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The story of demand and supply of resources

Surendra, Bharath, Kumar, Manish, Yadav, Shubham, Nahar, Praveen and Thappa, Sahil

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Track 6- Design for Sustainable Ecology

The Story of Demand and Supply of Resources

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National Institute of Design, Ahmedabad

राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

RSD9 Relating Systems Thinking & Design

If the world is like a train, do we have enough seats to fit **all?**

Is it possible to provide a decent living conditions* to every human being on the planet?

* decent living conditions - access to health care, education, water, sanitation and shelter.

total land area - 149m sq km

total habitable land area - 104m sq km

total forest area - 39m sq km

total available land - 65m sq km

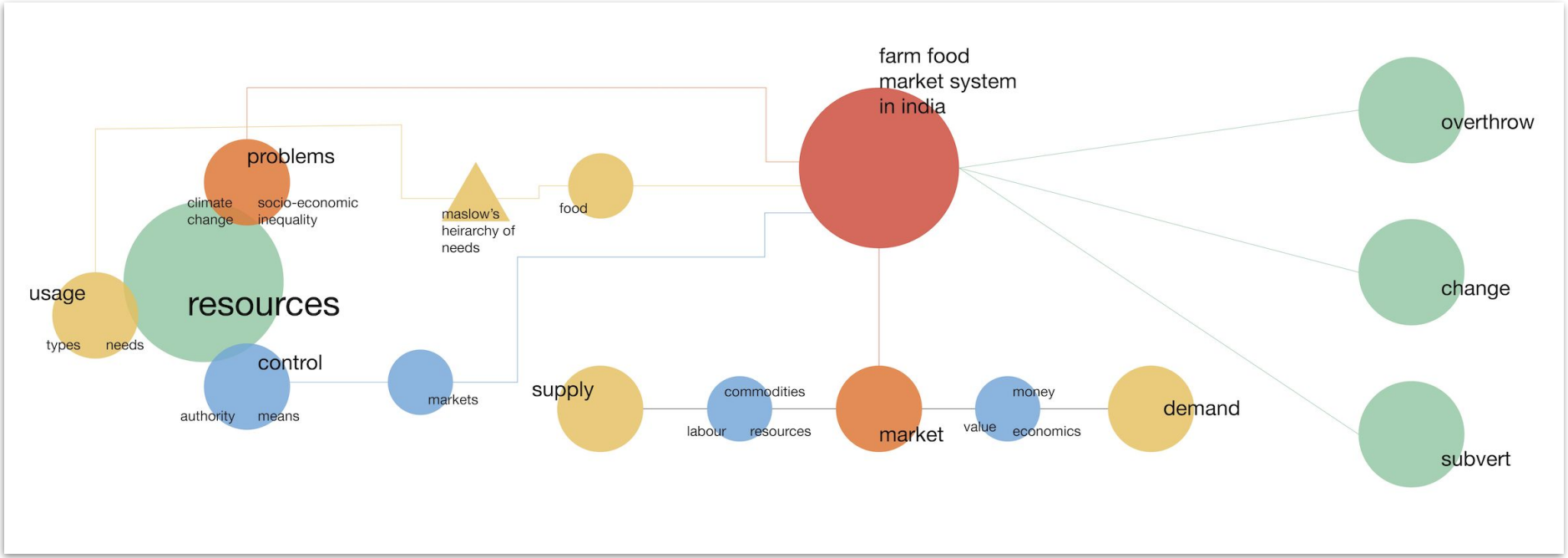
if divided equally, every adult would get about

