

TIME LOGICA LTD

# YOU FARM

## Product Documentation

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Time Logica

Where quality beats time

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## 1. INTRODUCTION

“You Farm” is a technology lead innovative social enterprise project, conceived to avert 1000s of farmers suiciding every year by helping them earn consistent income. It is also designed to enable large scale technology intervention in traditional farming model. You Farm provides social gaming interface that allows remote social farming by the amateur urban farming enthusiasts in villages in vicinity. Rural farmers earn regular income by letting their unused land and by charging for consultation.



## 2. INNOVATIVE CHARACTER

- Social online gaming interface that takes user input for real farming on ground
- Solar powered remote sensor based and cloud connected tracking system that allows real time monitoring of crops & weather
- Uses the urban virtual farming enthusiasm to solve the problem of farmers
- Enables large scale technology adoption in agriculture
- Encourages social farming v/s corporate style farming

- Improves the lobbying power of rural communities by urban enthusiasts in agriculture

### 3. PRODUCT DESCRIPTION

#### 3.1. Physical Description

- Mobile app and web application with virtual 3D gaming interface for urban farming enthusiasts to farm and track online
- Marketplace like platform to buy and sell the produce as well as for equipments, seeds and fertilizers and pesticides etc.
- Information and knowledge exchange platform for farmers
- Backend tracking and monitoring systems and devices
- Trained farming team, process and procedures

#### 3.2. Technical Features

- Online platform, Cloud infrastructure, eCommerce infrastructure with payment processing
- Virtual 3d modelled farmland gaming interface
- Solar powered, sensor based and cloud connected, tracking & monitoring devices
- Potential use of solar powered robotics and drones



#### 4. PROBLEMS FACED

- Fraser et al., after a review of 52 scholarly publications, conclude that farming populations in the United Kingdom, Europe, Australia, Canada and the United States have the highest rates of suicide of any industry and points to economic stress and uncertainties.
- It was reported in 2014, 5000 farmers committed suicide in India alone, because they were in debt
- Farmville 2 an online farm based game has 40 million monthly active users around the globe as an indication of farming enthusiasm among the online communities
- Quality of food is depressed by using chemical fertilizers and pesticides to improve the quantity.
- These chemicals harm the end consumers health
- There is currently no way out for the farmers to come out of the debt
- Farmers families are quitting farming because its a risky job which may lead them to end their lives
- You Farm is one platform which can address all the needs and problems above and help society to lead a better quality of life

## 5. HOW IT WORKS



- Under this You Farm concept, company will select farmers with genuine land and other facilities in specified areas. These farmers farm on behalf of the investors identified by the You Farm.
- Farmers need not invest for farming. Instead they work on behalf of the investors.
- An investor can select the area, farm land, crop of his choice, type of cultivation (zero farming, organic farming, chemical farming etc).
- A dedicated system will be put in place to follow the farming activities and keep the investors informed about day today farming activities.
- An investor can have real time access to his farm through internet. He can issue advisories, monitor the crop, harvesting activities, cold storage, selling etc ONLINE.
- Under this mechanism, a farmer will get fixed income and zero investment.

- A client can farm/ harvest crop of his choice without buying farm. This will be a Win-Win situation for both farmers as well as interested growers.



*"Together let's make this world a better place to live".*