

Design X Social Challenge 2020

# Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

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## IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and make a copy of this deck before you add your content.
  - If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
  - You will be provided with a clear instructions deck for more details on how to submit, etc.,
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# AgriSure

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

*Bengaluru May 24th, 2020*

# Team



**Aditya Singh**

UX Lead

Aligning the project's roadmap with stakeholder/social needs



**Juibala Bobade**

Content Lead

Bringing in ideas and theories from a wide variety of sources



**Md. Yaseen Ansari**

Team Lead

Setting key goals and major objectives with UX at its centre



**Pushpa Pocham [Mentor]**

UX Strategist/Architect



# Lockdown Scenario

**Supply-chain distortion of farm produce owing to the lockdown over COVID-19 has hurt both farmers and consumers**

1. Yogesh, a farmer who grew muskmelon said that with **no labour** for harvesting and **no transportation** facilities to take it to the market, his produce was left to rot in the field. "I gave all my fruits for free to whoever came to my farm. I spent another ₹10,000 to clear the land and throw away all the rotten fruits into a tank nearby," he said.
2. Thimmanna B.G., a farmer who grew tomatoes dumped 15 tonnes of his produce on a dry tank bed as he could not transport it to the market. "I **invested ₹25 lakh**, taking a loan of ₹17 lakh, only to throw my produce into a tank," he said
3. Rangappa, a watermelon farmer, said the owners of fruit markets in Mumbai and Bengaluru had approached him in the second week of March to purchase his produce, but there are **no takers** now.



# Problem Identified

## Supply-chain distortion of farm produce

Many farmers across India faced crisis of not being able to sell their crops therefore how should a farmer ( in COVID or post-COVID ) take care of the crop efficiently, without losing money.

## Why is it an urgent problem?

- Severe disruption to the supply of perishable farm produce may create irreparable damage to all actors in the supply chain.
- Workers across various sectors are paid despite being given off but farmers are suffering huge losses for no fault of theirs.



# Vasanth Kumar



## Demographics

**Age:** 48 years

**Work:** Self-employed

**Family:** Young Family

**Work setting –** Open Fields

**Location:** Village

**Income:** Below Average

**Education:** Illiterate

## Goals

- To improve the yield of produce.
- Get a fair price for the harvest.
- To own farm machine aids like tractor, irrigation facility and power tiller.

## Frustrations

- Destruction of crops due to Insects and rodents.
- Unfair market practices like getting low rates on crops.
- Inefficiency in selling his own produce
- No insurance for his produce.
- Lack of government aid.

## Bio

Vasanth Kumar, falls under the category of those 30% of marginally backward farmers who owns not even 1 ha of land for farming, according to the survey carried out by NABARD. He is struggling to make the ends meet just like his parents. Even after such hardships he has some aspirations and goals in his life for him and his family. He works hard in the fruit farms for hours with his family consisting of 3 sons and his wife. Both Vasanth Kumar and his wife have never been to a school. But have realized the importance of education and has enrolled his kids in the nearby Govt. run schools. he dreams of owning a piece of land more than 1 ha someday and have his own tractor and irrigation facility for his field. With income of mere Rs 40000 to RS 70000 per harvesting season, this seems to be a far fetched dream. Unaware of the market conditions, He borrows help from the local dealer. This help easily costs him RS 5000 to Rs 8000 since he's a small farmer. With all the hardships and pain, he hopes that things will change once his sons are educated.

## Motivations

- Higher returns on harvest.
- Improved standard of living.
- Have minimal or no use of chemical based fertilizers.
- Organic farming.