11,418 sqm / 2.82 acres **each!**

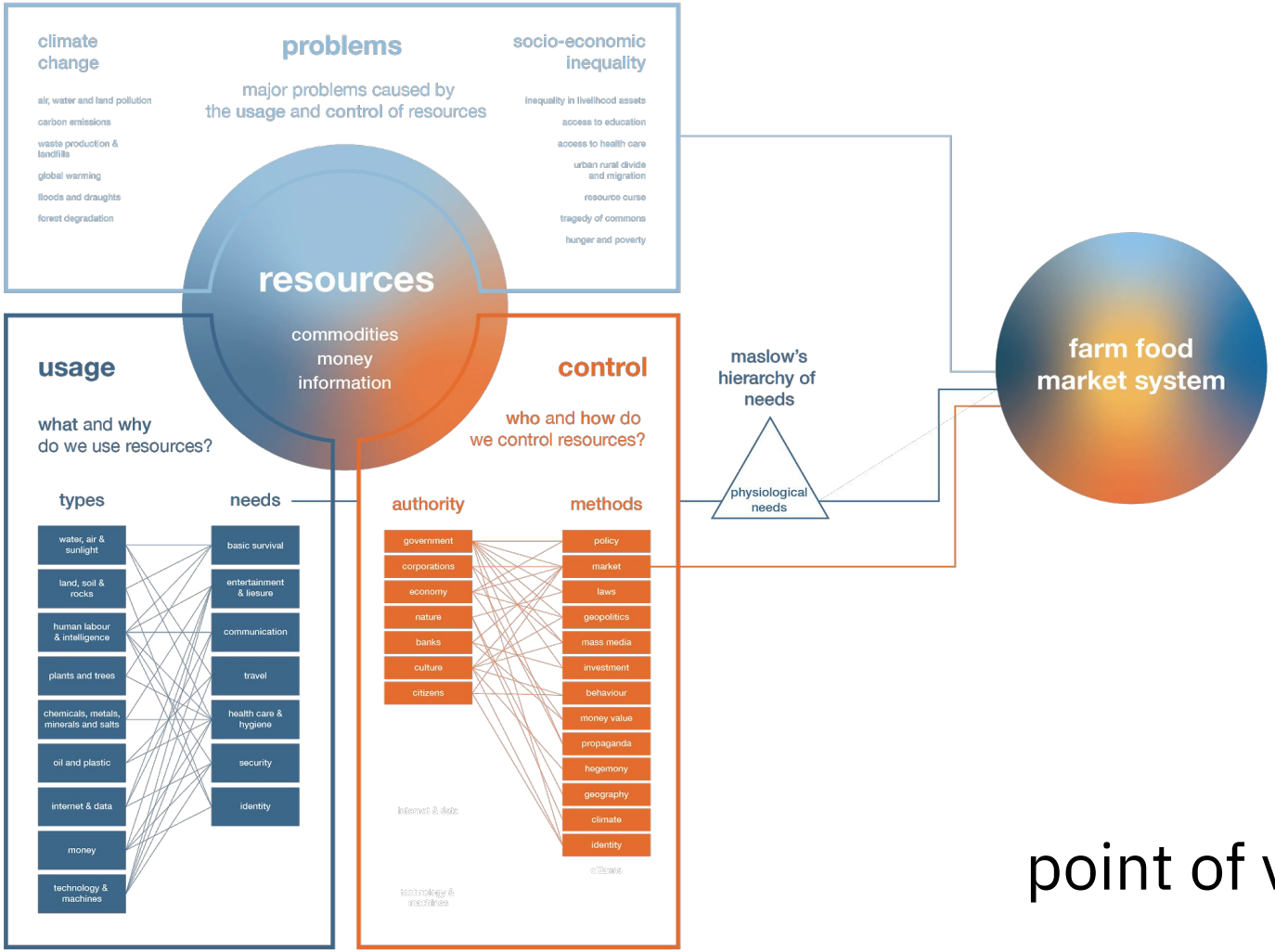
But statistically, every person in Dhaka has only **22.5 sqm** and Mumbai has only **31 sqm** which is barely 0.2% of the mathematically ideal number

