



TEAM ID: T043

TEAM NAME: Code crafters

PS NUMBER: PY009

PS TITLE: Local Marketplace for Farmers

DOMAIN: Web development

CATEGORY: Software



PROBLEM STATEMENT:

Local Marketplace for Farmers

✓ WHAT PROBLEM ARE YOU SOLVING?

- Farmers, especially those with **limited literacy** and technical skills, face difficulties in using traditional online platforms to sell their products.
- This leads to **reliance on intermediaries**, reducing their profits and limiting their market access.
- This application enables them to sell their produce directly to local buyers **efficiently** and **independently**.

✓ WHO IS YOUR TARGET AUDIENCE?

- **Dedicated Local Farmers and Artisanal Producers** – Passionate individuals committed to sustainable farming and high-quality, handcrafted products.
- **Conscious Consumers** – Individuals seeking fresh, farm-to-table goods with a focus on quality, sustainability, and ethical sourcing

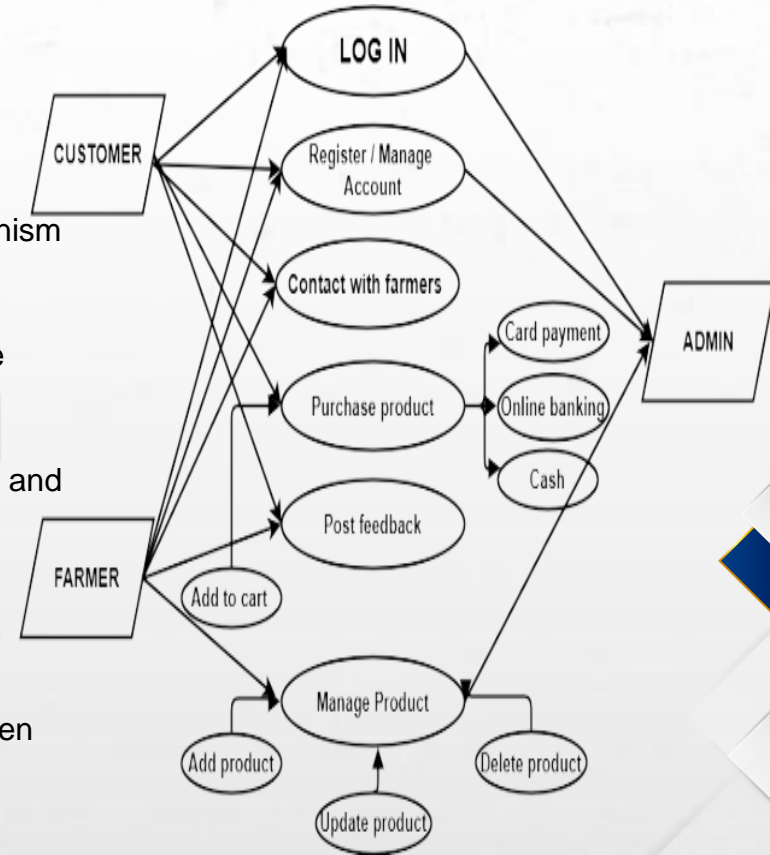


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Proposed Solution:

- **Simplify the User Interface:** **Intuitive design** for ease of use.
- **Promote reviews:** Include **customer reviews and rating** mechanism to **build trust** and satisfaction among users.
- **Language:** **Tamil** has been included since most local farmers are familiar with it.
- **Payment :** Our website uses **blockchain to secure transactions** and contracts while ensuring transparency, trust, and fraud prevention.
- **Real-Time Inventory Updates:** Farmers can **update stock availability** instantly to avoid order mismatches.
- **Secure Messaging System:** Allow **direct communication** between farmers and consumers for better negotiation.



Technology Stack:

Technical Approach of the solution:

- Considering that our web application primarily targets farmers who may have limited formal education, we have designed the **user interface to be simple and intuitive**.
- Additionally, we **support regional languages** to enhance usability and ensure broad accessibility.

We have decided to use:

- Front end - **Bootstrap / ReactJS**
- Back end - **Django**
- Data Base - **MySQL**
- Payment - **Razor Pay's API**
- Translation - **Django's Translation Frame work**



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Demo:

Add screenshot



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IMPACT AND FUTURE SCOPE:

Impact:

- **Empowers Farmers** : Provides direct market access, ensuring fair pricing and higher profits.
- **Enhances Consumer Access** : Enables customers to buy fresh, locally grown produce at competitive prices.
- **Eliminates Middlemen** : Reduces extra costs and ensures transparency in transactions.
- **Boosts Local Economy** : Encourages local agriculture and strengthens the rural economy.
- **Ensures Trust & Transparency** : Blockchain-based transactions and real-time updates enhance reliability.

Future Scope:

- **Expansion to Other Markets** : Extend the platform to dairy, poultry, and other local produce.
- **Global Expansion** : Scale the platform to connect farmers and consumers worldwide.
- **Government Collaboration** : Partner with agricultural departments for subsidies and policy support.
- **Smart Contracts for Payments** : Automate transactions between farmers and buyers with smart contracts.

RESEARCH AND REFERENCES:

<https://ieeexplore.ieee.org/document/9652777>



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THANK YOU !