## Produce Type

- Watermelons
- Muskmelons

## Preferred Channels For Sale

- End to End marketing, eliminating any dealers in between.
- Government agencies.
- Future bidders, bids would be for the fields so that farmers can rest assured about the sale of produce



# K. Chandrashekhara



## Demographics

**Age:** 37 years

**Work:** Self-employed

**Family:** Joint Family

**Work setting –** Small Shop

**Location:** Bengaluru

**Income:** Average

**Education:** Literate

## Goals

- To grow his business
- Get a fair and adequate supply of the fruits to sell
- To be able to payback the loan he borrowed as an investment for setting up the business

## Frustrations

- Disrupted transport facility
- Inability to find buyers for the already purchased stock of fruits
- Unavailability of cold storage facilities
- Growing pile of rotting fruits in his godown.
- Lack of government aid.

## Bio

Chandrashekhara is a fruit merchant based in outskirts of Bengaluru, his entire business revolves around local transport bringing in fresh fruits after every two-three days. He runs his business from a small shop that he has to pay rent for. He is constantly worried about the loan he borrowed to setup his shop, just like all his fellow merchant he has to rely upon the middleman for on time delivery of the fruits, and yet there is no guarantee of fair prices and quality of the fruits. His family is totally dependent on him and which frustrates him knowing the fact that his business is not growing despite all the hard work that he has been putting into his business

## Motivations

- To provide best quality fruits to customers
- Expansion of business
- Ease of doing business through introduction of technology like taking orders online
- Appreciation and acknowledgement from the customers

## Produce

Type Seasonal Fruits

## Preferred Channels For Sale

- Local markets
- Distribution through large scale dealers.
- E-commerce platforms

# STAGE 1

# SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to [team@umo.design](mailto:team@umo.design)

Make sure you have completed:

**Slides 3** - Lockdown scenario captured

**Slide 4** - Identified the problem and explained why it is an urgent one

**Slide 5** - Target user persona(s)

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## IMPORTANT INSTRUCTIONS:

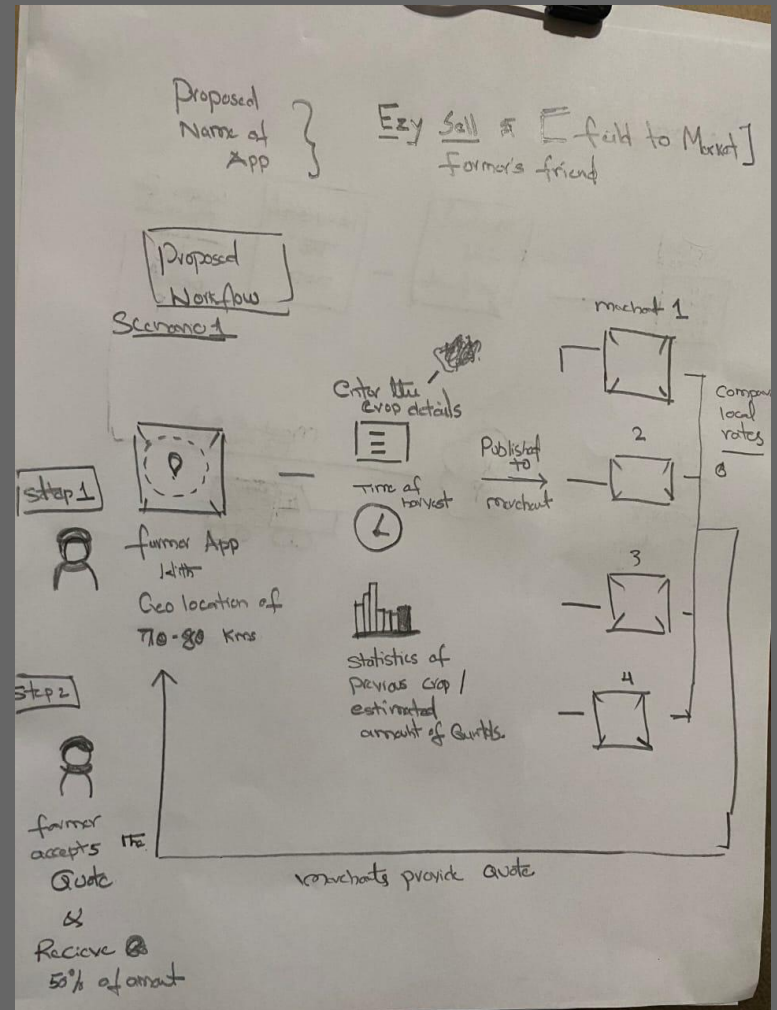
- Share a link to your Google Slides document or your Microsoft Powerpoint which ever you are working with, to **team@umo.design**
  - For sharing a Google Slide deck properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.
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# Explorations