source - united nations

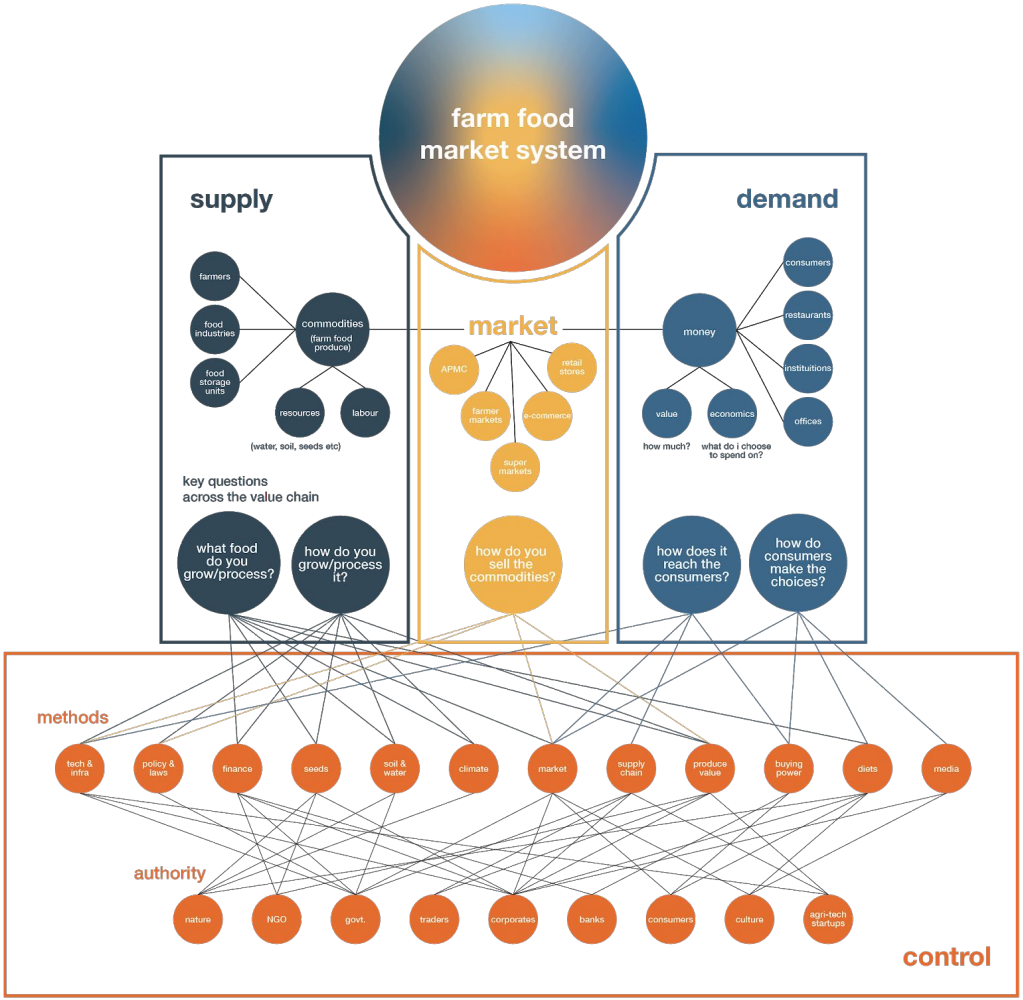
If the world is like a train,
there sure seems to be a lot of
inequality and inconsistency.



