



Farmer **NXT DOOR** *(e market /mandi)*

Theme: Life In Lockdown

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

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Team



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Lockdown Scenario

Kisan (farmer)

Nagesh is a 40-year-old fruit farmer. He has always been dependant on the market/mandi or merchants to sell his produce.

How will he manage to stay safe and sell his produce now?



Kisan (farmer) Problem

PROBLEM DESCRIPTION

Markets/Mandi's in India are very congested and hence pose high risk for the spread of virus. Regular transportation facilities are impacted by the pandemic as well, hence farmers are unable to travel and sell produce by themselves. Merchants are quoting throwaway prices taking advantage of this situation.

Farmers like Nagesh are left hopeless staring at huge losses.

WHY IS IT AN URGENT PROBLEM?

Harvesting fruits and vegetables is a very risky process due to their perishable nature. If harvest is done slightly before or after the ideal time, the value of the produce drops drastically. The farmer does not have access to cold storage facility as well, hence we see many small and medium sized farmers throwing away their produce on the roads. They are feeling hope less and might step down and find alternatives. If this continues for a year, there would be scarcity of food for the population. Which would prove to be disastrous for the Nation.



Lockdown Scenario Consumer

Sanjay is a resident in a city with 5 family members, including two children and one old aged person. They are concerned about their immunity due to Covid 19 pandemic.

How might they work on increasing their immunity while remaining safe?



Consumer Problem

PROBLEM DESCRIPTION

The Pandemic had induced a concern in one and all about their immunity against the Virus. The family is not getting a balanced diet. They are eating more pulses/grains than vegetables/fruits. Fruits and vegetables are not easily available, as most farmers have not been able to sell their produce to consumers due to the supply chain and price volatility during the pandemic. Even if vegetables/fruits are available people don't mostly do not go out, as they are concerned about Covid 19 infection

How can families like that of Sanjay's manage to improve their immunity while staying safe?

WHY IS IT AN URGENT PROBLEM?

The Covid-19 problem is not showing any signs of receding in most parts of the world. If this situation continues for a year, it would impact the health of the family in a big way. Making them less immune to Covid and threats.

Thus we need to urgently work on improving our immunity, so that we are ready to fight the virus if needed.



Kisan (farmer) Persona

PROFILE

Name: Nagesh

Job Title: Fruit Farmer(Papaya, Orange, Watermelon, Banana, Pomegranate...)

Gender: Male, Middle Aged

Family Setting: Married with 4 children (3 Daughters (10yrs, 13yrs, 16yrs) & 1-Son(5yrs)), Wife, Father(84), Mother(72)

FEELINGS

Values & Goals : Hardworking, produce export quality organic fruits, Survive in this Pandemic

Worries: Survival, Uncertainty, Lockdown, Covid19

Influences: Big vegetable & fruit retailers are making money and he is not, so he is worried as to how he will get a good price for his produce so that he and his family can survive during the Pandemic.

DEMOGRAPHICS

Income: Below average (2-3 Lakh/annum). He has been selling his produce for a very low value during Lockdown.

Education: since he is the only Son in the family with 2 elder Sisters, Father and Mother. At a very young age he started working in the farm. Hence he did not go to school.

OBJECTIONS

Value: Proper Transportation and Market with good price for his produce which might help him & his family survive during the Covid19 Pandemic.

Fear: fear of getting infected in the market, No proper transportation, perishable nature of the harvest, no storage space during pandemic, fear of Storm which might destroy the fruit trees, pests and diseases might destroy the crop

Consumer User Persona

PROFILE

Name: Mr. Sanjay Sharma

Job Title: Teacher

Gender: Male, Middle Aged

Family Setting: Married and has 2 children(1-Daughter(7yrs) & 1-Son(5yrs)), Wife, Father(75), Mother(68)

FEELINGS

Values & Goals : Hardworking, Very Concerned about his family. Is taking required precautions due to Pandemic situation

Worries: Uncertainty, Lockdown, Covid19, Immunity

Influences: The Lockdown situation has brought many uncertainties in the lifestyle of the Family. Concern about safety of family members has Increased

DEMOGRAPHICS

Income: Average (6-7 Lakh/annum). He has been working as a teacher in a good institute.

Education: Graduate

OBJECTIONS

Value: Always maintains good health and hygiene in the family.

Fear: Fear of getting infected in the market while purchasing fruits and vegetables. Fear of getting infected due to lack of immunity.

Explorations - Farmer

SOLUTIONS & IDEAS

This global pandemic has affected farmers in a big way. In the lockdown farmers are not able to do farming like they used to before.

An alternative solution could be a platform to address all the problems of the farmer in a crops life cycle, by providing services to him like

Drip irrigation, Finance, transportation, equipment hiring , tractor hiring , expert opinion, seeds, fertilizers, pesticides, organic farming training, education of soil fertility, poultry education, poultry feed, waste management, infrastructure etc.