## Initial Workflow

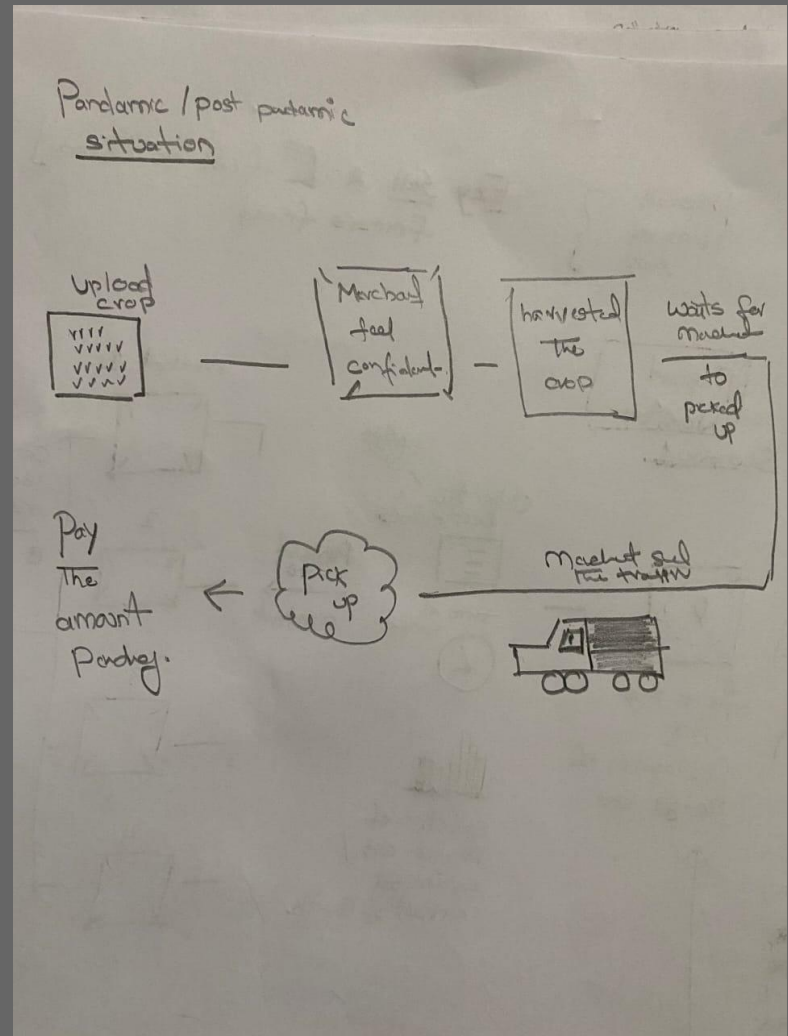
- Proposed Name: Ezy Sell – Field 2 Market
- Step-1: Farmer's Geo- accessed by the App within a radius of 70-80 kms.
- In Step 1, the farmers are asked to answer some important questions such as Crop details, time of harvest, statistics of previous crop/ expected yield, etc. all these information are published to the merchants.
- Where merchants are looking upon the details provided above quotes a price for the product.



# Explorations

## Hypothetical scenario

- Farmers provide the details of their crops.
- Getting a live, transparent and first hand information of the crop makes the merchant feel confident about the purchase.
- In the meantime, the crops are being harvested, ready to get packed and shipped to the merchants.
- Once the order is picked up, the merchant delivers the pending amount and the deal is successfully completed.
- Here, there was no role of a middleman or agent in between the deal, which in turn maximises the profits for both the parties i.e. the farmers and the merchants.