project overview

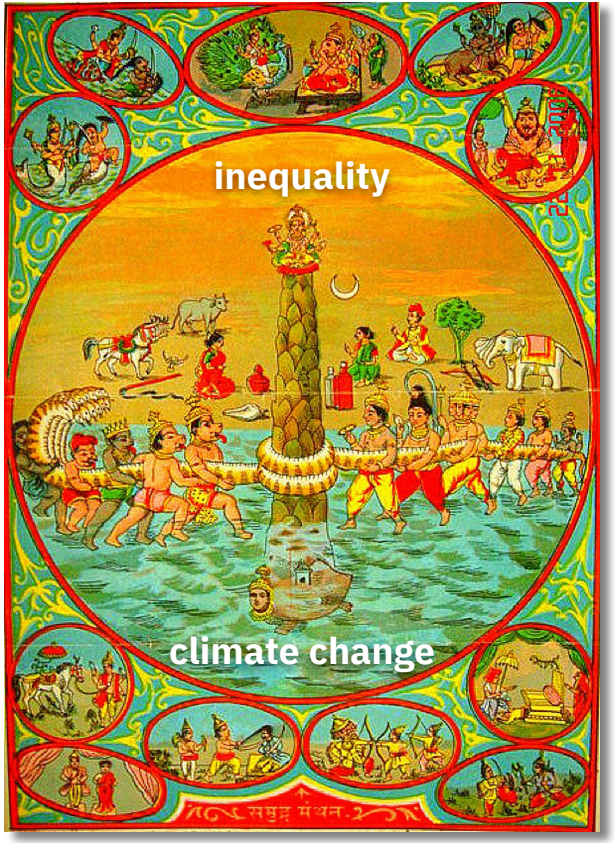


point of view


farm food market system
supply
demand
farmers
food industries
food storage units
commodities (farm food produce)
resources
labour
(water, soil, seeds etc)
market
APMC
retail stores
farmer markets
e-commerce
super markets
money
consumers
restaurants
instituitions
offices
value
economics
how much?
what do i choose to spend on?
key questions across the value chain
what food do you grow/process?
how do you grow/process it?
how do you sell the commodities?
how does it reach the consumers?
how do consumers make the choices?
methods
tech & infra
policy & laws
finance
seeds
soil & water
climate
market
supply chain
produce value
buying power
diets
media
authority
nature
NGO
govt.
traders
corporates
banks
consumers
culture
agri-tech startups
control

