



Indian Farming Gone *Digital*

STRENGTHNING CDFI AFFILIATED FARMER PRODUCE ORGANIZATIONS (FPO'S) OPERATIONS MAKING THEM TRANSPARENT AND CASHLESS

KANCHI is a technology driven initiative to develop a platform for Farmer Produce Organizations (FPO's) to digitize their business and financial activities.

CDFI: Company Overview

Using technology to foster Financial Inclusion is what Centre for Digital Financial Inclusion (CDFI) aims to do. The primary objective of the Centre is to reduce inequities in financial services and access. The Centre has been cataysing projects in DBT, rural transformation, digital Financial Inclusion and payment spaces by actively engaging with the public and private sector.

CDFI in collaboration with National Agro Foundation has developed a platform – KANCHI (Kisaan's Advancement through Cashless Innovation) that digitizes the operations of Farmer Producer Organizations (FPOs) and digitally captures business / financial transactions. Financial transactions arising

on account of such organized economic activity, when enabled through bank accounts in formal financial institutions, keeps the individual farmer's account active and effectively links him/her to a financial institution.

KANCHI is being used by 13 FPOs in Tamil Nadu and more than 8,000 farmers have been registered on the platform.

Digitisation of agriculture requires creating a cashless economy around the farmer. Keeping the farmer in the centre, KANCHI has been designed to enable such communities (FPOs), through technological interventions, to make agriculture more productive, profitable, and sustainable.



CHALLENGES

- Making the FPO's transparent in their operations and financial dealings with farmers
- Enable small and marginal farmers get access to formal credit



Getting the most from our Android based POS Device

The comprehensive functionality of the ApnaPay Solution and its superior technology allowed CDFI affiliated FPO's become completely digital, paperless, cashless and thus more transparent in their dealings bringing trust from grass root farmers.

ApnaPay implemented Advance POS & OmniChannel Payments solution for FPO's which runs of mobile Android based terminal and not only automates the

monetary transactions for loan repayment and farmer service, but also provides robust enterprise class solution for CDFI to have transparency into each FPO's operations. The independent FPO's now can perform monetary transactions in real time "On the Run" and capture all transactions within the pervue of banking system allowing for trust to be ensured with farmers dealing with FPO's.

With this the Farmers can now be assured that they are dealing with authentic parties and they get real time printed receipts of the

transactions they perform.

The farmers now have choice of card payment in addition to cash which leaves transaction trail that can be captured. In the subsequent phases, Adhaar Pay will also be rolled out to the solution allowing small farmers to make payment via their bank account without cards. The biometric authentication of the person will be performed via an iris for TXN process.

Thus, ApnaPay helped CDFI to enhance its credibility and instilled confidence with its customers.

DIGITAL FPO'S: Transparency & Digitization



Technology Requirements

Android POS with CDFI Mobile App

ApnaPay POS Subscription



Point of Sale & OmniChannel Payments on single device.

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