# Solution

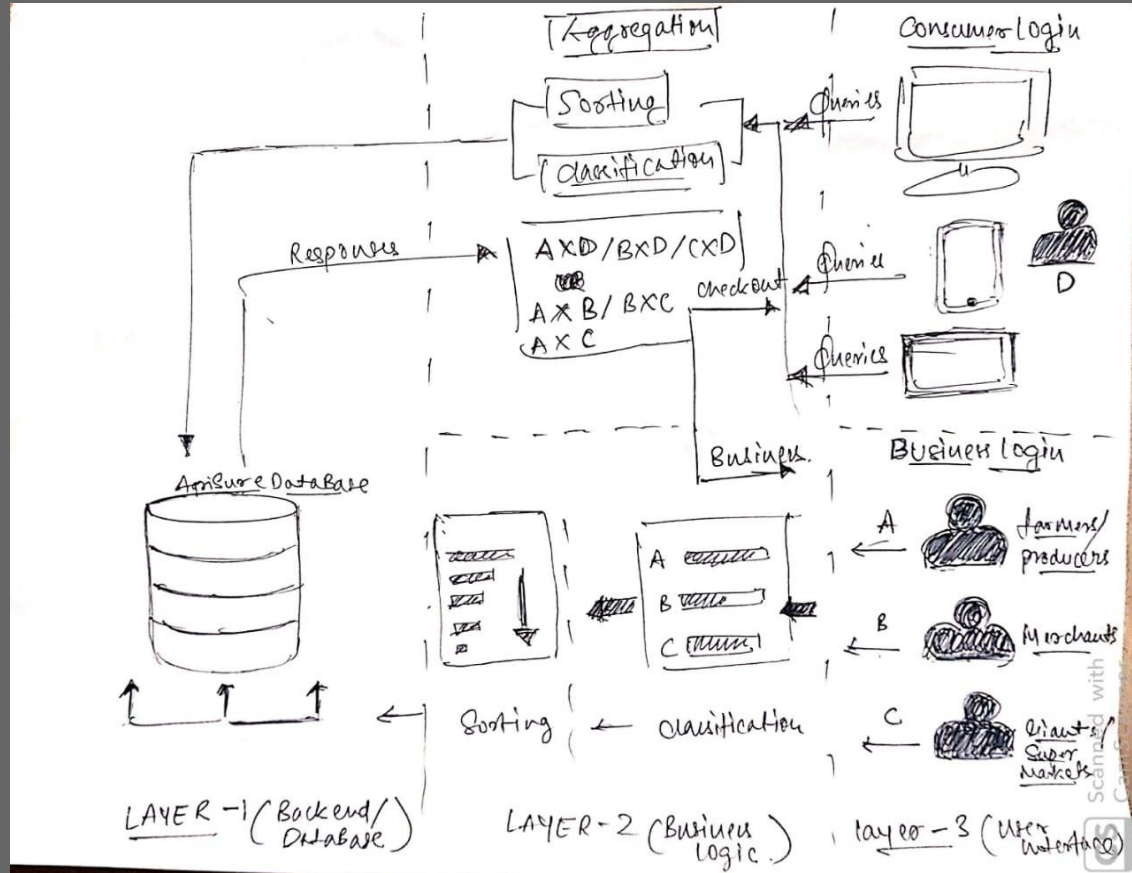
## Final Idea

•The whole idea is divided into three parts. Where the business model is named as layer 1, layer2 and layer3 as per their visibility.

•**Layer 1:** This part is the brain of the business where all the information is being stored. All the decisions are being taken by this part of the business, like selecting the right merchant for the farmer and getting him best deal.

•**Layer 2:** The point mentioned above of getting the right deal to the farmer is done here. The process of sorting and classification is done here on the bases of common information being shared to find the best suited prospects for both the farmers and the merchants.