focus area

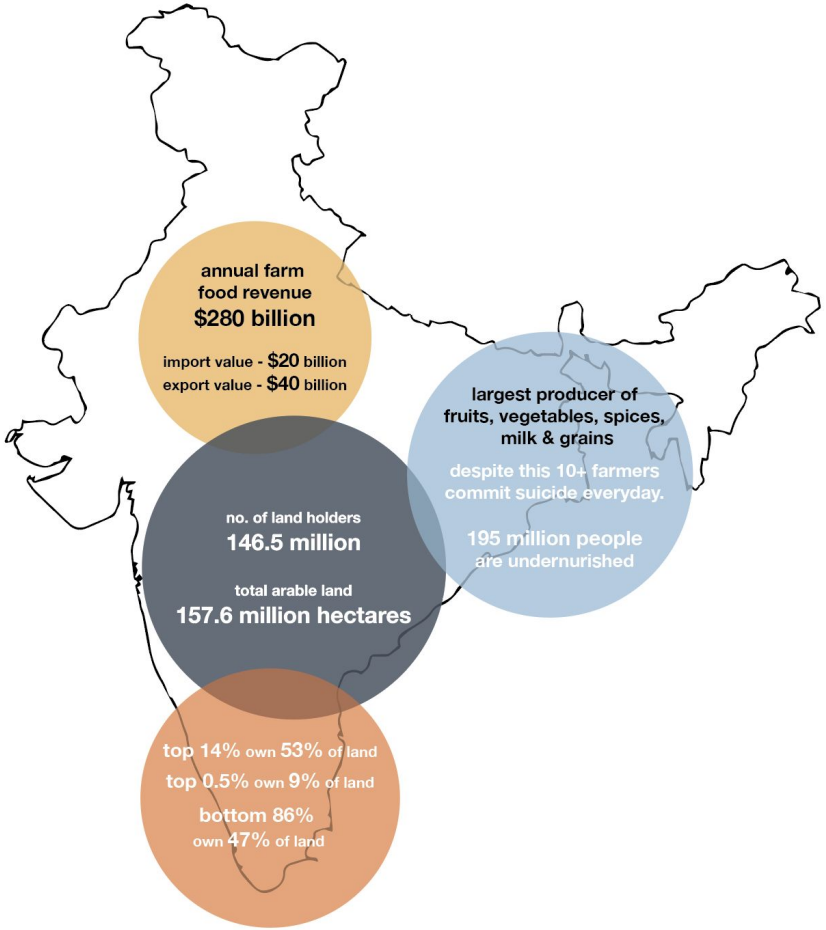
supply



demand

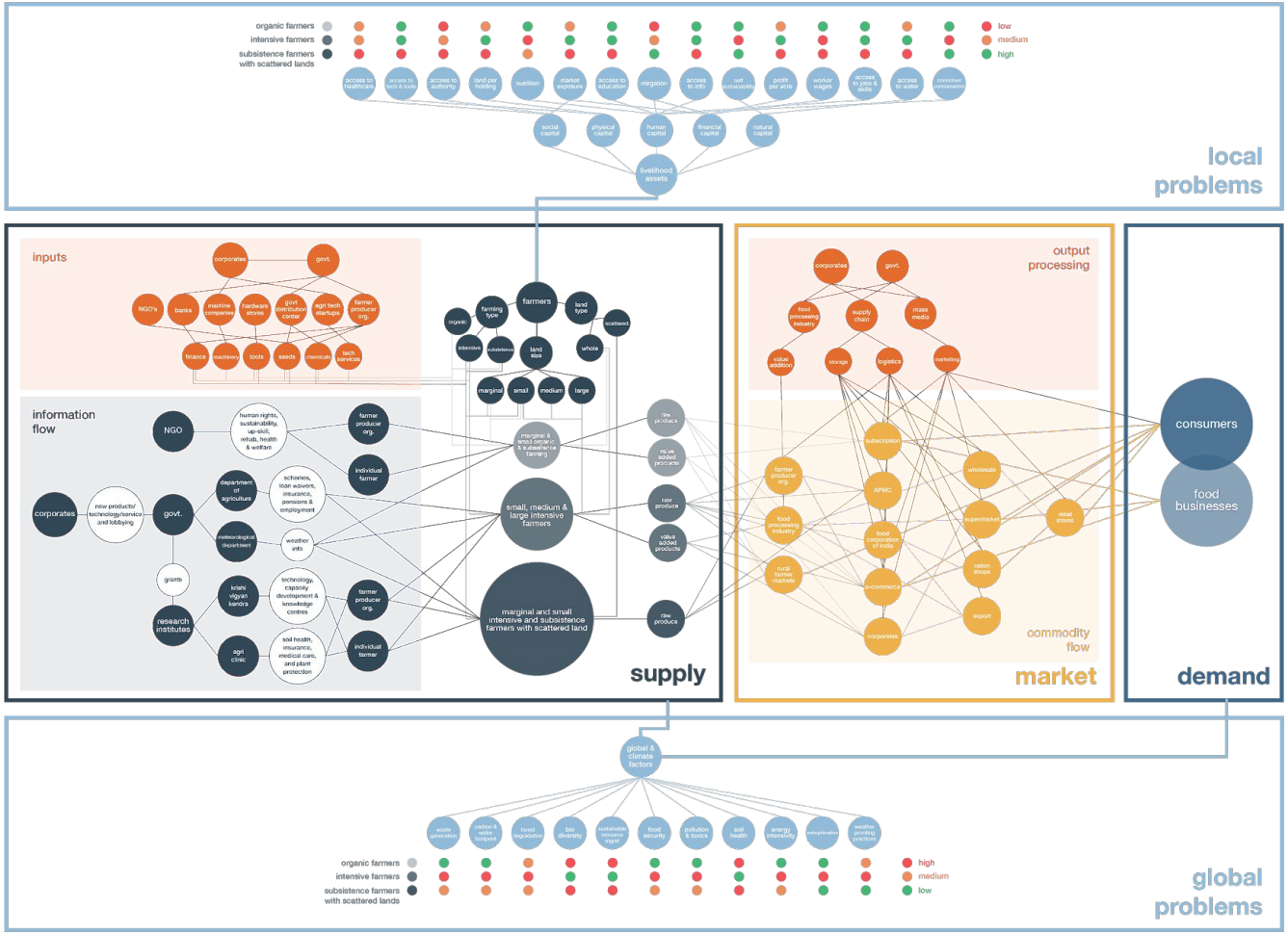
utopia

manthan

