

Saving Indian Farmers

Indranil Deb

indranildeb@outlook.com

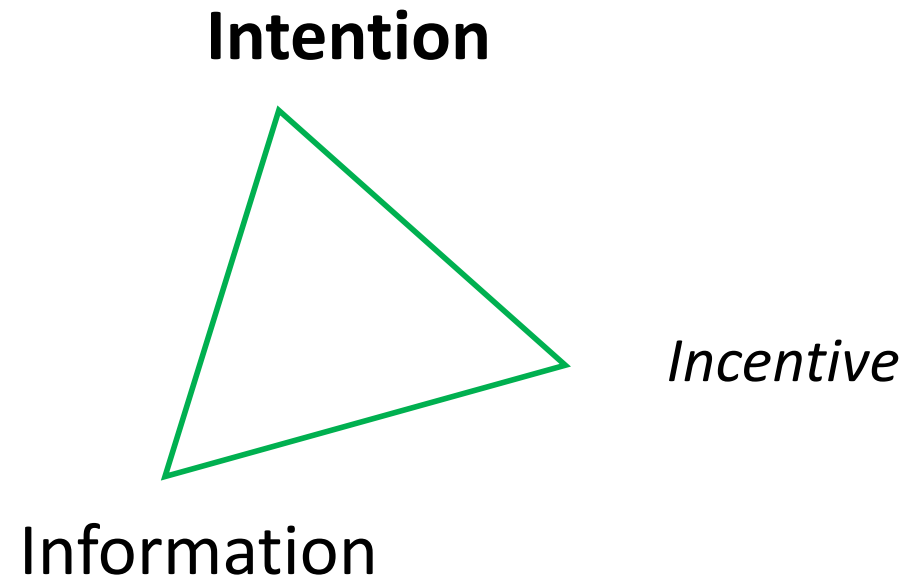
Background story

- Based on the discussion initiated on Facebook Group “Startup Talky” on 19th Aug
- Thankful to receive valuable response from honorable group member
- Discussion is still open
- Created a presentation to propose quick solution to curb untimely deaths of farmers (Subject – Saving Indian Farmers)



The screenshot shows a Facebook post within the 'StartupTalky' public group. The post is by Indranil Deb, dated August 19 at 12:41am. The text of the post reads: 'hi, 580 farmers died in last 8 months in Maharashtra. Is there no startup to solve the problem in this sector, eventually bring hope among farmers. I am not into farming or have prior experience in this field. But as an Indian feel so bad when i come across such news. Farmers are citizens too, and very few are thinking about them, thanks'. Below the post, there are 43 likes and 24 more comments are visible. Two comments are shown: one by Rachit Seth from yesterday at 1:00am, and one by Rohan Yadav from 5 hours ago. The comment by Rachit Seth says: 'Your are absolutely right...i did try to work on a concept...but then there several challenges...like minded people is needed....faith is missing and most important of reach...so even if we start something the problem is the reach...businesses like tat... See More'. The comment by Rohan Yadav says: 'So finally someone is thinking that it's not only the work of government but the creative mind can also come forth to deal with this.' The left sidebar of the Facebook group is visible, showing options like Discussion, Members, Events, Videos, Photos, Files, and Recommendations. A search bar for the group is also present.

Setting the right principle



Problem

- No money for Loan repayment
- Natural Calamity
- **Middle Man syndrome** *(the term middle man is vast and fit in different context of the problem in the Farming sector. A person who manage pricing, mandi man, one who negotiate between retailer and farmer, bank, micro-financers, supplier, big farmers/landlords, etc. are all could come under middle man)*

Solution

- **No money for Loan repayment**
- Natural Calamity
- Middle Man syndrome

- Availability of money is the quickest solution to the problem in hand
- Rest of the issue is system heavy, and a long term process to streamline (stakeholder intensive – founders or group cannot solve alone)
- The money is act as incentive to ease farmers monetary issues
- What can be done ?