•**Layer 3:** This is the landing page for the prospects where they are asked to fill-in their details and proceed further for finding their best suitable matches. This part is divided into Consumer login and Business login. Where Consumer login answers the queries of the customers and the business login helps to rope in business for the customers.

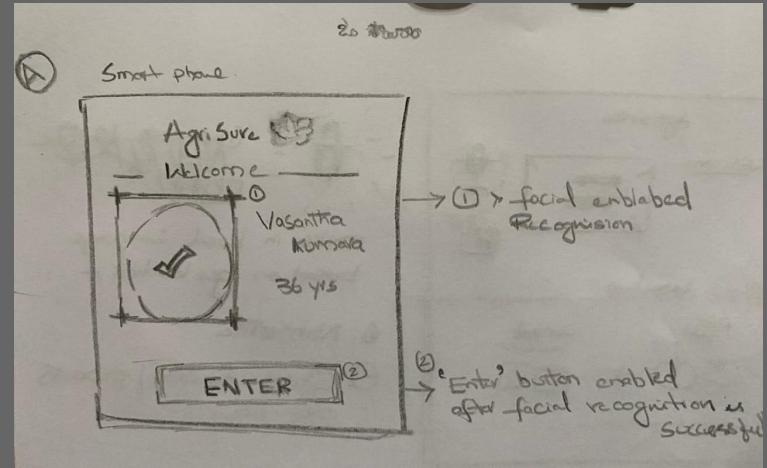


# User Experience

## Workflow:

### App running on a smartphone.

- This screen design is depiction of the app in a mobile phone verifying the login process of the consumers. Which is facial recognition enabled for the ease of illiterate farmers. Once verified all he has to do is press “ENTER” to complete the first process.

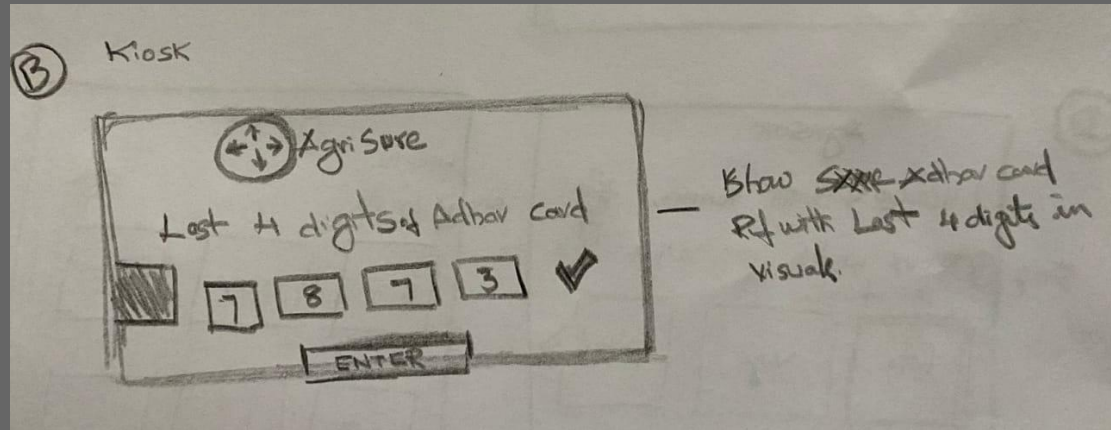


### **Kiosk Set-up: Landing screen**

- The kiosk is enabled with two login options.

- First, entering your Aadhar Number or scan your QR code.

