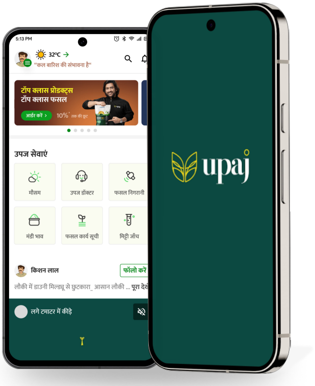
Redesigning Agricultural Mobile App for Enhanced Farmer Engagement and Usability


5:13 PM
32°C
टॉप क्लास प्रोडक्ट्स
टॉप क्लास फसल
आर्डर करें ›
10% तक की छूट
उपज सेवाएं
मौसम
उपज डॉक्टर
फसल निगरानी
मंडी भाव
फसल कार्य सूची
मिट्टी जाँच
किशन लाल
फॉलो करें
upaj

“कल बारिश की संभावना है“

लौकी में डाउनी मिल्ड्यू से छुटकारा_ आसान लौकी ... पूरा देखें

लगे टमाटर में कीड़े

Agricultural Mobile Apps

The agricultural sector has experienced a technological revolution with the rise of mobile apps aimed at empowering farmers with access to information, resources, and markets.

-Real time weather data
-market price updates
-pest diagnosis
-remote farm monitoring
- farm inputs and remedies

EY pegs the current penetration at 1%, while NASSCOM estimates only 2% of Indian farmers use apps in the field.

According to Krell et al. (2021), approximately 25% of the farmers use mobile phones to access information about agriculture and livestock, 23% to buy and sell products, and 18% to receive news updates

Upaj

Upaj is an agricultural mobile app designed to help farmers improve their farming practices and productivity.

It offers features like expert advice, market price listings, and weather forecasts. The app also provides pest alerts, soil testing, and access to high-quality seeds and fertilizers.

Additionally, Upaj includes educational content on modern agricultural techniques, water management solutions, and detailed information on soil health and fertility improvement.

Objectives

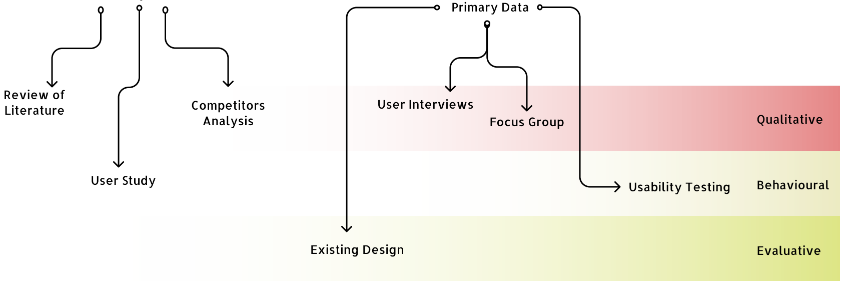
1. Understand the demographics, technological proficiency, and specific needs of rural farmers to tailor solutions effectively.

2. To identify the friction points these users face while interacting with technology and existing application.

3. To design interventions to increase the adoption rate of Agricultural Mobile Technology.

Research Methodology

Secondary Research


Primary Data
Review of Literature
Competitors Analysis
User Study
User Interviews
Focus Group
Qualitative
Usability Testing
Behavioural
Existing Design
Evaluative

**Moderated & Unmoderated
**Remote & In-person

Review of Literature

Emerging technologies like AI, IoT, and blockchain hold significant potential for enhancing agricultural practices by improving resource efficiency, productivity, and supply chain traceability. However, the complexity and lack of support for these technologies often hinder their adoption among farmers (UNDP, 2021)

Factors such as low digital literacy, lack of infrastructure, and insufficient training contribute to the low adoption rates of smart agricultural technologies. In developing regions, these challenges are exacerbated by limited educational opportunities and infrastructure. (FAO, 2019)

Research from the Northern Savannah of Ghana showed that despite the potential of digital technologies to enhance agricultural productivity, their adoption remains low due to challenges such as low digital literacy and inadequate infrastructure. This underscores the need for targeted training and support to facilitate technology adoption (Agriallis, 2020)

Farmers often find agricultural apps too complex or not user-friendly, leading to frustration and disuse. Apps that do not align with farmers' needs or add more work are less likely to be adopted (Agriallis, 2020)

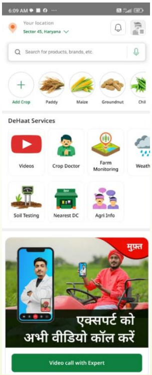
A significant barrier to the adoption of agricultural apps is the lack of trust in their capabilities, often stemming from poor usability and insufficient training. Farmers are more likely to adopt technologies that provide personalized, localized information and fit well with their existing practices (FAO, 2019)

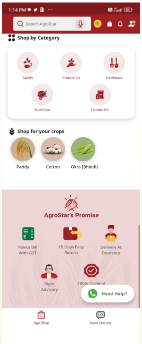
Competitors Analysis

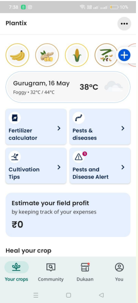
SERVICES	PLANTIX	DEHAAT	KRISHI NETWORK	AGROSTAR	KRISHIFY	Upaj
Expert Advice	✓	✓	✓	✓	✓	✓
Soil Testing	✓	✓	✓	✗	✗	✓
Weather Forecast	✓	✓	✗	✓	✓	✗
Ecommerce	✗	✗	✗	✓	✓	✓
Social Platform	✓	✓	✓	✓	✓	✗
Market Price	✗	✓	✗	✗	✗	✗
Farm Account Management	✗	✗	✗	✗	✗	✗

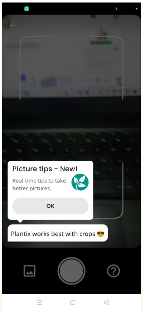
Satellite Images	✗	✓	✗	✗	✗	✓
Crop Diagnosis	✓	✓	✓	✗	✓	✓
VLE Services	✗	✗	✗	✓	✗	✓

