming services on time by service provider in high demand season because of which some time crops get damaged.
- Local service providers have created monopoly and charging high cost for farming service from the farmers.

Need of Project:

According to the most recent Agriculture Census for the years 2015–16, India had 146.45 million "operational holdings" overall. 110.94 million beneficiaries of the Pradhan Mantri-Kisan Samman Nidhi (PM-Kisan) scheme received their Rs 2,000 income support instalment for April to July 2021. And now we have the Situation Assessment of Agricultural Households (SAAH) report for 2018–19 from the National Statistical Office. According to it, there are 93.09 million "farm households" in the nation. In summary, there are officially between 90 million and over 150 million farmers in India.

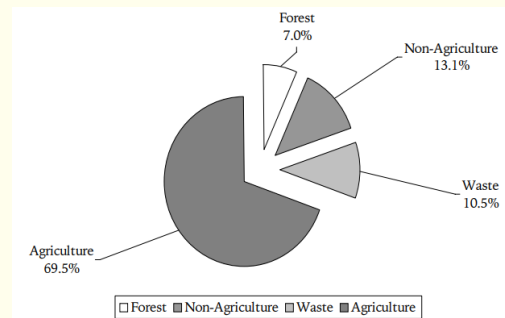


How much do farmer earns: Agriculture in India is livelihood for most of the population and can never be underestimated. Although its contribution in the gross domestic product (GDP) has reduced to less than 20 per cent and contribution of other sectors increased at a faster rate, agricultural production has grown. This has made us self-sufficient and taken us from being a begging bowl for food after independence to a net exporter of agriculture and allied products.



Land available for agriculture in Uttar Pradesh was **16.8 million ha**. Area under forest was only 7 per cent of the total land

An Indian farmer on an average earns the highest in Punjab Rs 2,16,708 and the lowest in Bihar Rs 42,684 per annum. An average Indian farming household earns Rs 77,124 in a year, translating to Rs 6,427 monthly, barely enough to cover average monthly expenditure of Rs 6,223. That leaves negligible savings in hand.



When compared to 2019, the tractor sector in India saw sales rise by more than 40% in 2020. While these figures show that tractors are widely used in India, just "tractORIZATION" does not constitute agriculture mechanization. Our nation has relatively little agricultural mechanization.

To boost farm output, farmers need also have access to equipment like laser levelers, field cultivators, mowers, combine harvesters, sprayers, backhoes, etc. India's farmers have limited access to contemporary equipment. Many farmers continue to use conventional farming methods. Technology can bring about significant changes in agriculture. Climate change might cause a 9% decrease in agricultural productivity, according to a report by the Indian Council of Agricultural Research.

There are roughly 13 crore farmers in India, including small, medium, large, and marginal farmers. Only a relatively small portion of this large group is aware of the numerous opportunities that digitalization has opened for them. Farmers in this industry will undoubtedly become more robust because of the digital transformation in terms of information availability, weather forecasts, soil fertility, improved crop patterns, etc.

Offering farm equipment on a pay-per-use basis is urgently needed. There should be a way to prevent farmers from suffering from such severe losses because most of them cannot afford to acquire expensive machinery on their own and frequently wind up being caught in debt because of purchasing or borrowing expensive equipment.

Online service provider platform (App or website) that connects farmers needing services — from harvesting to planting to baling and more — with people who provide those services nearby.

Farmers would benefit from online platforms for farming services because they will be able to connect with different service providers and receive services quickly and affordably.

The same is true for service providers; thanks to this platform, their clientele will grow, and they will be willing to lower their service prices, benefiting both farmers and service providers.



Technology Used:

We have developed an App using JAVA language and also used machine learning and artificial intelligence to help farmers by analysing their services booking can suggest suitable services as per season and also help them to make aware of the new technology.

We have also used cloud computing, our app data will be stored and the farmer’s data will also be stored on cloud storage.

Project Outcomes:

By implementing the project which is an 'online farming service platform', we conclude that the problem statement is totally eliminated through the deployment of this project. And the objective is achieved through the online farming service android application.

