# PROBLEM STATEMENT 8 (PS 8)

## DIRECT FARMER-TO-CONSUMER MARKETPLACE (MOBILE APP)

### INTRODUCTION

Farmers often struggle to get fair prices for their produce due to middlemen who take a large share of the profit. This platform aims to eliminate intermediaries by enabling direct connections between farmers, consumers, and retailers. Through a user-friendly mobile application, farmers can list their produce, negotiate prices, manage orders, and receive payments seamlessly. The platform should ensure transparency, real-time communication, and accessibility to a larger customer base, helping farmers increase their income while ensuring fresh produce reaches buyers at reasonable prices.

### SOLUTION EXPECTED

Our platform is a mobile and web-based application that enables farmers to directly connect with consumers and retailers. By integrating location-based buyer matching, direct messaging, and an intuitive order management system, the platform ensures efficiency and fairness in agricultural trade.

### UNIQUE SELLING POINTS & FEATURES

#### IN ROUND 1

##### Farmer Profile & Product Listings

- Farmers can create profiles and list available produce, including details such as price per unit, available quantity, and expected harvest date.  
- Image uploads and descriptions help attract buyers.  
- An easy-to-use interface allows farmers to update stock availability in real time.

##### Location-Based Buyer Matching

- The system suggests nearby buyers or retailers based on the farmer's location.  
- Buyers searching for specific produce see a list of farmers offering it within their preferred radius.  
- Reduces transportation costs and ensures fresher products reach consumers.

##### Direct Messaging for Negotiation

- In-app messaging system enables buyers and farmers to discuss pricing, quantity, and delivery preferences.  
- Supports text and voice messages for inclusivity.  
- Pre-set message options simplify negotiations.

##### Order Placement & Confirmation

- Buyers can browse, place orders, and specify quantities.  
- Farmers receive notifications and can accept or reject orders.  
- Order tracking system updates users on status changes (pending, confirmed, dispatched, delivered).

### EXPECTATION

We anticipate that our Direct Farmer-to-Consumer Marketplace will significantly reduce dependency on middlemen, increase farmers’ earnings, and provide consumers with fresh, affordable produce. By leveraging technology, AI-driven pricing, and real-time buyer matching, the system ensures a fair and transparent agricultural trade ecosystem.

### CONCLUSION

In conclusion, our platform aims to revolutionize agricultural sales by providing instant location-based buyer matching and direct farmer-to-consumer transactions.