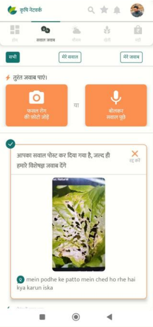
Screen Comparisons


6:09 AM
Your location
Sector 45, Haryana
Search for products, brands, etc.
Add Crop
Paddy
Maize
Groundnut
Chil
DeHaat Services
Videos
Crop Doctor
Farm Monitoring
Weath
Soil Testing
Nearest DC
Agri Info
मुफ्त
एक्सपर्ट को अभी वीडियो कॉल करें
Video call with Expert


1:14 PM
Search AgroStar
Shop by Category
Seeds
Protection
Hardware
Nutrition
Combo Kit
Shop for your crops
Paddy
Cotton
Okra (Bhindi)
AgroStar's Promise
Pakka Bill With GST
15 Days Easy Return
Delivery At Doorstep
Right Advisory
100% Original
Need Help?
Agri Shop
Krishi Charcha


7:38
10%
Plantix
Gurugram, 16 May
Foggy • 32°C / 44°C
38°C
Fertilizer calculator
Pests & diseases
Cultivation Tips
Pests and Disease Alert
Estimate your field profit
by keeping track of your expenses
₹0
Heal your crop
Your crops
Community
Dukaan
You

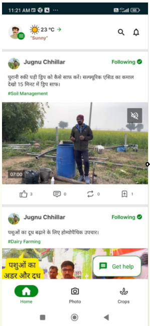

Picture tips - New!
Real-time tips to take better pictures.
OK
Plantix works best with crops 😎


कृषि नेटवर्क
सवाल जवाब
सभी
मेरे सवाल
मेरे जवाब
तुरंत जवाब पाएं।
फसल रोग की फ़ोटो जोड़ें
या
बोलकर सवाल पूछे
रद्द करें

आपका सवाल पोस्ट कर दिया गया है, जल्द ही हमारे विशेषज्ञ जवाब देंगे

mein podhe ke patto mein ched ho rhe hai kya karun iska

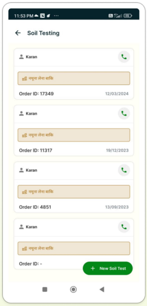
Existing design


11:21 AM
23 °C
"Sunny"
Jugnu Chhillar
Following
07:00
3
0
0
1
Jugnu Chhillar
Following
पशुओं का अडर और दूध
Get help
Home
Photo
Crops

पुरानी रुकी पड़ी ड्रिप को कैसे साफ करें। सल्फ्यूरिक एसिड का कमाल देखो 15 मिनट में ड्रिप साफ।
#Soil Management

पशुओं का दूध बढ़ाने के लिए होम्योपैथिक उपचार।
#Dairy Farming

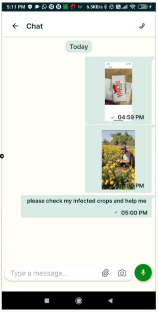
No visibility of its usp and services.


11:53 PM
Soil Testing
Karan
नमूना लेना बाकि
Order ID: 17349
12/03/2024
Karan
नमूना लेना बाकि
Order ID: 11317
19/12/2023
Karan
नमूना लेना बाकि
Order ID: 4851
13/09/2023
Karan
नमूना लेना बाकि
Order ID: -
New Soil Test

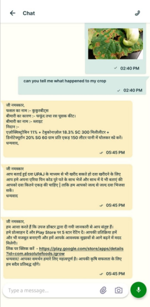
No clarity as no updates given or shown on what can next expected.

No error prevention or guidance to show what to do and how to.

Uncertainty on when to expect the remedies


5:11 PM
6.5KB/s
Chat
Today
04:59 PM
PM
Type a message...

please check my infected crops and help me
05:00 PM


Chat
Type a message...

02:40 PM

can you tell me what happened to my crop
02:40 PM

जी नमस्कार,
फसल का नाम :- कुकुरबीट्स
बीमारी का कारण :- फफूंद तथा रस चूसक कीट।
बीमारी का नाम :- ब्लाइट
निदान :-
एज़ोक्सिस्ट्रोबिन 11% + टेबुकोनाज़ोल 18.3% SC 300 मिलीलीटर + डिनोटेफ्यूरॉन 20% SG 60 ग्राम प्रति एकड़ 150 लीटर पानी में घोलकर स्प्रे करें।
धन्यवाद,
05:45 PM

जी नमस्कार
आप बताई हुई दवा UPAJ के माध्यम से भी खरीद सकते हो दवा खरीदने के लिए आप हमे अपना एरिया पिन कोड पुरे पते के साथ भेजें और साथ में ये भी बताएं की आपको दवा कितने एकड़ की चाहिए | ताकि हम आपको जल्द से जल्द दवा भिजवा सकें।
धन्यवाद
05:45 PM

जी नमस्कार,
हम आशा करते हैं कि उपज डॉक्टर द्वारा दी गयी जानकारी से आप संतुष्ट हैं।
हमे प्रोत्साहन दें और Play Store पर 5 स्टार रेटिंग दें। आपकी प्रतिक्रिया हमें और भी मजबूत बनाएगी और हमें आपके आवश्यक सुझावों से आगे बढ़ने में मदद मिलेगी।
लिंक पर क्लिक करें - https://play.google.com/store/apps/details?id=com.absolutefoods.igrow
धन्यवाद! आपका समर्थन हमारे लिए महत्वपूर्ण है। आपकी कृषि सफलता के लिए हम सदैव प्रतिबद्ध रहेंगे।
05:45 PM

User Study

<35

- Tech savvy
- Graduate (a lot of them)
- Look for solutions online
- Farming is not the primary work. Does something else on the sides as well
- likely to be early adopters of new technologies.