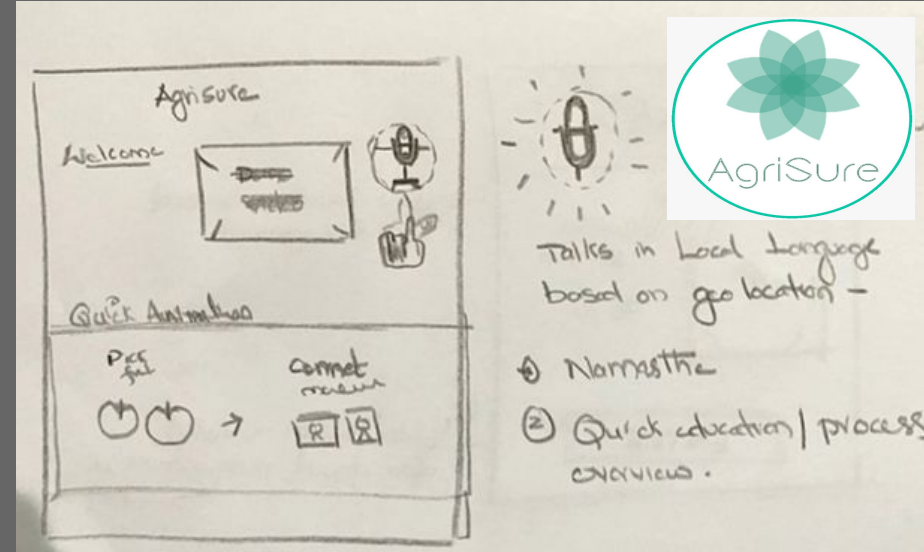
- Second, a specially designed card having a unique identity for every customer opting for this.





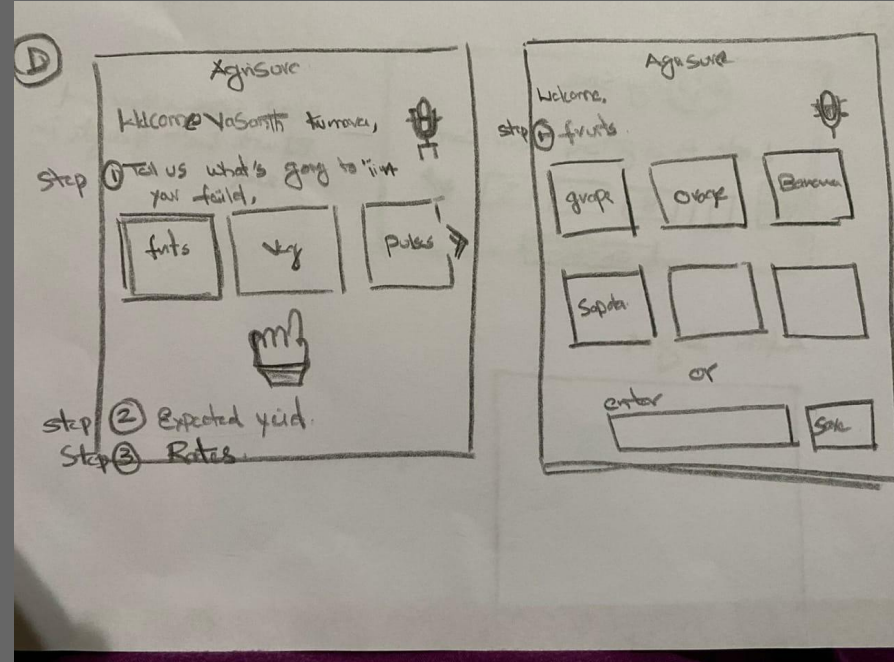
# Kiosk: Progressive screen

- The kiosks are going to show the screen and predetermined language on the basis of Geo-location.
- All the elements are of the kiosk are aimed at the user friendliness and hence kept an audio aid for the farmers.
- This will eliminate the need of being able to read and write and wouldn't intimidate the farmers either.
- The screen is going to self introduce the system to the user.



# Kiosk: Progressive screen

- The farmers are expected to fill in the essential details required such as type of crop, expected yield, expected rate, etc.
- For filling in the details, there are visual aids for him to help in that process. One can easily follow the process presented in the picture.
- The same process is being carried out with the merchants for gathering information.



