

# DeHaat<sup>®</sup>

Seeds to Market

📱 Hello Mukesh Ji,  
Welcome to DeHaat Kisan Call Center.  
How can I help you today. Hope your  
last query on wheat has been  
resolved successfully.

📱 Wheat is ready to harvest

📱 You can avail  
health insurance

## Digital Solutions for Commercialization Challenges



📱 DeHaat  
Total R  
New Or  
Order re  
Training R

📱 Soil Testing Booked

- 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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