35-45

- Less tech savvy
- Some are graduate
- With farming experience
- Don't know how phone can help in better farming

>45

- Very few are tech savvy
- Don't look for solutions online

Education

1%
No formal education

30%
High school/diploma

32%
Certificate/associate degree

0%
Master's/Doctorate

38%
Bachelor's Degree

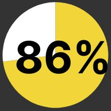
Common Degrees

Agriculture
Animal Sciences,
Agricultural Economics.

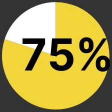
Farmer Categories

Progressive Farmers: Early adopters, use advanced technologies.
Semi-Progressive Farmers: Cautious, mix of modern and traditional methods.
Non-Progressive Farmers: Resistant to change, rely on traditional practices.

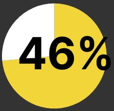
Smart Phone Usage for agricultural information



WhatsApp



YouTube



Facebook

Information Priorities

90%
Modern Farming Techniques

88.3%
Weather Information

84%
Pest updates

83.3%
Post-Harvest Activities

81.7%
Crop Selling and Seed Information

Telephonic Interview

280 power users
Sample size

Objective

To understand the usage patterns, challenges, and specific requirements of the power users of the Upaj app.

1. What are you growing now and how do you make decisions about what crops to plant and when?
2. How do you currently get information about market prices for different seeds and crops?
3. What agricultural apps have you used, and what are your thoughts on their ease of use?
4. Do you use the Upaj App?
5. Have you encountered any difficulties while using the app? Can you describe these challenges?
6. What features do you use the most?
7. How do you plan actions related to crops, such as adding fertilizer and irrigation?
8. Have your crops ever been infected with pests? If yes, what was your approach?
9. What was the impact of weather on crop production?
10. Have you added crops and your farm in the app?, if not why?
11. Do you feel that the information provided by agricultural apps is relevant and timely?
12. Is there any information you need that is not provided by these apps?
13. What are the main technological issues you face when using mobile apps (e.g., internet connectivity, smartphone functionality)? how do they affect you while using them?
14. Do you want any training on how to use agricultural mobile apps?
15. What kind of support do you look for when you face issues with these apps?
16. What improvements would you suggest for the mobile apps you have used?

Interview Insights

Education

60%
Graduates

30%
Secondary education

10%
Lack formal schooling

Gender Ratio

90% male farmers

10% female farmers

Service Users

88%
Community

8%
Soil Testing

43%
Crop Advisory

10%
Weather

Help

68%
contact Upaj help no.

Interview Insights

75%
rely on traditional methods for deciding what crops to plant and when

82%
want training

88%
want expert’s support

Information Channels

67%
local markets

13%
SMS

20%
YouTube and agricultural apps

Post Pest Action

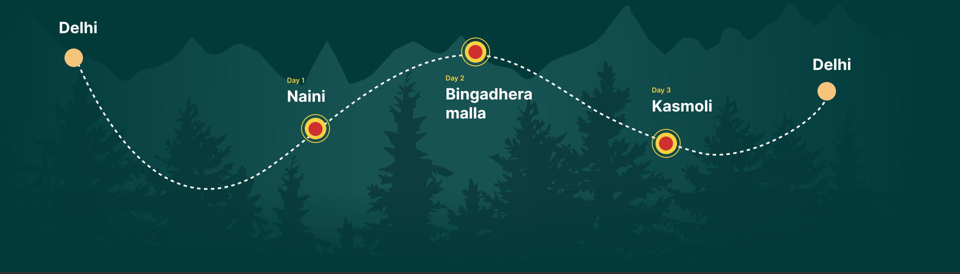
43%
go to centres

44%
search online

26%
self diagnose

Field Research

understand the daily challenges and specific requirements that farmers face in their agricultural activities, and to evaluate how well an agricultural mobile app meets their needs.


Delhi
Day 1
Naini
Day 2
Bingadhera malla
Day 3
Kasmoli
Delhi

day 1 village

naini

DISTRICT
naugaon

NO. OF FARMERS
40-45
(interacted with 15)

CROPS GROWN
tomatoes, garlic & beans

LAND UNIT
naali

NEAREST MANDI
dehradun
(150km approx)

network
4G

day 1

Insights

- Expert advice and pest alerts are highly valued by farmers and should be core functionalities of the app.
- Key features such as market price listings (mandi rates) and detailed weather forecasts are underutilized due to low visibility, indicating a need for improved accessibility and user training.
- Farmers prefer accessing information on high-quality seeds and effective fertilizers through the app to help grow healthier crops.
- There is significant interest in modern agricultural solutions, such as improved fencing techniques, suggesting a demand for relevant informational content in the app.
- Farmers rely on experience to identify crop issues but need more immediate solutions to prevent crop damage once problems are identified.
- Delays in obtaining treatments from local horticulture stores often result in significant crop damage, highlighting the need for a feature that offers quicker, possibly direct, solutions for obtaining necessary agricultural medications.

day 2 village

bingadhera malla

DISTRICT

NO. OF FARMERS

CROPS GROWN

naugaon

40-45
(interacted with 18)

tomatoes, garlic & beans

LAND UNIT
naali

NEAREST MANDI
dehradun
(150km approx)

network
4G

day 2

Insights

- Farmers want detailed information on pest identification and effective remedies, focusing on preventive measures and quick solutions for new pest issues.
- There is notable confusion about using smart farm features, especially related to adding boundary data and managing farm layouts.
- Farmers struggle with correctly sending images of infected crops, indicating a need for a more intuitive interface or guidance on using the image upload feature.
- Farmers prefer using the voice search function over typing, suggesting that voice-based navigation might be more user-friendly for them.
- There was scepticism regarding the accuracy and reliability of the mandi (market) rate information provided by the app, highlighting a trust gap that needs to be addressed to improve user confidence in the app's data.

day 3 village

kasmouli

DISTRICT
tehri

NO. OF FARMERS
30-34
(interacted with 15)

CROPS GROWN
ginger & beans

LAND UNIT
naali

NEAREST MANDI
dehradun
(150km approx)

NETWORK
very low

day 3

Insights

- Farmers prefer concise and straightforward instructions over long paragraphs and are not concerned with app aesthetics.
- The Hindi voice-over feature in the Standard Operating Procedures (SOPs) is not functioning on 80% of devices, hindering understanding and adherence to guidelines, with low overall interest in this feature.
- There is a need to simplify the content within the app to make it more accessible and easier to understand, as farmers get confused by too much content.
- The existing calling button within the app to contact the Upaj team is not easily noticeable, making it difficult for farmers to use effectively.
- Farmers are keen to learn more about soil health, particularly how to collect soil samples and conduct and understand soil tests.