# Kiosk: Progressive screen

- The inputs made here are,
- Category - Fruit - Bananas
- Field Area - 2 Acres
- Expected Yield - 30 Quintals
- Expected Rate – Rs. 10000

(E)

Agrisub

Step 1 : Banana's 🍌

Step 2 :

- Acres - 2
- Expected yield - 30 Quintals

10 20 30 ✓

Step 3 :

Rate per Quintal ₹ 10,000

~~20,000~~

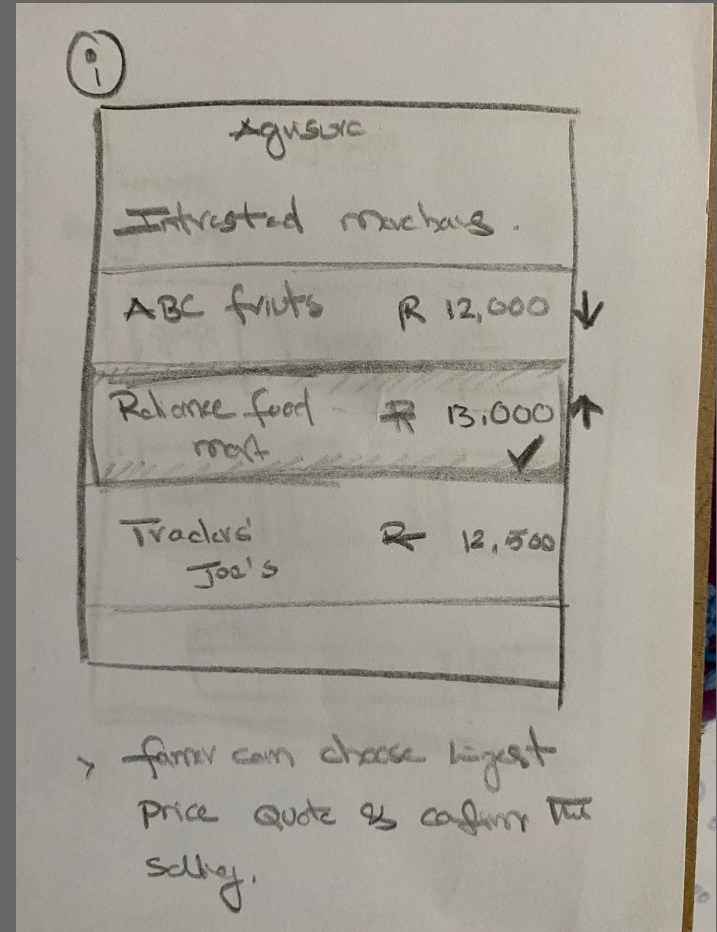
# Kiosk: Progressive screen

- Once all the necessary details are filled in, the system starts to show the nearby merchants available with the same requirements as provided by the farmers.

Next comes the bidders.

- Here is the depiction of bidders with their quotations.

- The farmer can opt for the highest bidder giving him a sense of authority over his harvested crops unlike the normal markets.





# Process

## DESIGN THINKING PROCESS

*We're students of Business Design & Innovation and our Dean took us to a 4 day trip to Gubbi District, Karnataka. There we got a first hand experience of the agricultural side of India. The difficulties faced by them had no limit. And this made us **empathize** with them.*

*Later we jotted down the pain points of the farmers on a need canvas ( a tool used to better understand and empathize ). The most necessary thing we thought was to cut down the distance between the farmers and the merchants/consumers. During this lockdown, when we read news about farmers being indebted with loans and committing suicides, we again started brainstorming about this issue and **defined** the problem as financial stability for the farmers.*



# Process

## DESIGN THINKING PROCESS

*After all this being done, we were stuck with the ideation part. Here, our mentor Ms. Pushpa, having a common belief of helping the farmers in such crisis came up with a suitable plan of action and the whole **ideation** was complete. We figured out that undercutters are snatching the profits of poor and illiterate farmers and hence we focused more on how to get rid of them.*

