



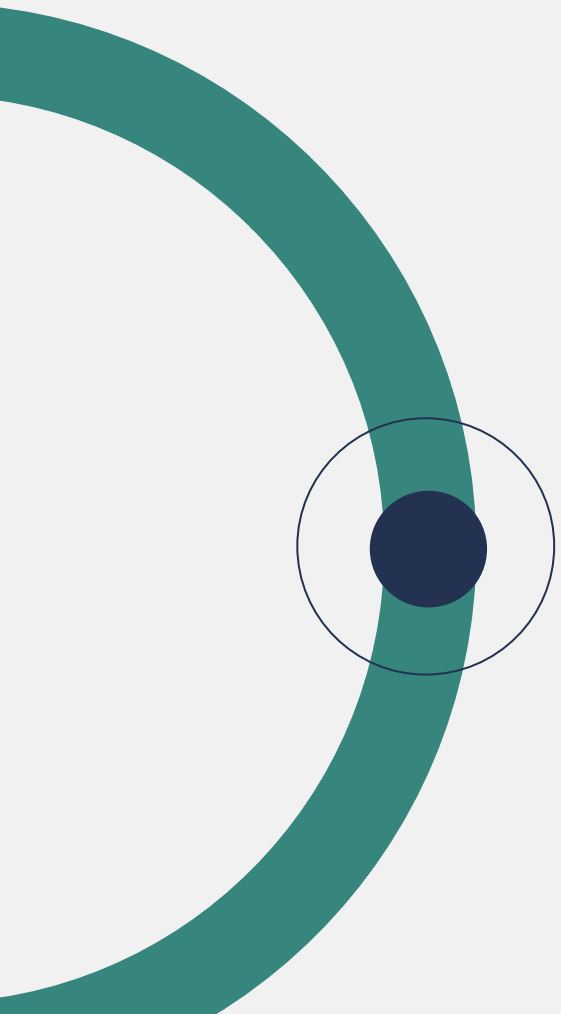
**Topic : Mobile App for Direct Market Access for Framers**

**Domain : Agriculture**

**Team ID : 213**

**Team name : SHB**

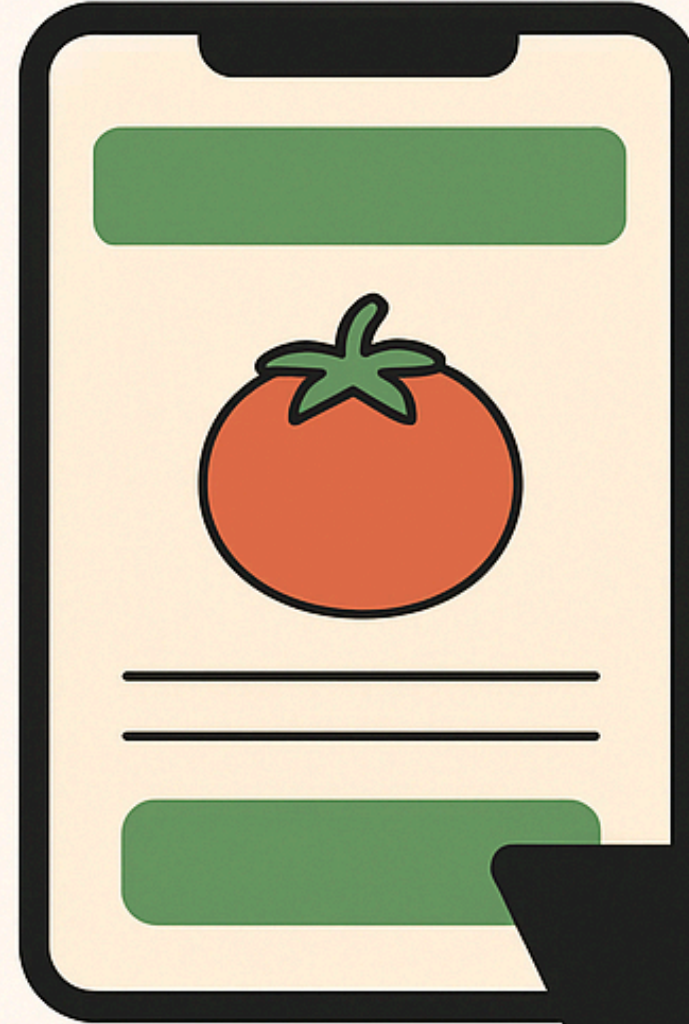
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# Objective

- Develop a mobile application that enables farmers to sell their produce directly to consumers and retailers.
- Eliminate middlemen, ensuring fair pricing and increased profits for farmers.
- Provide a user-friendly platform for listing products, negotiating prices, and managing transactions.
- Enhance the agricultural supply chain by fostering direct-farmer-to-buyer connections.





# Problem Statement

- Farmers face **difficulties in accessing markets**, leading to **lower income**.
- **Middlemen exploit farmers**, reducing their profits.
- **Lack of transparency** in price determination.
- **Limited bargaining power** and market reach for farmers.
- Need for a **direct digital marketplace** to **empower farmers**.