Focus Group

- Farmers rely heavily on rainwater for irrigation, highlighting a need for effective water management solutions.
- There is a keen interest in cultivation practices requiring less water, indicating a demand for guidance on drought-resistant crops and water-conservation techniques.
- Farmers desire actionable information on crops suitable for various soil health conditions and how to improve soil fertility.
- Many farmers access seeds and machinery through Farmer Producer Organizations (FPOs), which also provide essential training and support.

About

Naresh Chauhan is a progressive farmer with 10 years of experience. He expertly blends traditional and modern farming techniques focusing on sustainable practices like soil health and water conservation. Naresh is committed to producing high-quality produce

Motivations

Naresh Chauhan

Progressive Farmer
Education: Graduate
Land: 12 Naali
Language : Garhwali, Hindi, English

Social Media	●●●○○
Internet	●●●●○
Gadgets	●●○○○
Online Shopping	●●●○○

Most used apps

- Increasing productivity
- Enhance decision making
- Remote monitoring of crop health
- Improve Soil Health

Needs

- Monitor crop health, soil conditions
- Expert advice
- Market needs
- User Friendly interface

Painpoints

- Data accuracy and reliability
- Technical complexity
- Limited Customisation

Rajesh kumar

Semi Progressive Farmer
Education: 12th pass
Land: 5 acres
Language : Garhwali, Hindi

Social Media	●●●○○
Internet	●●●●○
Gadgets	●●○○○
Online Shopping	●○○○○

About

Rajesh Kumar is a semi-progressive farmer cautious about adopting new technologies. He uses a basic smartphone primarily for calls, with occasional use of agricultural apps for weather updates. Although open to improvements, he is reluctant to invest significantly in advanced farming technologies without evident benefits.

Most used apps

Motivations

- Increase crop resilience.
- Improve access to resources.
- Know about mandi prices
- To get value for their crops

Needs

- Weather Updates
- Pest alerts
- Expert advice
- Pest attack alerts

Painpoints

- Connectivity issues
- Language barriers
- Technical complexity

EMPATHY Mapping

See

- Poor quality of crops due to diseases
- Soil composition
- Updates on the weather
- Search for schemes & subsidies
- Visible progress in crops due to pesticides
- New plant disease

Think-Feel

- Wonders whether the requisite pesticide will solve his problem
- How to deal with unknown crop disease
- How to gain more knowledge about farming practices
- Feels uncertainty
- How to improve crop quality
- At what price to whom & where to sell the produce

Hear

- Farming information from experts
- Modern farming techniques & recommendations from friends & family
- New type of plant diseases
- Weather news
- Where to buy discounted price pesticides & other farming stuffs

Say-Do

- Browse different apps for crop info & diseases
- Use recommended pesticides on crop & get good results
- Tries to navigate through the app but is clueless and frustated
- Buy seeds, fertilisers & required materials from the market

Problem Identified

1. **Skepticism and Trust Issues:**

- Farmers are skeptical about the usefulness of agricultural apps.
- Traditional practices make them question the tangible benefits of these digital tools.

2. **Low Awareness of Key Features:**

- Weather forecasts, mandi rates, and crop management options are not well-known to users.

3. **Lack of Sufficient Advice and Information:**

- Users need more information on pest management, mandi prices, and seed varieties.
- The app lacks personalized, contextually relevant content.

4. **Guidance and Transparency Issues:**

- Users are confused about sending images to experts and the soil testing process.
- There is a lack of transparency on soil sample processing and how to collect them.

5. **Delayed Delivery of Resources:**

- Fertilizers and seeds are often delivered too late, causing crop damage and affecting yield.

6. **User Interface Design Flaws:**

- The app lacks a uniform and intuitive design, increasing cognitive burden.
- Users need timely feedback and guidance to manage real-time data effectively.

Proposed Solutions

1

- Improve the visibility of features like soil testing, market price listings, and weather forecasts by redesigning the app’s interface to make these features more accessible and noticeable.

2

- Use high-impact visuals and concise text for easy scanning. Include step-by-step guides and infographics to explain each feature.

3

- Provide contextual information through videos and reels tailored to individual needs. Use of interactive quizzes, making learning engaging and effective.

4

- Integrating prewritten options and key searches can streamline interactions, allowing users to navigate the app more efficiently without the need to type.

Proposed Solutions

4

- Scaling up Upaj Centres in more areas providing physical presence where farmers can interact directly with the brand, reduce damage from delayed responses to crop diseases and pests by providing quicker access to pesticides and treatments.

5

- Additionally, these centres can serve as hubs for app usage training, soil testing requests, and farmer discussions.

6

- Leveraging VLEs to bridge the trust gap between farmers and agricultural apps serving as- local trainers, demonstrating app benefits, aiding in fertilizer delivery, and offering troubleshooting support.

7

- To enhance soil testing, we implemented soil testing vans that travel to rural areas, collecting samples on-site. This service addresses farmers' concerns about how and where to send soil samples, streamlining the process and fostering trust.

App Redesign

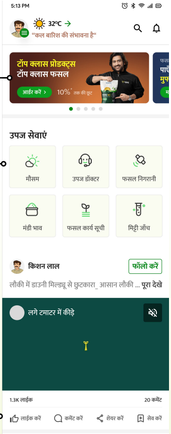
Built a complete design system to have consistency all over the app.
Used Mukta typography as if it more legible and supports 9 languages ensuring our app is light in size.
Icons are intuitive and aligning with the mental models of users who are familiar with platforms like Facebook and YouTube.