We learn from the poll and data analysis that farmers have access to the internet and are willing to use online platforms for farming services. Farmers also have Android smartphones, and if they don't, someone in their family probably does. Many farmers have expressed interest in using internet farming services. Not only have farmers expressed interest, but service providers are also eager to join and want to cooperate on an internet platform to



Vodafone Idea Foundation

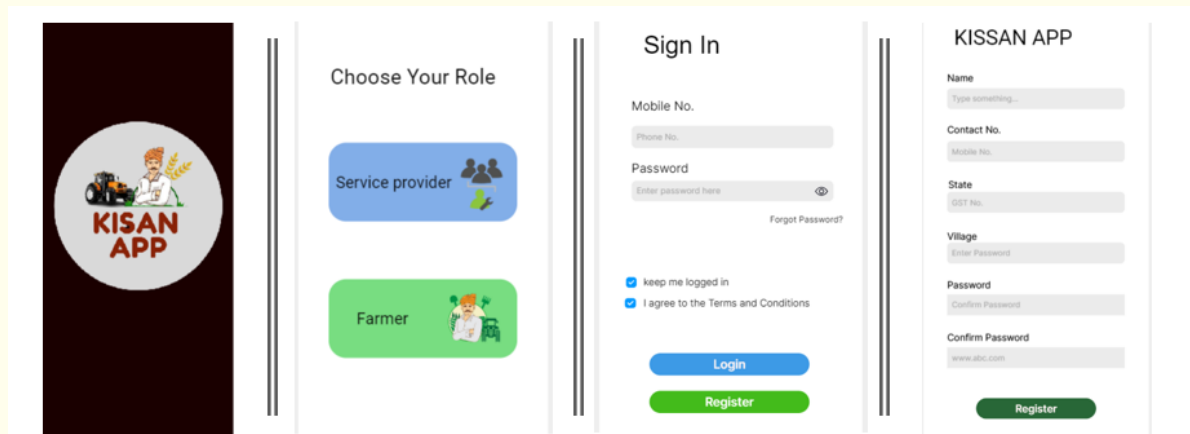
_VOIS



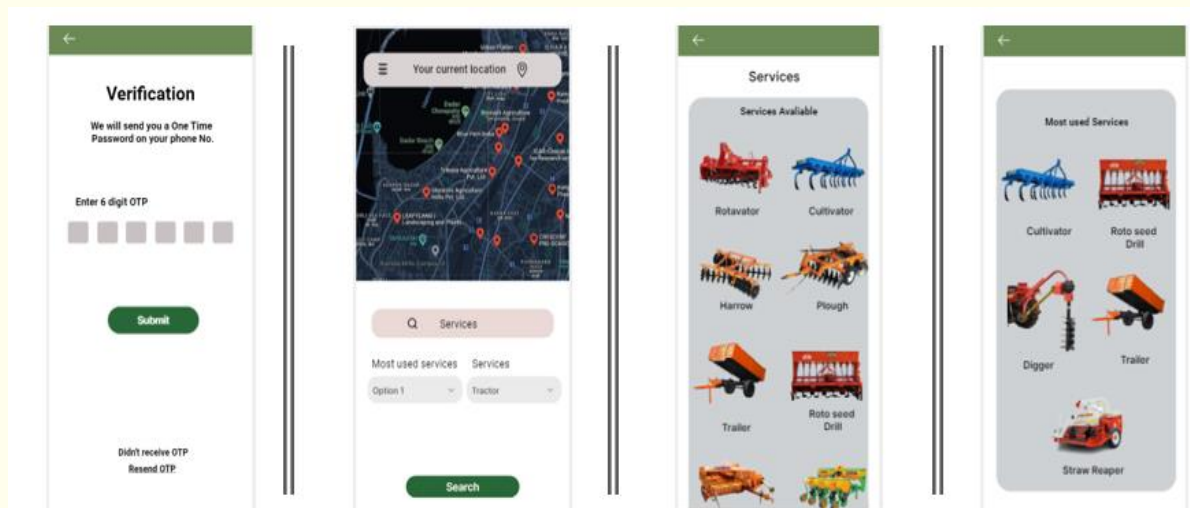
serve a big number of clients. Many rural markets are likewise prepared to accept payments online.

