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The Story of Demand and Supply of Resources

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introduction

the story of demand and supply

of resources (farm food produce)

what are we doing?

a resource based farm food market system from a social, economical and ecological viewpoint to effectively fight socio-economic inequalities and climate change in a globalised market economy.

why are we doing it?

- the disparity in resource control leading to economic and social inequality
- the risk concentrated on primary producers
- ecological issues of climate change and resources depletion
- predatory and unethical commercialisation of farming leading to agrarian crisis
- the great urban-rural divide and lack of familiarity
- rampant commodification of food and mindless consumerism

a system design project by

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Product Design M.Des. 2018

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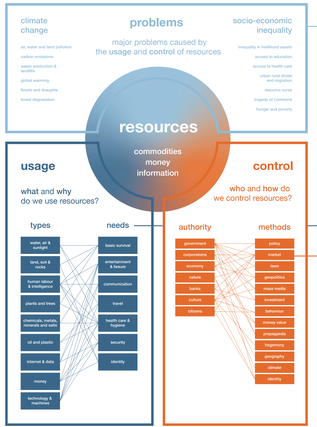
a resource point of view

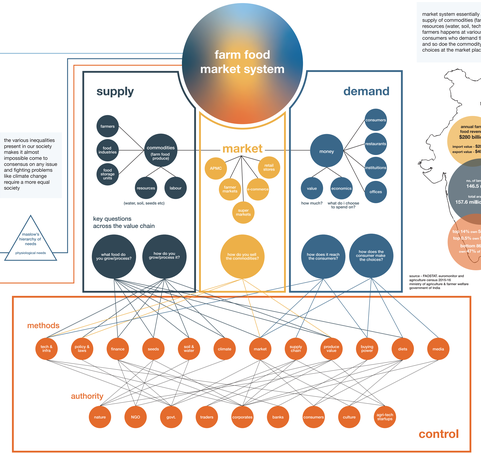
Develop a point of view for deconstructing resources in the world around us. Essentially triangulates into 3 major types of resources - commodities, money and information and into 3 major aspects of resources - usage, control and problems.
We use various resources for our various needs and these resources are heavily controlled by various authorities using various means. Both usage and controls have led to 2 major problems in the world today, i.e, socio-economical inequality and climate change. We need to move towards a more equal world to better fight gigantic problems like climate change.



the various inequalities in the world today makes it almost impossible come to consensus on any issue and fighting problems like climate change require a more equal society

focus area - farm food market system

The system around resources is very large and complex, in an attempt to address some part of the whole, we focused on the most basic physiological need of food (which largely come from farms) and highly influential control means called markets and tried to promote social and economic equality and ecological consciousness in farm food market system in indian context.



market system essentially runs on supply and demand, in this case the supply of farm food produce and demand for the various resources (water, soil, technology, seeds etc) and manual labour of the farmers happens at various market places in exchange for money from consumers who demand the commodities. money has a certain value and so doe the commodity and the consumer makes economic choices at the market place.

the entire value chain of the farm food market system could be boiled down to 5 key questions, placed in the respective boxes on the left. these decisions that have to be made are controlled by various authorities and through various means.

for instance, what do you grow? is highly influenced by the diet of the people you cater to which is controlled by culture, corporates and nature.

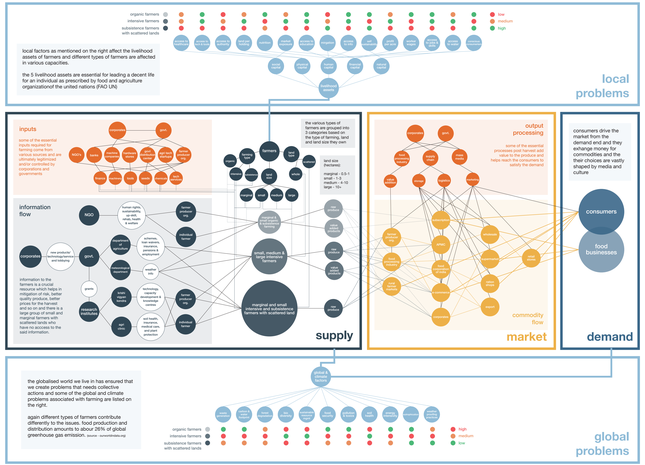
and how does the consumer make the choices? is highly influenced by mass media which controlled by culture and corporates.

the market almost influences all the steps of the value chain and the markets are controlled by corporates, banks, consumers, culture, government etc

farmer data

contextual system mapping - farm food market system of India

Taking the general understanding of a farm food market system, we will explore the intricacies of the farm food market system in India. The various inputs and outputs factors, the information and the commodity flow and the global and local problems that we currently face are explored here.



interventions

3 major ways to approach solutions to the existing system:

overthrow

completely getting rid of the existing one and replacing it with another

solution:

2 of the very ambitious ideas to overthrow the existing system is listed on the right

change

bring about certain reforms in the existing system to better benefit the stakeholders

solution:

awareness portal

Farming is a very risky business and close to 86% of India's land holders have small or marginal farms. Farming is a way of life for hundreds of millions of people dependent on this activity for livelihood almost bear the entire risk on themselves, although certain moves to mitigate has begun in recent times. Here is a proposal to mitigate risks in farming across the value chain. Also in the process get people aware of the risks associated with farming and build empathy in them for the plights of the farmers in the country.
We are trying to achieve this through the collaboration of NGOs, research institutes and agribusinesses. Combining the strengths of each stakeholders to fill out the loopholes in the farming ecosystem which are lack of awareness of the existing schemes, policies and rights of the farmers among them.

subvert

try and steer away from controls and structure of the existing system and establish a parallel system with necessary stakeholders

solution:

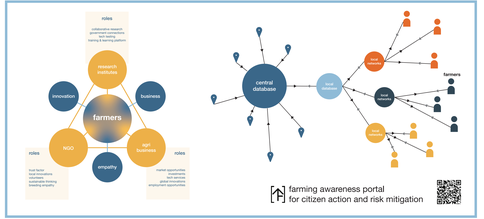
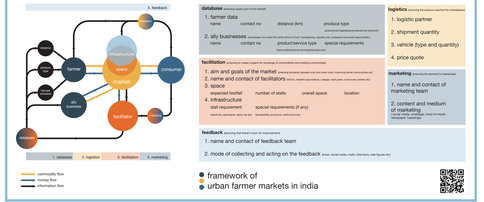
urban farmer markets

The current forces in market trade usually delivers unfair prices for farmers produce and profits big players and corporations. Also the urban folks have been completely alienated from the food producers and hence do not know where their food comes from. Urban farmer markets tries to bridge this gap and access to consumers which results in better financial return and also builds producer consumer communities which use food as medium to help each and the society at large. The framework's aim is to begin organising these markets and replicate and scale models that prove to work best.

localised resource centric economy

the current system of economics is based on globalised markets and supplying to their demands. In order to fight the climate change catastrophe and socio economic inequality we need to shift to a localised resource based economy.

forest and rural centric development

the current ideas of development are further dividing urban and rural India and farmers, tribes and wildlife pay the price both for bad policy and climate changes. We need to move towards a development model whose centre is rural India and its forests.

link to idea bank