Homepage

Info about the services in carousels so that the users know what they can expect. interactive, visually appealing, and allow users to browse multiple options easily.

The services section is prominently displayed within the app, ensuring easy access and high visibility for users.

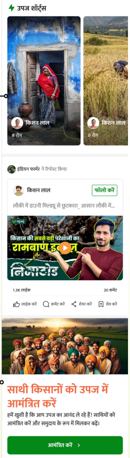
Implemented a design system that mirrors real-world elements, such as commonly recognized action buttons and sharing features, to enhance user familiarity and usability.


5:13 PM
32°C
"कल बारिश की संभावना है"
टॉप क्लास प्रोडक्ट्स
टॉप क्लास फसल
आर्डर करें ›
10%* तक की छूट
उपज सेवाएं
मौसम
उपज डॉक्टर
फसल निगरानी
मंडी भाव
फसल कार्य सूची
मिट्टी जाँच
किशन लाल
फॉलो करें
लगे टमाटर में कीड़े
1.3K लाईक
20 कमेंट
लाईक करें
कमेंट करें
शेयर करें
सेव करें

लौकी में डाउनी मिल्ड्यू से छुटकारा_ आसान लौकी ... पूरा देखे

Adopted the reels format to deliver short, engaging informational videos to farmers, leveraging a familiar and visually appealing medium for easy learning and quick consumption of agricultural content.

Invite your friends and build a community together

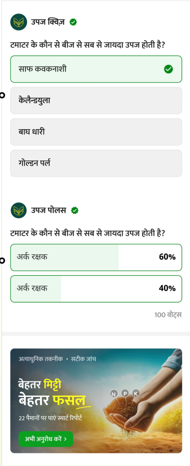

उपज शॉर्ट्स
किशन लाल
# रोग
किशन लाल
# रोग
इंडियन फार्मर ने रिपोस्ट किया
किशन लाल
फॉलो करें
किसान की सबसे बड़ी परेशानी का
रामबाण इलाज
1.3K लाईक
20 कमेंट
लाईक करें
कमेंट करें
शेयर करें
सेव करें
आमंत्रित करें ›

लौकी में डाउनी मिल्ड्यू से छुटकारा_ आसान लौकी में...

साथी किसानों को उपज में आमंत्रित करें

हमें खुशी है कि आप उपज का आनंद ले रहे हैं! साथियों को आमंत्रित करें और समुदाय के रूप में मिलकर बढ़ें।

Farmers are provided with information through interactive quizzes, making learning engaging and effective.



उपज क्विज़

टमाटर के कौन से बीज से सब से जायदा उपज होती है?

- साफ कवकनाशी ✓
- केलैन्डयुला
- बाघ धारी
- गोल्डन पर्ल

उपज पोलस

टमाटर के कौन से बीज से सब से जायदा उपज होती है?

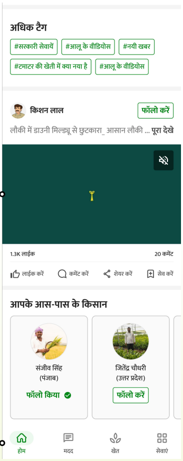
अर्क रक्षक	60%
अर्क रक्षक	40%

100 वोट्स

अत्याधुनिक तकनीक • सटीक जांच
बेहतर मिट्टी
बेहतर फसल
N P K
22 पैमानों पर पाएं स्मार्ट रिपोर्ट
अभी अनुरोध करें ›

Engaging and informative content as videos for the farmers.

All the necessary features on the bottom navigation bar



अधिक टैग

#सरकारी सेवायें #आलू के वीडियोस #नयी खबर #टमाटर की खेती में क्या नया है #आलू के वीडियोस

किशन लाल फॉलो करें

लौकी में डाउनी मिल्ड्यू से छुटकारा_ आसान लौकी ... **पूरा देखे**

1.3K लाईक 20 कमेंट

लाईक करें
कमेंट करें
शेयर करें
सेव करें

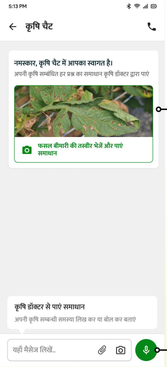
आपके आस-पास के किसान

संजीव सिंह (पंजाब) फॉलो किया ✓

जितेंद्र चौधरी (उत्तर प्रदेश) फॉलो करें

होम
मदद
खेत
सेवाएं

Crop Advisory



कृषि चैट

नमस्कार, कृषि चैट में आपका स्वागत है।

अपनी कृषि सम्बंधित हर प्रश्न का समाधान कृषि डॉक्टर द्वारा पाएं

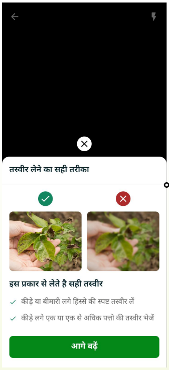
फसल बीमारी की तस्वीर भेजें और पाएं समाधान

कृषि डॉक्टर से पाएं समाधान

अपनी कृषि सम्बन्धी समस्या लिख कर या बोल कर बताएं

यहाँ मैसेज लिखें..

Clear instructions to send questions and queries by writing, sending images or by voice notes to avoid any confusion.

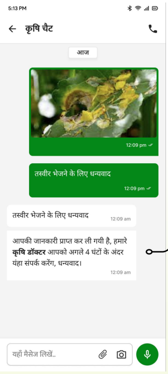


तस्वीर लेने का सही तरीका

इस प्रकार से लेते है सही तस्वीर

- ✓ कीड़े या बीमारी लगे हिस्से की स्पष्ट तस्वीर लें
- ✓ कीड़े लगे एक या एक से अधिक पत्तो की तस्वीर भेजें

Error prevention by showing the correct acceptable way to click picture save up time.



