

Powered By  
**GEO-INTEL LAB**

# GEOSPATIAL COMMERCE LAYER (PART OF ADDBLE DIGITAL COMMERCE PLATFORM)

Livelihood & Skilling

**Pilot District**  
Kamrup, Assam)

**Geospatial  
Innovation Accelerator**  
IIM Calcutta Innovation Park

## Technology Summary

Addble provides an ONDC-certified digital commerce platform designed to make adoption simple and inclusive. It consists of:

Addble ONE: A SaaS solution for ONDC-integrated sales and inventory management.

Addble Panda: Integration services for enterprises, logistics, and mobility.

AI & Language Support: Generative AI for product cataloging and Bhashini (work in progress) for multilingual interaction.

APIs & Real-Time Data: Simplifies ONDC integration and enables dynamic access.

DIGIPIN Integration: Ensures accurate geolocation for sellers and products.

**Geospatial Commerce Layer:**

Captures latitude and longitude for sellers and products.

Enables discoverability, traceability, and logistics optimization.

Will support advanced use cases like rural artisan mapping, agricultural analytics, and real-time market insights.

Outcome: A unified, location-aware commerce ecosystem that improves market access, transparency, and operational efficiency for businesses and communities.

**Technology  
Readiness  
Level:**

**7**

## Value Proposition

### For Artisans & Weavers

- Market Access:** Connects local businesses to a nationwide ONDC network without upfront cost.
- Discoverability:** Products become visible across multiple buyer apps.
- Ease of Adoption:** Simple onboarding with assisted cataloging and multilingual support.
- Logistics Access:** Access to on-demand logistics with predictable service availability.
- Financial Inclusion:** Data-driven credit scoring for access to loans and insurance based on ONDC transactions.

### For Agriculture & Farmers

- Market Linkage & Discoverability**  
Farmers can list produce on ONDC-connected buyer apps. Direct access to buyers, exporters, and institutional markets.
- Agri-Input Analytics**  
Tracks usage of fertilizers, pesticides, and farming practices.
- Real-Time Insights**  
Demand and price trends for crops in specific regions. Helps farmers make informed decisions on what to grow and when to sell.
- Logistics Optimization**  
Predictable and cost-effective delivery of agri-products using geospatial data. Reduces wastage and improves supply chain efficiency.
- Financial Inclusion**  
Data-driven credit scoring for loans and insurance based on ONDC transactions. Enables partnerships with banks and agri-fintechs.

### Market Potential / Deployment Plan

Over a period of two years target to:

- Reach 10000 artisans & weavers of North East India
- Reach 10000 Farmer Producer Organisations (~ 50 Lakh farmers) across India
- Reach 1 lakh MSMEs across India
- This expansion will be in collaboration with Government Departments & agencies, outreach programs through associations and NGOs.

### Applications

Environmental / Social Impact

**Inclusive Economic Growth**

- Empowers rural artisans, weavers, farmers, and micro-entrepreneurs by giving them access to national markets through ONDC.

**Livelihood Enhancement**

- Creates sustainable income opportunities by improving product discoverability and reducing dependency on middlemen.

**Digital Literacy & Skill Development**

- Provides training and easy-to-use tools, lowering barriers for communities with limited tech exposure.

**Gender & Community Empowerment**

- Enables women-led self-help groups and marginalized communities to participate in digital commerce.

**Rural-Urban Market Linkage**

- Bridges the gap between remote producers and urban consumers, fostering regional economic balance.

**Agricultural Sustainability**

- Promotes better farming practices through geospatial analytics and real-time market insights, reducing waste and improving productivity.

**Financial Inclusion**

- Facilitates access to credit and insurance for farmers and small businesses using data-driven profiling.

**Environmental Impact**

- Optimizes logistics routes, reducing carbon footprint and promoting eco-friendly supply chains.

**Contribution to Sustainable Development Goals (SDGs)**

**SDG 8, 9 & 10**

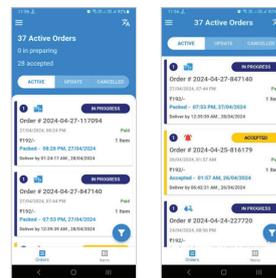


Fig: Addble Merchant App

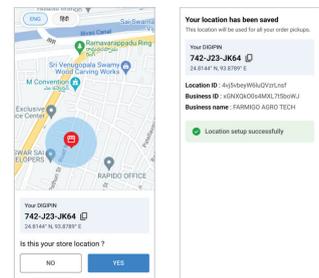
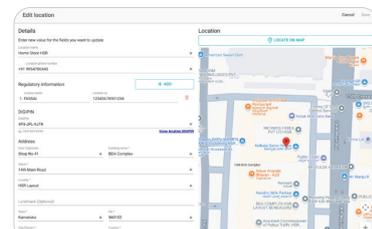
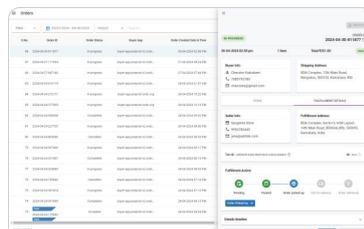
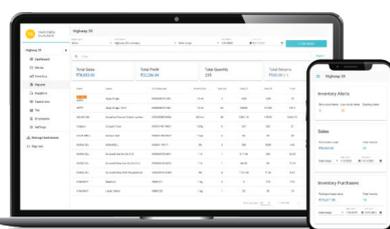


Fig: Addble DIGIPIN Locator App



Addble ONE Screenshots

**Yaikhomba Rajkumar**

Founder & Director,  
Addble Solutions Private Limited

Mobile: +91 6362944815 (direct)  
+91 7085097856 (company)

Email: yaikhomba@addble.com  
connect@addble.com