

Our Mission

Create a large network of all the key stakeholders in the agriculture supply chain , thereby facilitating transparent, efficient and direct trade activities

Provide a wider ,better and a profitable channel for the farmers to sell their produce

Provide better quality, timely delivery and lower price for end buyers

Reduce overall wastage , by aggregating the precise demand from consumers and procure exactly what is required

Promote entrepreneurship and a sense of ownership at every level by utilising entrepreneurs, and self help groups for our field level operations

Develop a simple,indigenous IT/MIS system for monitoring the entire supply chain, accurate demand forecasting, order matching and continuous process improvement

In summary , our goal is to deliver

**“ Farm Fresh
Vegetables at
Reasonable prices ”**

About Us

eFarm is an initiative of Matchbox Solutions, a Chennai based Social Enterprise firm. Matchbox Solutions is a technology and business consulting company focussed on India centric projects and ‘ Bottom of the pyramid ’ engagements. We research key social issues, conceive appropriate solutions, create sustainable business models and execute them in partnership with entrepreneurs and local agencies.

For further details please contact us or visit our website.



Matchbox Solutions
From Ideas to Implementation

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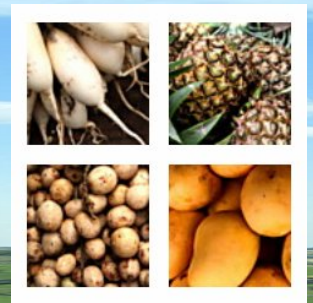
Worried About Rising Vegetable Prices ?

Introducing a new concept in
Direct Farmer to Consumer
Supply Chain

eFarm

eFarm

Farm Fresh Vegetables @ Reasonable Prices



What is eFarm ?

eFarm is a network of farmers, intermediaries, logistics providers, distributors and retailers, which has been formed, to procure vegetables and fruits direct from source and deliver them at low costs to consumers in the cities.

Currently, over 95% of agricultural produce reaches the end consumer through unorganized and unregulated marketing channels, which is the primary reason for high price fluctuations, wastage, unreliability and poor quality.

eFarm is working on 'organizing' this 'un-organized' rural to urban supply chain and create an easy, economical and efficient sourcing and distribution network. This ensures better prices for all members in the chain.

eFarm is conceived and promoted by Matchbox Solutions, a social enterprise firm involved in technology and management consulting in various rural centric initiatives.



How does it Work ?

Customers fill-in their requirements in a standardized order form and submit it to the local eFarm coordinator

eFarm coordinators collate the orders from different customers and aggregate the demand by produce type

The aggregated quantities gets rounded up to wholesale volumes to enable bulk purchases

eFarm determines the best source & logistics strategy from the available choices in the network of suppliers to fulfill the order

By avoiding wastage, and skipping several intermediaries, the economies of scale justifies even long distance transportation cost from rural areas

The produce is purchased and checked by eFarm's field agents and gets transported direct to the local distribution center

The local distribution team splits the orders and through a chain of relay teams, delivers the orders immediately to end customers

Any excess quantity is retailed out using pushcarts and small neighborhood outlets.

What Items Do You Supply ?

We supply over fifty different items of vegetables and fruits, which are currently in season. We are constantly expanding our supply region and product types based on customer's requests.

Are these organically grown?

We can procure both conventional and organically grown produce. Though organic cultivation and demand for such products is gaining momentum, the certification process is currently very expensive and time consuming. Hence even farmers who do cultivate in this manner are not able to afford the formal documentation evidence. We hence have identified farmers who are formally certified as well as those who practice this genuinely for our sourcing needs based on demand.

How are payments done?

As most of our regular customers pre-order in advance, we collect a deposit based on the order volume. This helps us to pay the farmers in advance to lock in the best deals. Balance is collected upon delivery. We have setup payment arrangements with local banks for electronic transfers as well. Retail customers can buy on cash & carry mode.