*We have made a testing **prototype** of how should the app be looking on the phone, what should be the look of the system in a kiosk, etc. We have also made a rough website page, landing page and screen designs to have the feeling of the system and also how would the farmers react to it. We've mentioned the design thinking process here and we are aware that it requires testing of the prototype too. But at this stage we're still at the prototyping stage and are aiming to take it to the next level i.e. **testing**. This is how we came up with this whole idea of AgriSure.*



# Impact

*Our team feels that our proposed solution, in the coming future would have a great impact on the lives of people associated with the primary sector. It will help the farmers to save enough money to have their own fields for farming. The farmers who are under the category of owing less than 1 hectare of land would be able to improve their status.*

*Farmers in India are still under the influence of old conventional ways of farming. This is due to their financial incapability and lack of support from the government. Having an irrigation facility in their fields is only a dream for almost 95% of the farmers in India according to a report by NABARD. Same goes with the tractors and other facilities and technologies which could pace up their work and earn them huge profits. We as a team, see this happening through our proposed solution.*





# Execution & Viability

## HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

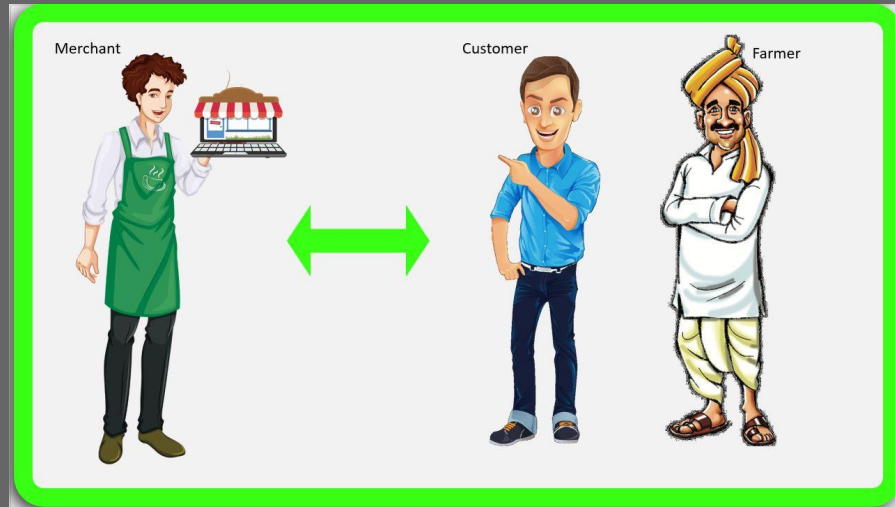
*The plan for making this idea successful is to create more and more awareness, through campaigns in various areas.*

*Also having a strong network of delivery partners would be a headstart for this business model.*

*The expense is towards the setting up of kiosks in various areas and their maintenance.*

*Once we get the notice of farmers for this initiative and that it aims for their betterment then it will be unstoppable. To achieve this, we must ensure that the people who can influence the farmers for their own good should collaborate with us.*

*Further we also aim for government assistance to help us so that we can help the farmers.*





## STAGE 2

# Submission | Final

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

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### IMPORTANT FINAL SUBMISSION INSTRUCTIONS:

Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
  - **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria [here](#)
  - **Submission form** - Complete a final submission form and embed a video link and the presentation link [here](#)
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# Thank you!

*We would like to thank our Dean Mr. Prakash Unakal for informing us about this competition.*

*For teaching us the different tools of innovation and designing.*

*And for making us learn the art of not being judgemental about others and their ideas.*

*Further we would like to thank our Mentor Ms. Pushpa Pocham for being with us and guiding us throughout this journey and we hope this relationship continues to be this way in the future.*

*Lastly, we are thankful to the UMO Design team for organising such a great and inspiring competition.*

*Looking forward for more such competitions in the future.*

*Thanking all of you. - Team AJY!*