# Existing system

Current Scenario	Limitations
Farmers rely on middlemen to sell their produce.	Unfair pricing due to commission cuts.
Traditional marketplaces lack transparency.	No direct communication with buyers.
Limited access to markets.	Farmers struggle to reach urban buyers.
Cash-based transactions.	Insecurity in payments and records.



# Proposed system

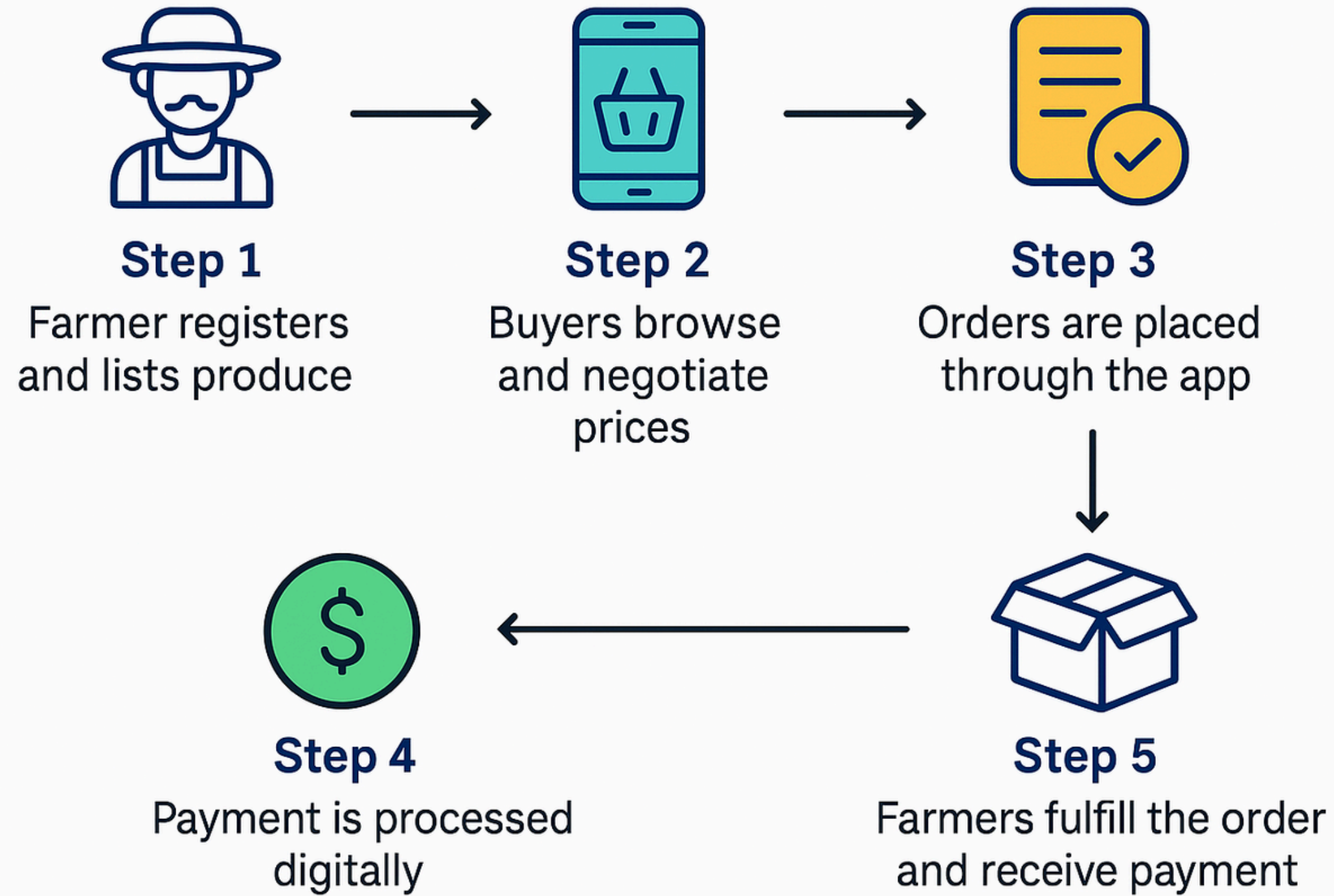
- Use visuals like icons or minimal graphics for emphasis.

## Key Features:

- Produce listing with real-time availability.
- Direct negotiation between farmers and buyers.
- Secure transactions with digital payments.
- Order & inventory management for farmers.
- AI-based price suggestions for competitive rates.



# Workflow



# System Architecture



Diagram analysis of final Output

## Tech Stack



Languages used (C, Html, Css, Js etc)



Data base used MySQL



Encrypted transactions, role-based access



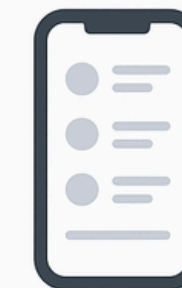
Cloud-based platform (AWS / Google Cloud)



REST APIs



Farmer



Mobile App



Backend  
Server



Buyers





# Conclusion & Future Scope



1. Increased farmer income through fair pricing.
2. Reduced dependency on middlemen, ensuring direct market access.
3. Enhanced transparency in agricultural trade.
4. Keep the content forward-thinking.
5. **Scalability:** Future versions may include AI-powered demand forecasting, logistics support, and multi-language support for rural areas.