Only we must be conscious about the app we are offering for online farming services it should be bilingual and should have a simple user interface. Along with the app, active customer support should be provided to the customer. Some of the farmers have a trust issue so also need to build relationships and create trust between and many farmers need to be trained on how to use such platforms. So overall Rural market has great potential for online farming services.

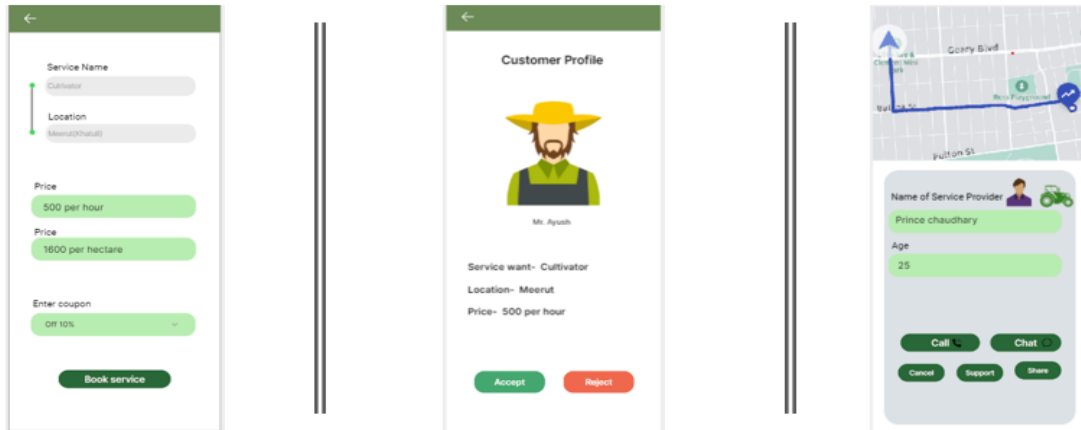
Modelling:



MODELLING FARMER



farmer

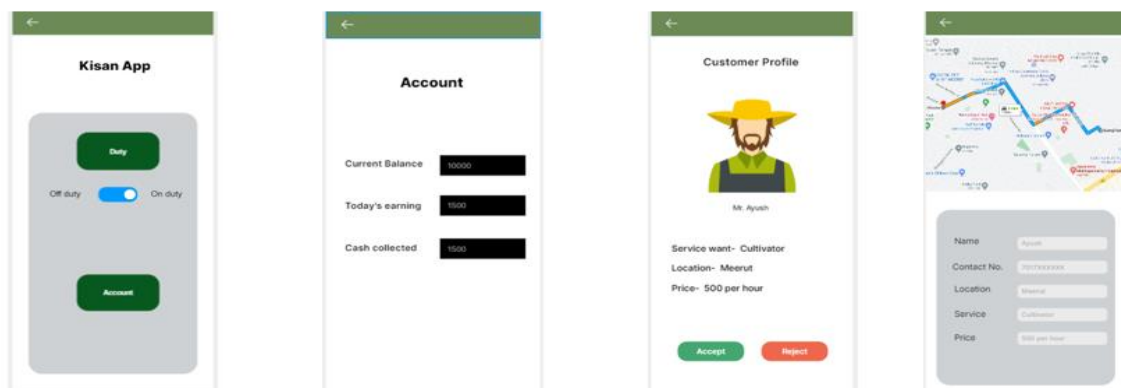


farmer

Service Provider



Service Provider



Results:

A working model of the Kisan App is developed only needs some more modification and needs to develop at a large scale so that we can launch in the rural market and get farmers and rural people benefited through this app.

Through this app, not only a farmer but rural people also get employment and get benefited.



Future scope for project enhancement:

Great scope in the future, there is 9cr. Farmers in India it is a huge market to capture all over India.

It is not only providing services but also developing employment so it helps to reduce unemployment area and gives more opportunities in rural areas. We can further add other facilities in the app also like fertilizer sales through our app bcz through the Kisan app we will have a great network then it will be easy to sell products to the farmers.

Many new technology companies can work with the Kisan app as farmers are getting farming services through the app so machine companies can provide or sell their products through our network which is also a great source of business.