

STARTUP FOR SIMPLIFYING FARM MACHINERY PURCHASE FOR FARMERS

Success Story/2024-6

THE CASE OF VIJI AGRI APP: STREAMLINING THE DISCOVERY AND PURCHASE OF FARM EQUIPMENT

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PROBLEMS/CONSTRAINTS

- Usually, farmers have limited access to information when purchasing tractors and farm machinery, as they tend to rely on a network of local dealers and the opinions of nearby farmers making it difficult for them to make fully informed decisions about such significant investments.
- Incubating Mr. Ishwar Dali There is a need to provide farmers with comprehensive product information—including updates from dealers outside their immediate network—to facilitate better decision-making.

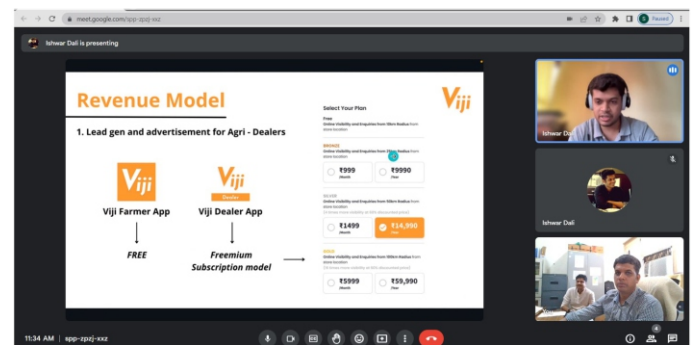
INTERVENTIONS

Dr. Shripad Bhat and Dr. Paramesha mentored Mr. Ishwar Dali, a B.Tech graduate currently working in Sindhudurg, Maharashtra, for one year (Feb 2023 to Feb 2024) to develop a useful platform for farmers that provides comprehensive product information, application details, market news and useful information for farmers for well-informed decision-making.

Mr. Ishwar Dali, along with two other entrepreneurial team members (Mr. Ajinkya Takawale - B.Tech, IIT Kharagpur & Mr. Pratim Shah - MBA, IMT Ghaziabad), developed Android apps for farmers and dealers (www.vijiapp.in) in June 2023. This startup was also supported by the TiE Nurture Accelerator Program, Pune, and the Sardar Patel Technology Business Incubator, Mumbai.

Farmer App (<https://play.google.com/store/apps/details?id=com.viji>) hosts localized feeds with an AI recommendation system to help farmers discover and purchase novel products.

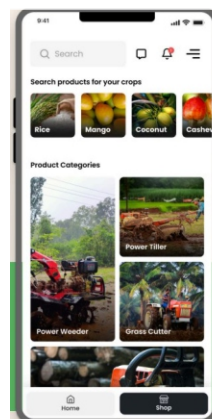
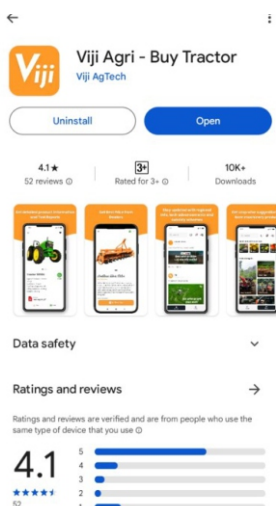
Dealer App (<https://play.google.com/store/apps/details?id=com.vijidealer>) helps dealers receive product inquiries from farmers, generate quotations, manage leads, and share product information and test reports via WhatsApp.



Incubating Mr. Ishwar Dali

IMPACT

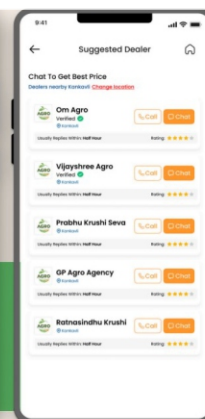
- Currently, the Viji Agri App for farmers has more than 40,000 downloads.
- More than 200 dealers are onboarded on this app. Farmers can choose from an extensive range of over 1,500 products.
- The startup is at pre-revenue stage with a steadily increasing trend in app downloads.



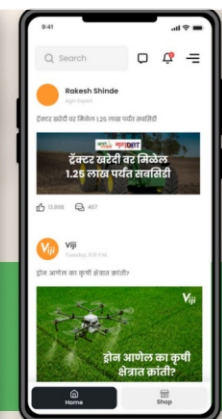
Farmers can select from exhaustive product range for 1500+ products



Product listings with verified test reports



Dealers list to get best price for products



Relevant content to learn and grow