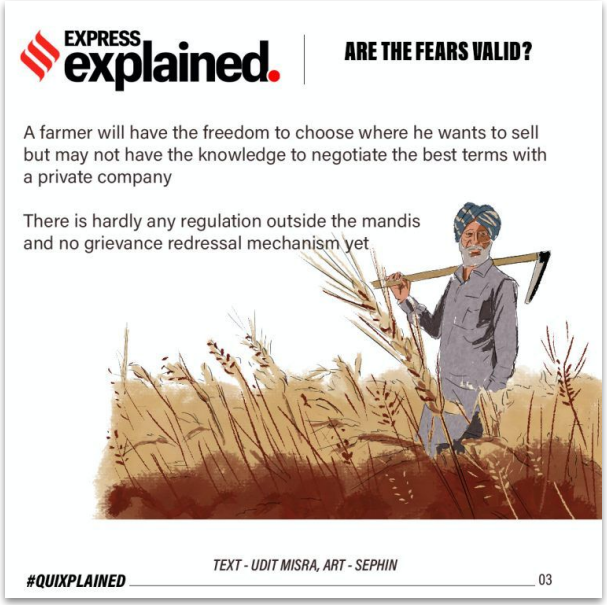


source - FAOSTAT. euromonitor and
agriculture census 2015-16
ministry of agriculture & farmer welfare
government of India

