Digital Solutions for Commercialization Challenges
• Commercialisation = Scale(New Normal)
• Key Stakeholders – Producers, Farmers, Aggregators, Processors
• Central Pivot is the Farmer
WHAT TO SOLVE?

1. Monetary Benefits
2. Supply and Demand Linkages
3. Awareness
4. Speed of Implementation

HOW TO SOLVE?

1. Traceability
2. Aggregation

1. Farmer Level Effort
   - information for about availability of Bio-Fortified Seed
   - info about market linkage to right processor or aggregator
2. Aggregation and traceability to processor about upcoming harvest and expected produce
3. Aggregation and demand to producers for year on year production metrics
4. Speed of implementing

Digitizing farm boundaries of smallholder farmers & optimize the advisory
• DeHaat Farmer App
Thank You

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