कृषि चैट

आज

12:09 pm

तस्वीर भेजने के लिए धन्यवाद 12:09 pm

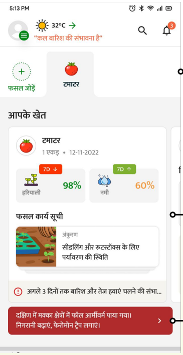
तस्वीर भेजने के लिए धन्यवाद 12:09 am

आपकी जानकारी प्राप्त कर ली गयी है, हमारे **कृषि डॉक्टर** आपको अगले 4 घंटों के अंदर यंहा संपर्क करेंग, धन्यवाद। 12:09 am

यहाँ मैसेज लिखें..

Clear info on when to expect replies without leaving the users clueless.

Crop Page


5:13 PM
32°C
"कल बारिश की संभावना है"
फसल जोड़ें
टमाटर
आपके खेत
टमाटर
1 एकड़ • 12-11-2022
7D ↓
7D ↑
हरियाली
98%
नमी
60%
फसल कार्य सूची
अंकुरण

सीडलिंग और रूटस्टॉक्स के लिए पर्यावरण की स्थिति

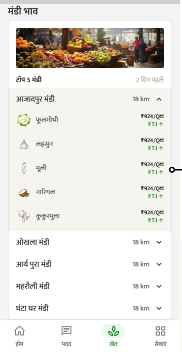
अगले 3 दिनों तक बारिश और तेज हवाएं चलने की संभा...

दक्षिण में मक्का क्षेत्रों में फॉल आर्मीवर्म पाया गया। निगरानी बढ़ाएं, फेरोमोन ट्रैप लगाएं।

Personalised advisory and content according to their crops.

Step by step procedure of the crops from sowing to harvesting.

Remote monitoring of the farmland and get notified about the alerts.


मंडी भाव

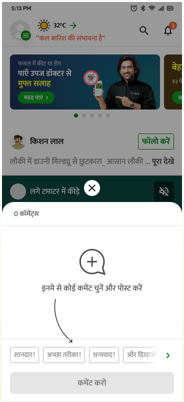
टॉप 5 मंडी — 2 दिन पहले

आजादपुर मंडी	18 km	
फूलगोभी	₹924/Qtl	₹13 ↑
लहसुन	₹924/Qtl	₹13 ↑
मूली	₹924/Qtl	₹13 ↑
नारियल	₹924/Qtl	₹13 ↑
कुकुरमुत्ता	₹924/Qtl	₹13 ↑
ओखला मंडी	18 km	
आर्य पुरा मंडी	18 km	
महरौली मंडी	18 km	
घंटा घर मंडी	18 km	

होम
मदद
खेत
सेवाएं

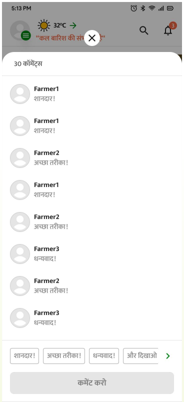
Mandi Prices are shown that equips them to make informed decisions about when and where to sell their produce to maximize their earnings

Comments

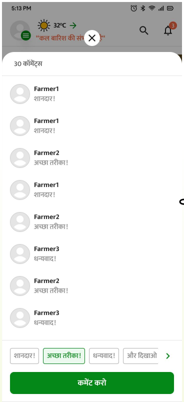

5:13 PM
32°C
"कल बारिश की संभावना है"
फसल में कीट या रोग
पाएँ उपज डॉक्टर से मुफ्त सलाह
मदद पाएं ›
किशन लाल
फॉलो करें
लगे टमाटर में कीड़े
0 कॉमेंट्स
शानदार!
अच्छा तरीका!
धन्यवाद!
और दिखाओ
कमेंट करो

लौकी में डाउनी मिल्ड्यू से छुटकारा_ आसान लौकी ... पूरा देखे

इनमे से कोई कमेंट चुनें और पोस्ट करें


5:13 PM
32°C
30 कॉमेंट्स
शानदार!
अच्छा तरीका!
धन्यवाद!
और दिखाओ
कमेंट करो

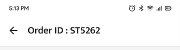
Farmer1 शानदार!
Farmer1 शानदार!
Farmer2 अच्छा तरीका!
Farmer1 शानदार!
Farmer2 अच्छा तरीका!
Farmer3 धन्यवाद!
Farmer2 अच्छा तरीका!
Farmer3 धन्यवाद!

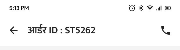

5:13 PM
32°C
30 कॉमेंट्स
शानदार!
अच्छा तरीका!
धन्यवाद!
और दिखाओ
कमेंट करो

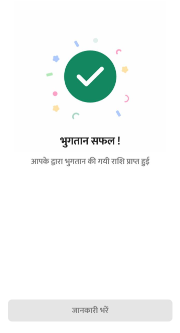
Farmer1 शानदार!
Farmer1 शानदार!
Farmer2 अच्छा तरीका!
Farmer1 शानदार!
Farmer2 अच्छा तरीका!
Farmer3 धन्यवाद!
Farmer2 अच्छा तरीका!
Farmer3 धन्यवाद!

pre-set options allow them to communicate more efficiently by selecting from common queries and comments.

Soil Testing

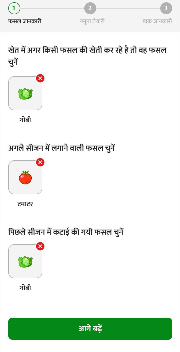

5:13 PM
Order ID : ST5262


5:13 PM
आर्डर ID : ST5262



भुगतान सफल !