Indian farmers & farming data



contextual mapping

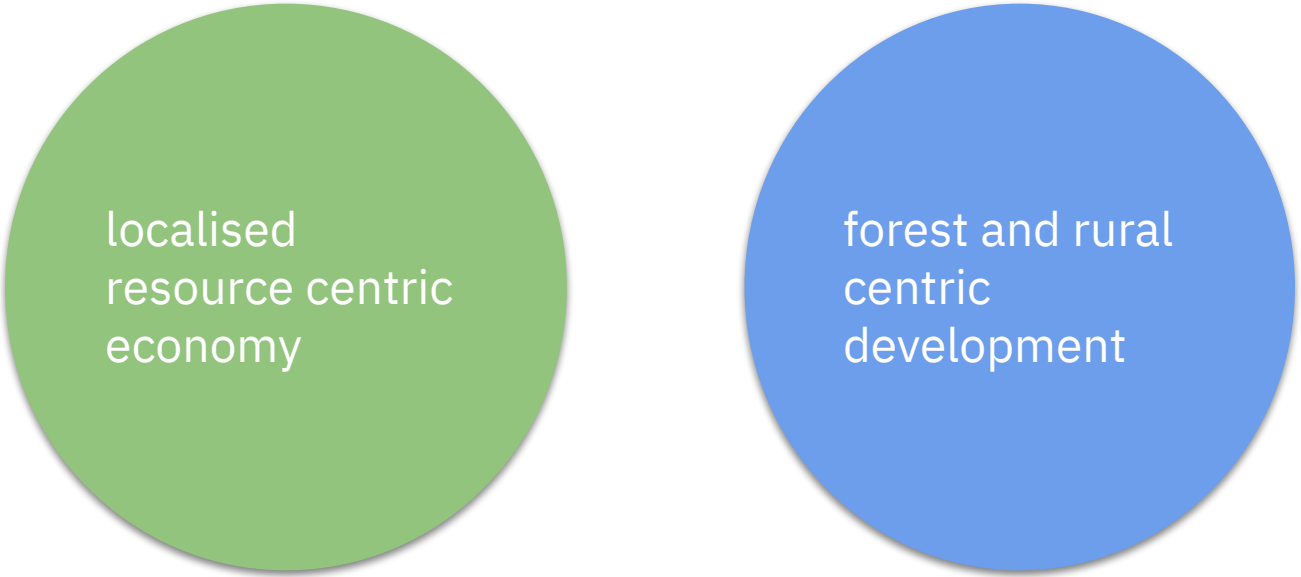


source - indian express

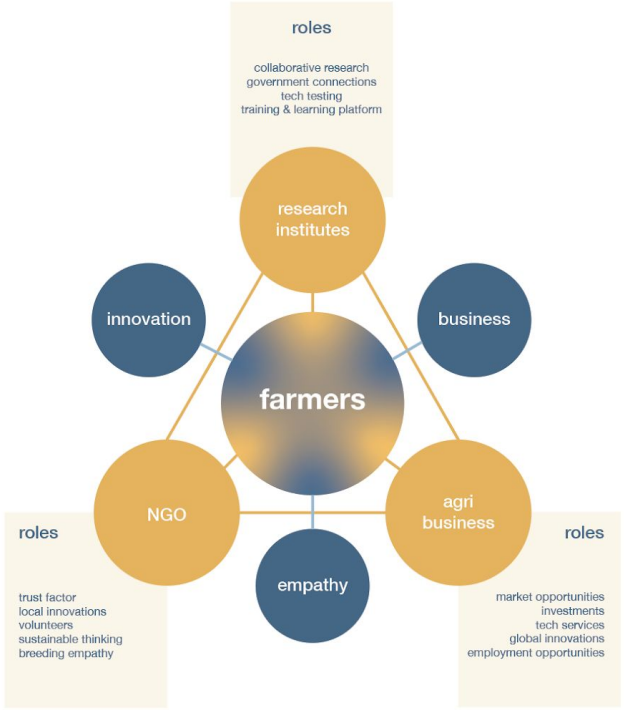
farm bills 2020

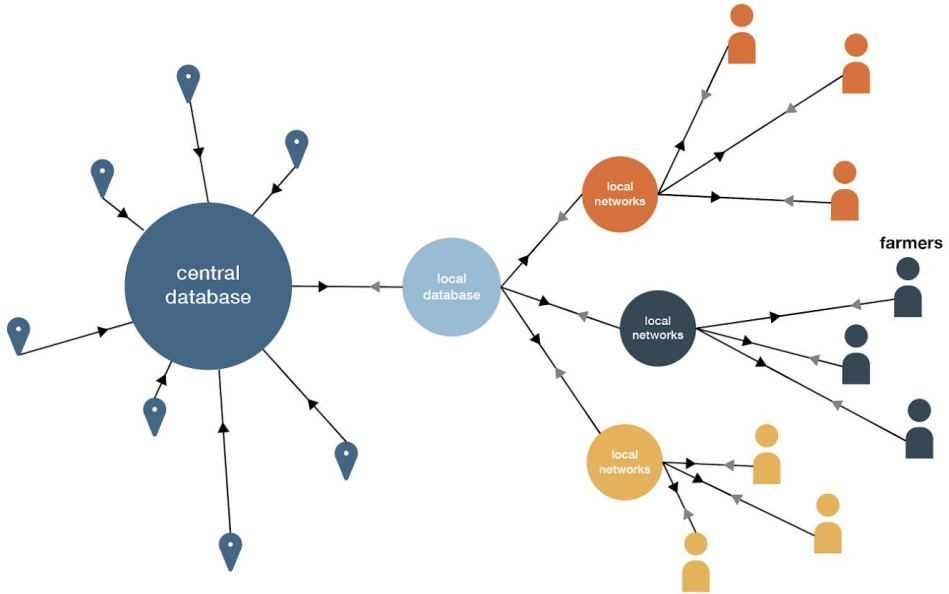
interventions

overthrow change subvert


localised
resource centric
economy
forest and rural
centric
development

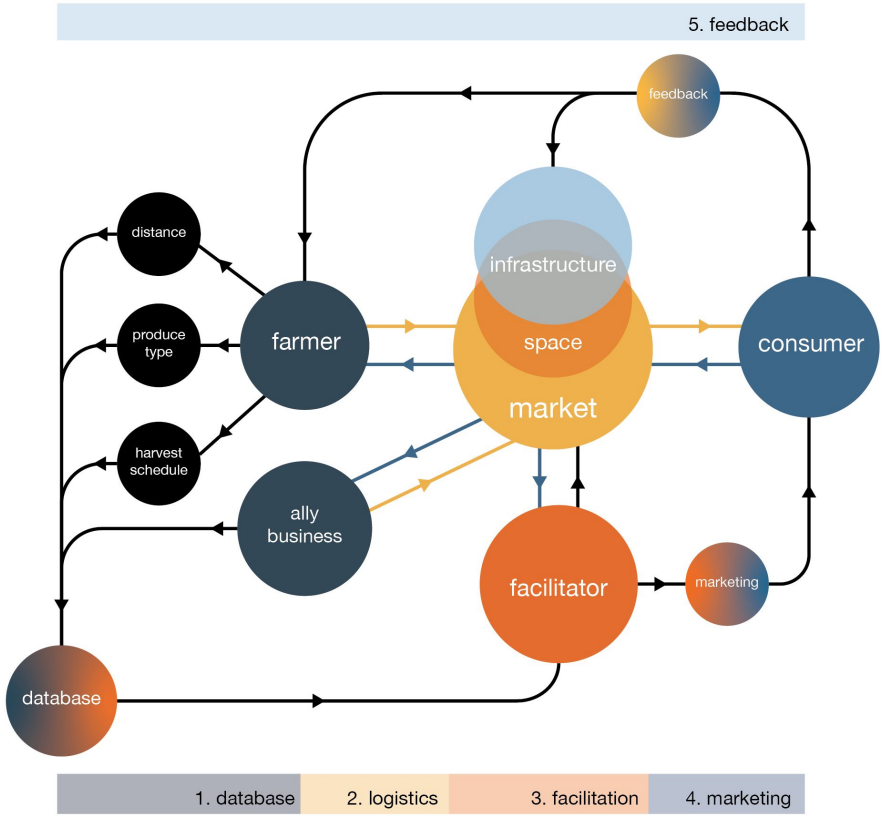
overthrow





farming awareness portal
for citizen action and risk mitigation

change



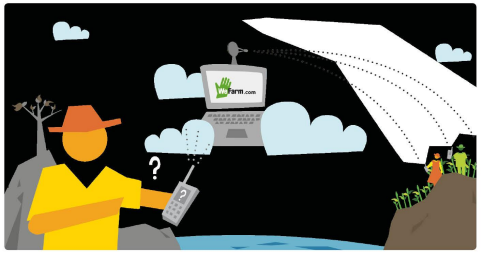
commodity flow
money flow
information flow

framework of
urban farmer markets in india

subvert

Interconnected network of Farmers

System



Stakeholders Farmers, NGOs, Government, IT Companies, Agribusiness

A large proportion of Indian population is involved in agricultural sector but still the farming community is left isolated, it led to lack of trust on the outside world. The most motivating thing for a farmer is a success story of another farmer and thus we need a more interconnected network of farmers to build a strong agricultural sector.

Impact

- Better sharing of knowledge.
- Fast response to emergencies.
- Enhanced food production chain.

Involvement

Implementation

Future

Holistic rating system for food products based on their social and ecological impact on society and environment

System

Stakeholders Corporates, Government, Workers, Farmers and Consumers

