

PROBLEM STATEMENT

Small-scale farmers in rural areas face challenges in accessing timely and accurate agricultural information. Limited exposure to advanced farming techniques, lack of awareness of real-time market trends, unpredictable weather, and inadequate pest control measures hinder optimal crop production. Language barriers further isolate these communities from accessing vital resources. The need for hyper-localized, easily understandable agricultural advice remains unmet for many farmers, reducing productivity and income levels.