Low income of small holder farmers

Poor market integration
Poor access to Technology/Information
Climate variability and change

Connecting large number of small holders, producers and buyers (e-mandis, market aggregation)
Location specific climate information/forecast
Access to near-by technology institutions: SAUs, KVKs, Research institutes and extension agencies

Information is power

Great opportunity
Increased price realization for small holder farmers

Multiple options for buyers and processors

Real time data accessibility for agricultural and market monitoring and future planning

Location specific climate information/forecast for climate risk management