In Pursuit of an 'IDEA'
(Creative Collaboration on Open Government Data for Innovation)
University of Delhi and National Informatics Centre

Mobile-based Data Service for Agricultural Prices

This is an idea submission for a **mobile-based** data service using *mandi*-level **price data** for various **agricultural** produces. An Android application can also be developed later.

The application allows an user to obtain two kinds of price data for a particular agricultural product for a particular *mandi* – (1) **price data** for the product for the **previous day**, and (2) **price forecast** for the product for a future period, based on already available **historic data** of the product concerned.

A typical use scenario would be as follows: user sends a **SMS** to a specific number with the name of the **state** in which he/she is interested in; given the name of the state (mechanism needs to be developed to allow for various spellings of state names), he/she receives a SMS asking him/her to send the name of the *mandi* he/she is interested in; given the name of the *mandi* (mechanism needs to be developed to allow for various spellings of *mandi* names), he/she receives a SMS asking him/her to send the name of the **agricultural product** he/she is interested in; finally the user receives both the **previous day price** of the product concerned, and its **price forecast** for the next **week** and **month**. The user should be **charged** only for the **first SMS** sent to the designated number for the service.

The mechanism to equate various spellings of state, *mandi* and agricultural product names should be able to **learn dynamically**. That is, in case the system cannot process a request with a specific spelling, it should generate a **report**, which the system administrator(s) can take a look at and resolve, and the system should **incorporate** this resolution (of spelling differences) into its existing database of **equivalent spellings**.

This is the **user**-facing part of the application.

On the **administrators' side**, the application should have a **dashboard** that displays gathered data about *mandi*-level **information seeking behaviour** of individuals identified by their **unique mobile numbers**. **Anonymised data** about users of this application should be made available to the Ministry of Agriculture for analysing the possible **influence** of **information availability** on agricultural **selling** practices, and hence **prices** (and possibly on hoarding of agricultural products).

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