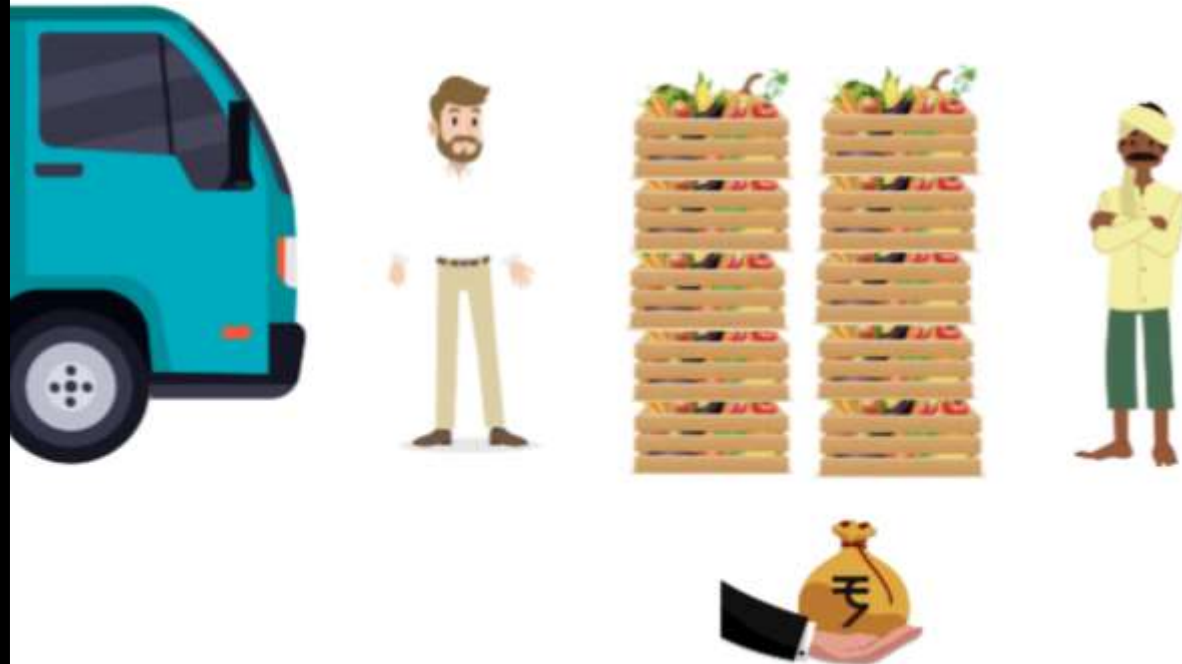
Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

'Aasan' - online mandi, buys fruits and vegetables from farmers at a standard fair price. This takes away the burden of marketing and sales on the farmers in the covid 19 lockdown situation.

This way the middle men wont be able to exploit the farmers and they get a good price. Even transportation is taken care of by Aasan.

In case the farmer wants to just use our cold storage facility, he can do that as well. This way he can wait for a good price in the market and sell his produce.



Solution (cont)

As the number of touch points reduce, given that the farm produce is picked up at the farm or dropped at our covid safe cold storage facilities there is very low risk of infection.

On the other hand, consumers get fresh and nutrient fruits and vegetables home delivered. They will be able to have a balanced diet and improve their immunity. They are not scared of stepping outdoors and are safe due to the UV screening that we do on the farm produce before shipping.

The innovative piece is our solution is the image sensing feature, where the crop is evaluated without human intervention for cost estimation. This way initial negotiation is taken care of which saves a lot of time and energy.

User Experience

***HOW DOES THE UX OF YOUR
SOLUTION LOOK LIKE?***

Link to UX Video on the right hand side.

<https://drive.google.com/drive/folders/17FgTdrztoD3ztTAnMfy1flnDxRMvZ1IT?usp=sharing>

Process

DESIGN PROCESS

Empathise : We stepped into the shoes of many fruit farmers by conducting real farmers interviews. Including fruits (pomegranate, banana, water-melon, orange, grapes)

Define : Created personas based on the interviews and built user journeys. We brainstormed and arrived at a focused problem to work upon. Opportunity was assessed for each problem and prioritized.

Ideate : We made three groups for deep diving into B2B, B2C and social engagement solutions. We noted down all possible solutions, voted as a team and chose the most impactful solutions to work on.

Prototype : We did extensive paper sketching. Put down a flow and drew the use flow. Moved on to digital platform and implemented a mock up for each flow of the user.

Test : We were in touch with farmers for continuous feedback. We shared out UX design with the farmers and got many inputs for iterations



Impact

IMPACT OF YOUR SOLUTION

Due to lockdown the price of some fruits and vegetables has dropped and the farmer is forced to sell out of distress, so the farmer doesn't get the fair price. Through our **Aasan - Apni online Mandi** App we buy fruits and vegetable from farmers at a standard fair price and we take away the burden of marketing and sales from the farmers.

As per the Registrar general of India & census report for year 2015, 74% of 118 Mn farmers in India are small farmers or farmer's who don't own a land. This solution can impact all these farmers and consumers profoundly and also improves India's GDP. **Aasan - Apni Online Mandi** app is a bright possibility for producers of India in this global Pandemic.

"It's like Armageddon, but we'll get through it,"
--Benjamin Walker



Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

Implementation of the solution will start with a handful of local farmers. with in a radius of 15 kms around Bangalore. A consumer area also will be picked in this area.

After successful implementation on the small model. This will be replicate to more cities.

Once separate channels are built across states, cross channel can be introduced.

The viability is good as both farmers and consumers are getting good prices for sale and purchase.



Thank you for the opportunity!