

eCommerce Platform

Implementation- eSpice Bazaar



Client: Spices Board of India

Objective: Increase farmers income by connecting them directly to end buyers

espice bazaar is a platform for trading of spices (implemented for chilli and turmeric) in the region of A.P. & Telangana. The platform connects farmers directly to buyers through a web and mobile platform using local language.

Farmers are assisted with the help of field co-ordinators who bring them onboard and train them to utilise the platform by putting their surplus quantity online, connect with buyers, follow best farming practices etc. Farmer profiling is done by capturing their demographic data, with respect to their land holdings, crop patterns etc. This helps to forecast crop estimates to buyers in near future at the time of harvesting.

Automatic matchmaking of sell and buy leads is done by the system to connect the most relevant buyers and sellers.

54, 000 Farmers, 120+ buyers, 4 Districts, 2 Crops
