Online Portal For Marketing Agricultural Value Added Products for Kannur District

The District Panchayat has decided to set up an online system to directly market agricultural value-added products produced by farmers in Kannur district without intermediaries. With this objective, the District Panchayat is planning to develop an online marketplace for the farmers in Kannur.

Requirements

- Only farmers/producers of Kannur district will be allowed to register on the producer platform.
- People inside and outside the state should be given provision to buy the products
- Registration of producers will be done through 89 Krishi Bhawans of the district. This can be done by selecting the Taluk, Panchayat, Municipality and Village can be selected and registered through the drop down menu at the time of registration.
- Registration is approved only after confirming if the farmers are real farmers, FPOs or Kudumbashree and approval shall be given by the user assigned from Krishi Bhavan. There should be an application form that collects the information of the organization / group / agency. This should be approved by the agriculture officer after login.
- Although this mobile app is part of a government system, the producer has to submit a certificate in the software and also in writing (on stamp paper) to the Krishi Bhavan that the government, Kannur District Panchayat or Agriculture Department will not have any liability for the quantity/weight, packing, quality and duration of the products available through this mobile app and it will be the sole responsibility of the producer. This disclaimer should be clearly mentioned in the portal.
- Manufacturers need to display their products and publish information.
- The manufacturer and the buyer should have their phone number available on the products so that they can communicate directly.

- Producer & purchaser should agree to deliver the products by speed post (india post) private courier service or directly to the buyer. The API integration should be done accordingly.
- There should be a provision to return products and to provide refunds.
- Apart from this, there should be a website/dashboard to give an overview of the portal and generate various reports . There should be a district level login system.
- There should be a customer care facility at the district level and for that there should be a team consisting of startup mission/IT department, Agricultural department and District Panchayat.

The application should be hosted in the State Data Center (SDC) and the application shall undergo Security and Performance auditing prior to deployment in SDC.

The EOI process

Kerala Startup Mission is approached by various Government Departments for the development of mobile and web applications. These requests are met through a facilitation deviced by KSUM. Kerala Startup Mission facilitates the entire process by helping departments to finalise technical specifications, circulating the same among startups, initial technical assessment and short listing for the committee to take final decision.

Following are the steps involved:

1. Call for Expression of Interest among startups incubated/registered with KSUM

2. Submission of EOI (in the link provided by KSUM)

3. KSUM to organize interaction with the Department for clarifying doubts and queries of interested startups.

4. Technical Proposals are then obtained from startups who have submitted the interest.

5. Technical proposals are then evaluated.

6. Startups who qualify the technical evaluation are then asked to submit the financial proposal.

7. L1 among the startups is identified by the method of Quality and Cost Based Selection (QCBS) wherein 70% marks for the technical proposal and 30% for the financial proposal.

8. The L1 startup is then recommended to the Department.

9. KSUM ensures that the startup delivers the product to the Department and the Department is satisfied with the work.

10. The payment is made directly by the department to the startup after signing an Agreement.

11. The Department is also expected to do the Security auditing of the application developed by the startup through CERT-K and also to host the application in the State Data Center

Eligibility for Startup to participate in the EOI
The startup has to be registered with Kerala Startup Mission and Startup India.