



**M**oved by the plight of farmers in the state, 23-year-old Mahendra Yadav developed an application that would allow farmers to reach out to people directly and get better price for their products. Yadav is currently doing his internship for an agricultur-

## Farmville with a difference

**MAHENDRA KUMAR YADAV**

**FINAL YEAR PROJECT:** MNPR – Malnad Antural product Research

**COURSE:** MSc in Agricultural and rural development.

**COLLEGE:** DA-IICT

al company in Karnataka. He says, "Through the application, MNPR -- Malnad Natural Product Research -- users can view the product, its details and send enquiries about the product as well. Companies will contact them as soon as possible," said Mahendra. "Natural processed food, natural beauty products, and other agricultural products are available through the application," added Yadav. He developed it with the help of his professor Dr. Ranendu Ghosh and YouTube tutorials.