आपके द्वारा भुगतान की गयी राशि प्राप्त हुई



1 फसल जानकारी
2 नमूना तैयारी
3 डाक जानकारी

खेत में अगर किसी फसल की खेती कर रहे है तो वह फसल चुनें

गोबी

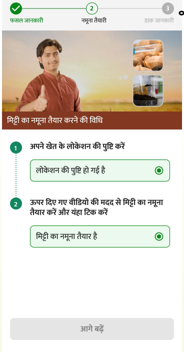
अगले सीजन में लगाने वाली फसल चुनें

टमाटर

पिछले सीजन में कटाई की गयी फसल चुनें

गोबी

आगे बढ़ें



फसल जानकारी
2 नमूना तैयारी
3 डाक जानकारी

मिट्टी का नमूना तैयार करने की विधि

1. अपने खेत के लोकेशन की पुष्टि करें

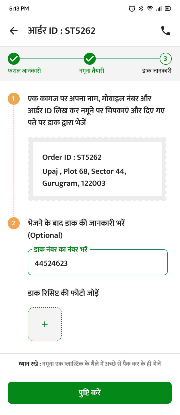
   लोकेशन की पुष्टि हो गई है ●

2. ऊपर दिए गए वीडियो की मदद से मिट्टी का नमूना तैयार करें और यंहा टिक करें

   मिट्टी का नमूना तैयार है ●

आगे बढ़ें

A visual cue of progress, users are less likely to feel frustrated



5:13 PM

आर्डर ID : ST5262

फसल जानकारी
नमूना तैयारी
3 डाक जानकारी

1. एक कागज पर अपना नाम, मोबाइल नंबर और आर्डर ID लिख कर नमूने पर चिपकाएं और दिए गए पते पर डाक द्वारा भेजें

   Order ID : ST5262
   Upaj , Plot 68, Sector 44,
   Gurugram, 122003

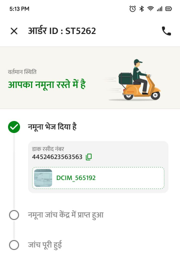
2. भेजने के बाद डाक की जानकारी भरें (Optional)

   डाक नंबर का नंबर भरें: 44524623

डाक रिसिप्ट की फोटो जोड़ें

ध्यान रखें : नमूना एक प्लास्टिक के थैले में अच्छे से पैक कर के ही भेजें

पुष्टि करें



आर्डर ID : ST5262

वर्तमान स्थिति

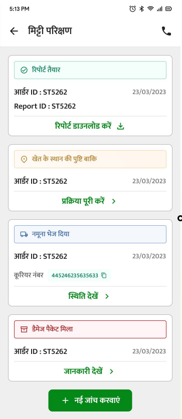
आपका नमूना रस्ते में है

- ✓ नमूना भेज दिया है

  डाक रसीद नंबर
  44524623563563

  DCIM_565192

- ○ नमूना जांच केंद्र में प्राप्त हुआ
- ○ जांच पूरी हुई



5:13 PM

मिट्टी परिक्षण

रिपोर्ट तैयार	
आर्डर ID : ST5262	23/03/2023
Report ID : ST5262	
रिपोर्ट डाउनलोड करें	

खेत के स्थान की पुष्टि बाकि	
आर्डर ID : ST5262	23/03/2023
प्रक्रिया पूरी करें ›	

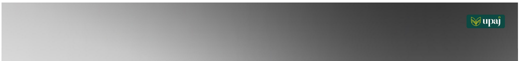
नमूना भेज दिया	
आर्डर ID : ST5262	23/03/2023
कूरियर नंबर 445246235635633	
स्थिति देखें ›	

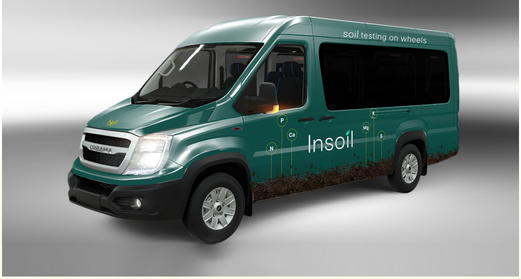
डैमेज पैकेट मिला	
आर्डर ID : ST5262	23/03/2023
जानकारी देखें ›	

+ नई जांच करवाएं

This gives clarity on their current status and helps manage expectations.

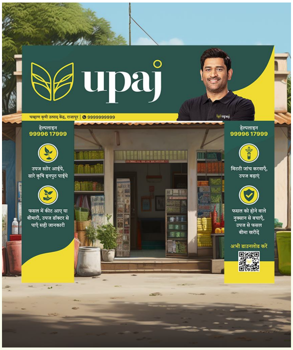
Soil Testing Van

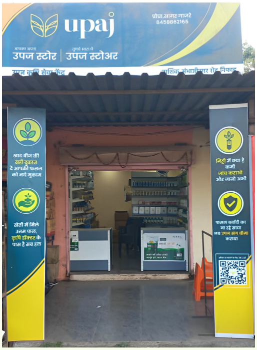



soil testing on wheels
Insoil
P
Ca
N
Mg
K
S

To further enhance the soil testing process in the agricultural mobile app

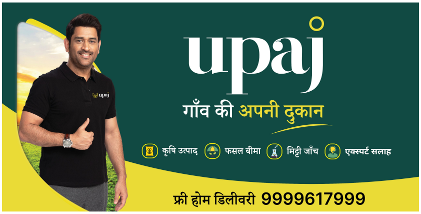
This service streamlines the process, ensuring that farmers are well-informed and confident in the handling of their samples, ultimately fostering trust and clarity in the soil testing services provided by the app.


upaj
चव्हाण कृषी उत्पाद केंद्र, राजापूर | 9999999999
हेल्पलाइन
99996 17999
उपज स्टोर आईये, सारे कृषि इनपुट पाईये
फसल में कीट आए या बीमारी, उपज डॉक्टर से पाएँ सही जानकारी
हेल्पलाइन
99996 17999
मिट्टी जांच करवाएँ, उपज बढ़ाएं
फसल को होने वाले नुक्सान से बचाएँ, उपज से फसल बीमा खरीदें
अभी डाउनलोड करें


upaj
प्रोप्रा.सागर गाजरे
8459862165
आपका अपना
उपज स्टोर
तुमचे स्वतःचे
उपज स्टोअर
नाशिक-संभाजीनगर रोड निफाड
खाद बीज की सही दुकान दे आपकी फसल को नये मुकाम
खेती में मिले उत्तम फल, कृषि डॉक्टर के पास है सब हल
मिट्टी में क्या है कमी जांच कराओ और जानो अभी
फसल बर्बादी का ना रहे साया जब उपज संग बीमा कराया

