**Related Work**

**Many applications have been developed in recent years to support direct market access for farmers, but these solutions often have specific limitations that our project addresses. Here are some examples and how they differ from our approach:**

1. **eNAM (Electronic National Agriculture Market): eNAM is a prominent digital platform in India, aiming to unify agricultural markets across the country. It focuses on creating a centralized system for agricultural produce but often lacks direct consumer interaction features. Additionally, its core structure revolves around larger market yard transactions rather than smaller-scale, direct-to-consumer sales, which can still involve intermediaries in some regions.**
   * **Difference: Our project, in contrast, focuses on *individualized access* for farmers to sell directly to consumers and retailers, cutting down on intermediaries and facilitating negotiation options directly through the app.**
2. **DeHaat: DeHaat is a platform offering multiple services to farmers, including advisory services, input purchases, and access to institutional buyers. While it serves as a valuable tool for farmers, it generally caters more to larger organizations and input suppliers rather than individual consumers.**
   * **Difference: Unlike DeHaat, our application is designed to cater to both consumers and retailers, creating a *peer-to-peer marketplace* for agricultural products. This structure allows for flexible price negotiation and real-time adjustments based on demand, which is less prominent in DeHaat’s model.**
3. **Krishify: Krishify is a social network for farmers, where they can discuss agricultural issues and find resources. While it has a community focus, it does not provide the direct transactional functionalities required for selling produce.**
   * **Difference: Our platform goes beyond social networking by incorporating *marketplace features*, allowing farmers to list, sell, and manage produce transactions without requiring an intermediary, a unique feature that Krishify lacks.**
4. **BigBasket & Amazon Kisan: These commercial platforms enable farmers to list produce for sale to consumers. However, their models often involve warehousing and logistic solutions where the platform takes control over pricing and distribution.**
   * **Difference: Our project *empowers farmers* to manage their pricing directly. By integrating machine learning models for demand prediction and price recommendations, farmers gain insights to make data-driven decisions while still maintaining control.**
5. **AgriBazaar: AgriBazaar connects farmers to institutional buyers but is structured around bulk trading rather than direct-to-consumer sales. Its user experience is tailored for larger-scale buyers rather than individual consumers.**
   * **Difference: By targeting smaller-scale transactions directly with consumers and retailers, our application serves a unique niche. The direct consumer access and smaller transaction scope make it suitable for individual farmers aiming to reach local markets without complex logistics.**

**Our project, therefore, stands out by specifically designing for a simplified, transparent platform that focuses on empowering farmers through *direct interactions, price autonomy, and AI-driven insights*. This approach contrasts with existing solutions, which often serve larger organizations, rely on centralized transactions, or do not facilitate individual farmer control.**