A new rating system to be mandatorily imposed on food packets much like the "smoking kills" warning on cigarette packets, which essentially rates the product on various social and ecological parameters. Some of the social factors could be-workers welfare, race, gender, caste and other social inclusivity, sourcing of raw material and so on. Some of the ecological factors could be- sustainable practices, energy intensivity, carbon footprint and so on.

Impact

- Increases corporate accountability and improve transparency of operations.
- Increased benefits and better working conditions for the workers.
- Promotes fairer ways of sourcing raw materials and more equitable financial distribution in value chain.

Involvement

Implementation

Near Future

Urban- Rural Volunteership Programme

Service

Stakeholders Lawyers, Doctors, Students, Designers, Farmers, Film makers

No one is unaware of the systemic and instituitional problems that plagues the illiterate farmers of india and the urban india however has many volunteers willing to render their services like legal, financial, business, design, technology, language, arts etc and this needs a platform to take shape of a symbiotic community.

Impact

- Improves empathy in among the urban folks about plight of rural India.
- Acts as a sense of purpose for many.
- Authorities can be held more accountable.

Involvement

Implementation

Near Future

idea bank

that’s all folks!

open for questions

Bharath Surendra, Manish Kumar, Shubham Yadav, Praveen Nahar & Sahil Thappa

remanthan.org

re manthan

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