MOBILE APP FOR DIRECT MARKET ACCESS FOR FARMERS

A PROJECT REPORT

Submitted by,

B R Yeshwanth	**-20211CAI0173**
V Rahul Reddy	**-20211CAI0199**
Prakruthi D R	**-20211CAI0083**
V Hema Sundhar	**-20211CAI0190**

Under the guidance of,

Ms. Smitha S P

in partial fulfillment for the award of the degree of

BACHELOR OF TECHNOLOGY

IN

COMPUTER SCIENCE AND ENGINEERING
(ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING)

At

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

BENGALURU

MAY 2025

PRESIDENCY UNIVERSITY

PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

This is to certify that the Project report **"Mobile App for Direct Market Access For Farmers"** being submitted by "B R Yeshwanth , V Rahul Reddy , Prakruthi D R , V Hema Sundhar Reddy" bearing roll number(s) "20211CAI0173, 20211CAI0199, 20211CAI0083, 20211CAI0190" in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a bonafide work carried out under my supervision.

15/5/25

Ms. Smitha S P
Assistant Professor
Presidency School of CSE
Presidency University

Dr. Zafar Ali Khan N
Professor & HoD
Presidency School of CSE
Presidency University

Dr. MYDHILI NAIR
Associate Dean
Presidency School of CSE
Presidency University

Dr. SAMEERUDDIN KHAN
Pro-Vice Chancellor - Engineering
Dean –PSCS / PSIS
Presidency University

PRESIDENCY UNIVERSITY
PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

DECLARATION

We hereby declare that the work, which is being presented in the project report entitled **MOBILE APP FOR DIRECT MARKET ACCESS FOR FARMERS** in partial fulfillment for the award of Degree of **Bachelor of Technology in Computer Science and Engineering** , is a record of our own investigations carried under the guidance of **Ms. Smitha S P, Assistant Professor, Presidency School of Computer Science Engineering, Presidency University, Bengaluru.**

We have not submitted the matter presented in this report anywhere for the award of any other Degree.

Name	Roll No	Signature
B R Yeshwanth	20211CAI0173	
V Rahul Reddy	20211CAI0199	
Prakruthi D R	20211CAI0083	
V Hema Sundar Reddy	20211CAI0190	

ABSTRACT

By facilitating direct trading, AgroMart is a digital platform that seeks to solve the problem of farmers and purchasers becoming estranged and middlemen being removed. The technology addresses basic agricultural issues like underpayment to sellers, a lack of real-time price information, and outdated trade methods. The role-based access system in AgroMart's smooth marketplace offers special features for both buyers and sellers. Farmers have the ability to display and add produce to their baskets, determine their own prices, and communicate with potential customers through WhatsApp integration and phone conversations. Customers may find products with ease, pay using a secure method, and take advantage of reduced pricing when they have quick access to high-quality farm products. React Native is used for the front end, Node.js and Express.js are used for the back end, and MongoDB is utilized to hold the data. This enables us to store product photos using Cloudinary and to utilize JWT auth to guarantee secure access. Through government APIs, farmers can use real-time market prices to make well-informed pricing decisions. Nodemailer is used to send instant invoices via the platform's efficient payment system. AgroMart makes transactions safe, helps consumers purchase fresh fruit at reasonable costs, and dramatically boosts farmers' revenue. Later on, AI that can recognize crops and analyze market sentiment will be incorporated for further optimization.

Keywords: Digital Agriculture, Direct Trade002C Real-Time Pricing, JWT Authentication, Agro-Tech Platform.