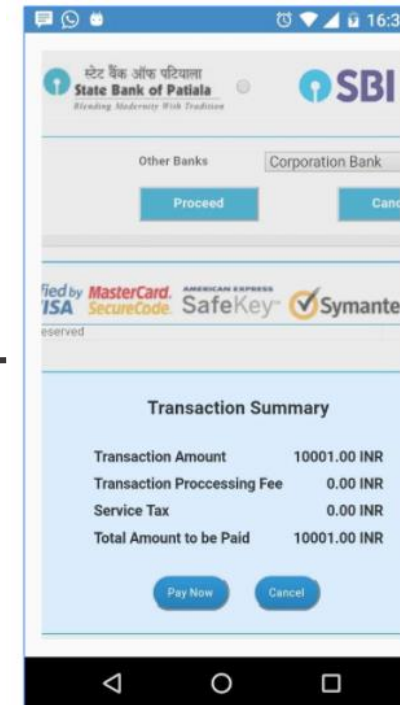
Solution

Fund raising app

- This will act as fund collector / corpus
- Helps to identify the farmers in distress
- Deposit the money in farmers bank a/c FAST and SECURED way

- Yes, this idea is inspired by **Bharat Ke Veer** app. This app would be similar to the app promoted by Gol.

Replicating for good cause, but operational dynamics are different



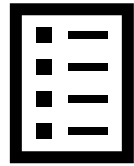
Source:
Screen Print of
Bharat Ke Veer app

Steps to achieve final objective

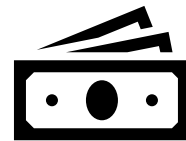
- Subject to change once it is formalize to further the objective
- This is high level steps



Identify + Scanning
the farmers region
wise



DATA base
creation



Money
Collection



Distribution to
authentic
farmers



Donated

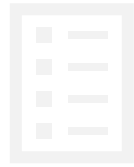
Transparent – can be audited at any stage

Just a thought – can it be done with blockchain technology

Blockchain ?



Identify + Scanning
the farmers region
wise



DATA base
creation



Money
Collection



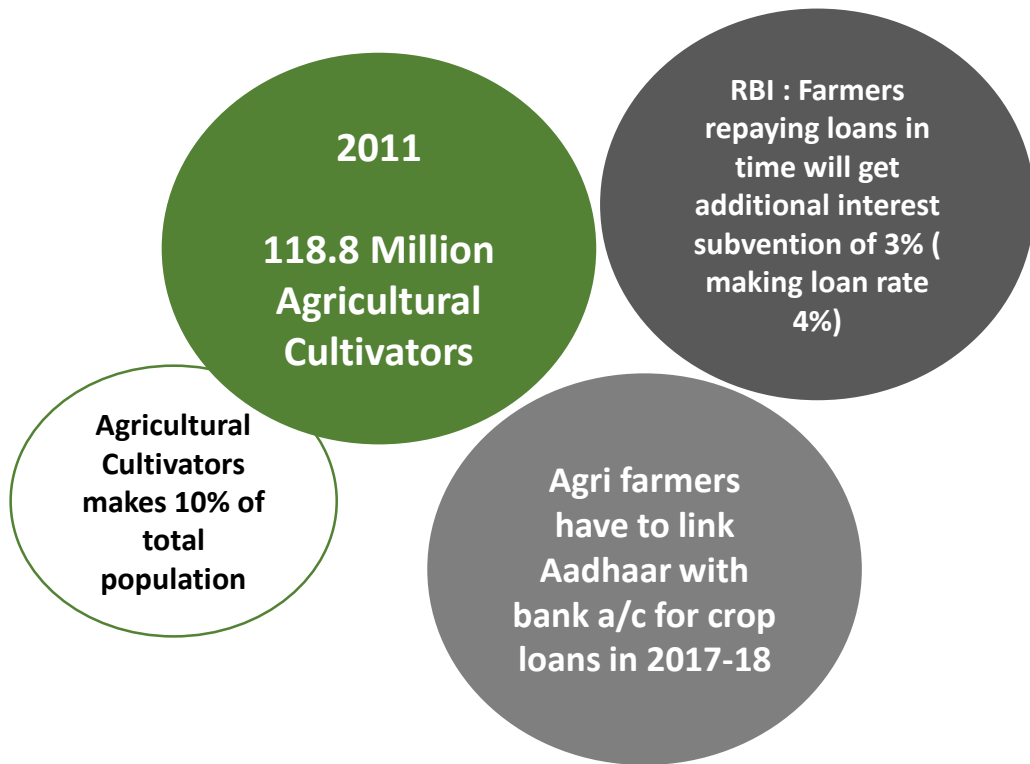
Distribution to
authentic
farmers



Done , money
received

Transparent – can be audited at any stage

Information



If farmers get monetary support from citizens then they could plan well along with the government schemes including loan repayment etc

In 2017, due to continues deaths of farmers, Agricultural Cultivators might have decreased. (less than 11.8 cr)

If 50% of total population (i.e. 120 Cr) donate. It should be a sustainable model ?

This app will further create another organized channel for money/incentive distribution Creating a platform for marketer to connect to this segment of population in new dimension

Thank you