

“EMPOWER THE FARMER: A RURAL INITIATIVES THROUGH DIGITAL TRANSFORMATION AND BUSINESS ANALYTICS”

Project Reference No.: 49S_MBA_0208

College : Siddaganga Institute of Technology, Tumkur
Branch : Master of Business Administration
Guide(s) : Dr. Jyothi G H
 Dr. Preeti S Desai
Student(s) : Mr. Akash Wandkar
 Mr. Chethan H R
 Mr. Gurukiran V
 Ms. Harshitha M R

Keywords:

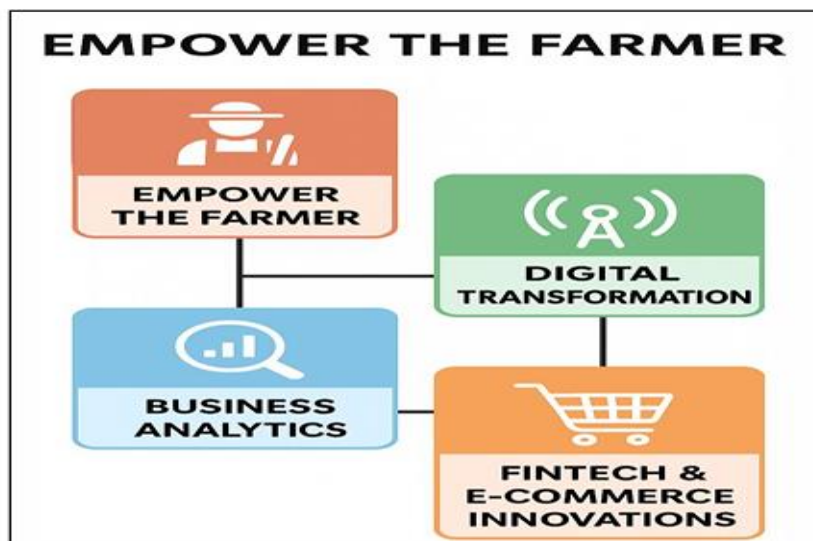
Rural Empowerment, Digital Transformation, Rainfed Agriculture, Local Markets, Business Analytics, Sustainable Development

Introduction:

This project aims to empower farmers by providing a digital platform, where they can sell their specialized products during the off-season. Since farming income is seasonal, many farmers face financial instability during non-harvest periods. This platform enables them to utilize their additional skills such as making homemade or value-added products and earn extra income.

By integrating digital transformation, business analytics, and FinTech solutions, the platform helps farmers reach a wider market, ensure secure transactions, and improve pricing decisions. It also reduces dependency on intermediaries by enabling direct sales to consumers.

Overall, the project focuses on enhancing financial stability, promoting rural entrepreneurship, and creating a sustainable, technology-driven ecosystem for farmers.



Objectives:

1. To identify the existing agricultural activity structure in selected rainfed regions.
2. To assess and document vocational, traditional, and supplementary skills among farmer groups.
3. To analyze local market demand for farm and non-farm rural products/services.
4. To design and develop a digital platform connecting farmers with local markets.
5. To facilitate income diversification and employment generation during non-cultivation periods.
6. To promote economic sustainability through technology-enabled rural entrepreneurship

Methodology:

- Descriptive research to study farmers' activities, skills, and market issues
- Primary data through questionnaire and field survey
- Secondary data from reports, surveys, and articles
- Sampling: Purposive + Convenience sampling
- Data analysis using basic statistics and business analytics
- Development of a digital platform to connect farmers with markets

The project.

- Created a digital platform idea to connect farmers and buyers.
- Helped farmers get better market access.
- Found ways for extra income for farmers.
- Increased awareness of using technology in farming.

Result and Conclusion:



Product: Organic Honey

Price: 250 g – ₹200, 500 g – ₹400, 1 kg – ₹800

Perishability: Can be stored for 1–2 years in a cool, dry place

Features: Natural, chemical-free, no preservatives, healthy, sweet taste

Product Description: Organic honey is pure honey collected from bee farming without chemicals. It is healthy, natural, and available in different pack sizes.



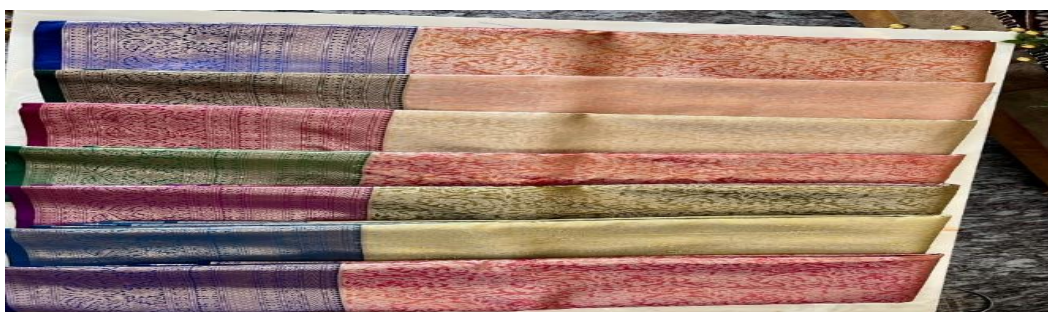
Product: Vermicompost

Price: ₹5–₹10 per kg, ₹250–₹500 per 50 kg bag

Perishability: Can be stored for 6–12 months in a cool and dry place

Features: Organic fertilizer, rich in nutrients, improves soil fertility, increases plant growth, eco-friendly

Product Description: Vermicompost is a natural fertilizer made by earthworms from organic waste such as leaves, cow dung, and vegetable waste. It is used in farming and gardening to improve soil quality and crop growth.



Product: Handloom Saree

Price: ₹1,500 – ₹5,000 per saree (depends on design and fabric)

Perishability: Long-lasting product; can be used for many years if stored properly

Features: Handwoven, traditional design, soft fabric, attractive border, eco-friendly, comfortable to wear

Product Description: Handloom sarees are traditional sarees woven by hand using cotton or silk threads. They are known for their unique patterns, rich borders, and fine craftsmanship. These sarees are suitable for festivals, weddings, and special occasions.



Name : Premnath

Place : Y N Hosakote

Product: Handloom Saree

Price: It will depends on design and fabric

Perishability: Long-lasting product; can be used for many years

Features: Handwoven, traditional design, soft fabric, attractive border, eco-friendly, comfortable to wear

Product Description: Handloom sarees are traditional sarees woven by hand using cotton or silk threads. These sarees are suitable for festivals, weddings, and special occasions.

References:

<https://ijrt.org/j/article/view/152?hl=en-GB>

https://ojcoca.org/jul_2018.pdf?hl=en-GB

Future Scope:

- It has strong scalability potential and can be expanded to multiple regions facing similar challenges.
- The solution can be enhanced by integrating fintech services such as digital payments.
- Future scope includes providing farmers with access to credit facilities.
- Insurance services can also be incorporated to reduce farmers' risks.
- The project empowers farmers by improving market access and financial inclusion.
- It contributes to building a sustainable and technology-driven rural economy.
- The platform offers long-term growth and development opportunities in the agriculture sector.