Upaj Centres

Scaling up Upaj centres providing physical presence where farmers can interact directly with the brand for products, training, feedback and community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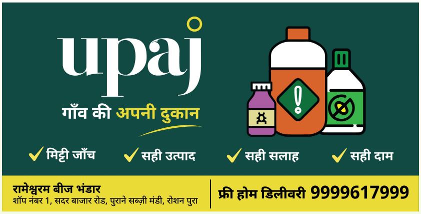
गाँव की अपनी दुकान
कृषि उत्पाद
फसल बीमा
मिट्टी जाँच
एक्स्पर्ट सलाह
फ्री होम डिलीवरी 9999617999

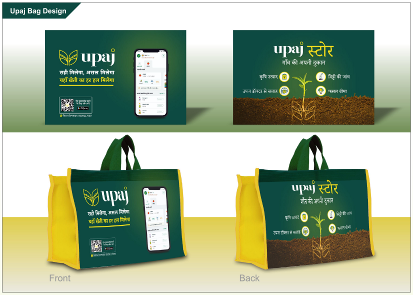
Wall Painting

Wall paintings in strategic locations such as community centres, markets, and along main roads ensure high visibility.


upaj
गाँव की अपनी दुकान
✓ मिट्टी जाँच
✓ सही उत्पाद
✓ सही सलाह
✓ सही दाम
रामेश्वरम बीज भंडार
शॉप नंबर 1, सदर बाजार रोड, पुराने सब्ज़ी मंडी, रोशन पुरा
फ्री होम डिलीवरी 9999617999

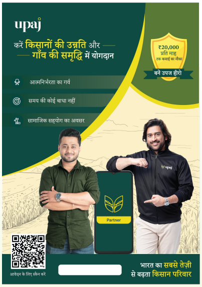
Marketing Collaterals

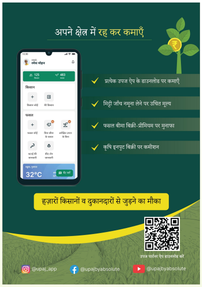
Distributing branded bags within the community. This approach not only increases visibility for the app but also provides a practical item that farmers can use daily

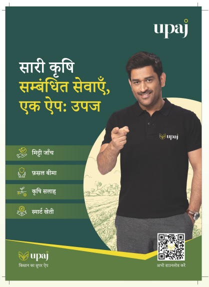

Upaj Bag Design
upaj
सही मिलेगा, असल मिलेगा
यहाँ खेती का हर हल मिलेगा
upaj स्टोर
गाँव की अपनी दुकान
कृषि उत्पाद
मिट्टी की जांच
उपज डॉक्टर से सलाह
फसल बीमा
Front
Back

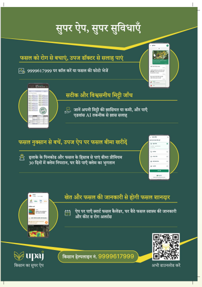
Marketing Collaterals

Providing village-level entrepreneurs (VLEs) with marketing materials to distribute in their communities to increase both awareness and understanding of the app among local farmers.


upaj
करें किसानों की उन्नति और
गाँव की समृद्धि में योगदान
₹20,000
प्रति माह
तक कमाई का मौका
बने उपज हीरो
आत्मनिर्भरता का गर्व
समय की कोई बाधा नहीं
सामाजिक सहयोग का अवसर
Partner
आवेदन के लिए स्कैन करें
भारत का सबसे तेज़ी
से बढ़ता किसान परिवार


अपने क्षेत्र में रह कर कमाएँ
✓ प्रत्येक उपज ऐप के डाउनलोड पर कमाएँ
✓ मिट्टी जाँच नमूना लेने पर उचित मूल्य
✓ फसल बीमा बिक्री-प्रीमियम पर मुनाफा
✓ कृषि इनपुट बिक्री पर कमीशन
हज़ारों किसानों व दुकानदारों से जुड़ने का मौका
उपज पार्टनर ऐप डाउनलोड करें
@upaj_app
@upajbyabsolute
@upajbyabsolute


upaj
सारी कृषि
सम्बंधित सेवाएँ,
एक ऐप: उपज
मिट्टी जाँच
फ़सल बीमा
कृषि सलाह
स्मार्ट खेती
upaj
किसान का सुपर ऐप
अभी डाउनलोड करें


सुपर ऐप, सुपर सुविधाएँ
फसल को रोग से बचाएं, उपज डॉक्टर से सलाह पाएं
9999617999 पर कॉल करें या फसल की फोटो भेजें
सटीक और विश्वसनीय मिट्टी जाँच
जानें अपनी मिट्टी की ख़ासियत या कमी, और पाएँ एडवांस AI तकनीक से ख़ास सलाह
फसल नुक्सान से बचें, उपज ऐप पर फसल बीमा खरीदें
इलाके के पिनकोड और फसल के हिसाब से पाएं बीमा प्रीमियम 30 दिनों में क्लेम निपटान, घर बैठे पाएँ क्लेम का भुगतान
खेत और फसल की जानकारी से होगी फसल शानदार
ऐप पर पाएँ स्मार्ट फसल कैलेंडर, घर बैठे फसल स्वास्थ की जानकारी और कीट व रोग अलर्टस
upaj
किसान का सुपर ऐप
किसान हेल्पलाइन नं. 9999617999
अभी डाउनलोड करें

User Testing

- 85% of users found carousels improved their understanding of the app's offerings; 75% appreciated the enhanced visibility and accessibility of the services section
- 80% of farmers found them engaging and effective for grasping complex concepts, increasing interaction with educational content
- 90% experienced smoother navigation with a reduced learning curve due to the new design
- 65% found it helpful, with integrated photo guidance reducing error rates by 30%
- 80% made better crop management decisions, and 60% benefited from the real-time Mandi price feature for informed selling decisions

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