



**SMART INDIA
HACKATHON
2024**

Basic Details of the Team and Problem Statement

Ministry/Organization Name/Student Innovation :

University of Agricultural Sciences, Dharwad (UASD), The Indian Council of Agricultural Research

PS Code: SIH 1637

Problem Statement Title: **Mobile App for Direct Market Access for Farmers**

Team Name: Aimers

Team Leader Name: Saurabh Vinod Patil

Institute Name: SSBT's COET BAMBHORI JALGAON M.S

Theme Name: Agriculture, FoodTech & Rural Development

Problem Statement: Farmers often face challenges in accessing markets, leading to lower income due to middlemen. This gap restricts their ability to sell produce at fair prices. Description: Create a mobile application that connects farmers directly with consumers and retailers. The app should include features for listing produce, negotiating prices, and managing transactions, thereby reducing dependence on intermediaries. Expected Solution: A user-friendly mobile platform that enables farmers to showcase their products and connect with buyers directly, enhancing their income potential.



Proposed Solution :

Direct Market Access :

- Farmers list their products (crops, dairy, etc.) directly on the app.
- Buyers (consumers and retailers) browse and purchase directly.

Real-Time Price Negotiation / Order and Transaction Management :

- In-app chat feature enables farmers and buyers to negotiate prices in real time.
- Buyers place orders directly through the app. Farmers can manage orders, accept/reject them, and track transactions.

Delivery Driver Integration / Notifications and Payment Integration :

- Farmers can request drivers to deliver produce after an order is placed.
- Location-based services match nearby drivers to delivery requests.
- Push notifications for new orders, messages, and delivery requests.
- Integration with digital payment gateways for secure, fast payments.



Eliminates Middlemen :

- Farmers connect directly with buyers, removing middlemen and their fees .

Ensures Fair Pricing :

- Direct price negotiation between farmers and buyers ensures transparent pricing .
- Farmers receive full value for their products, boosting income .

Improves Logistics :

- Delivery drivers integrated into the system, simplifying the transport of goods.
- Farmers can arrange for delivery without relying on costly third-party services.

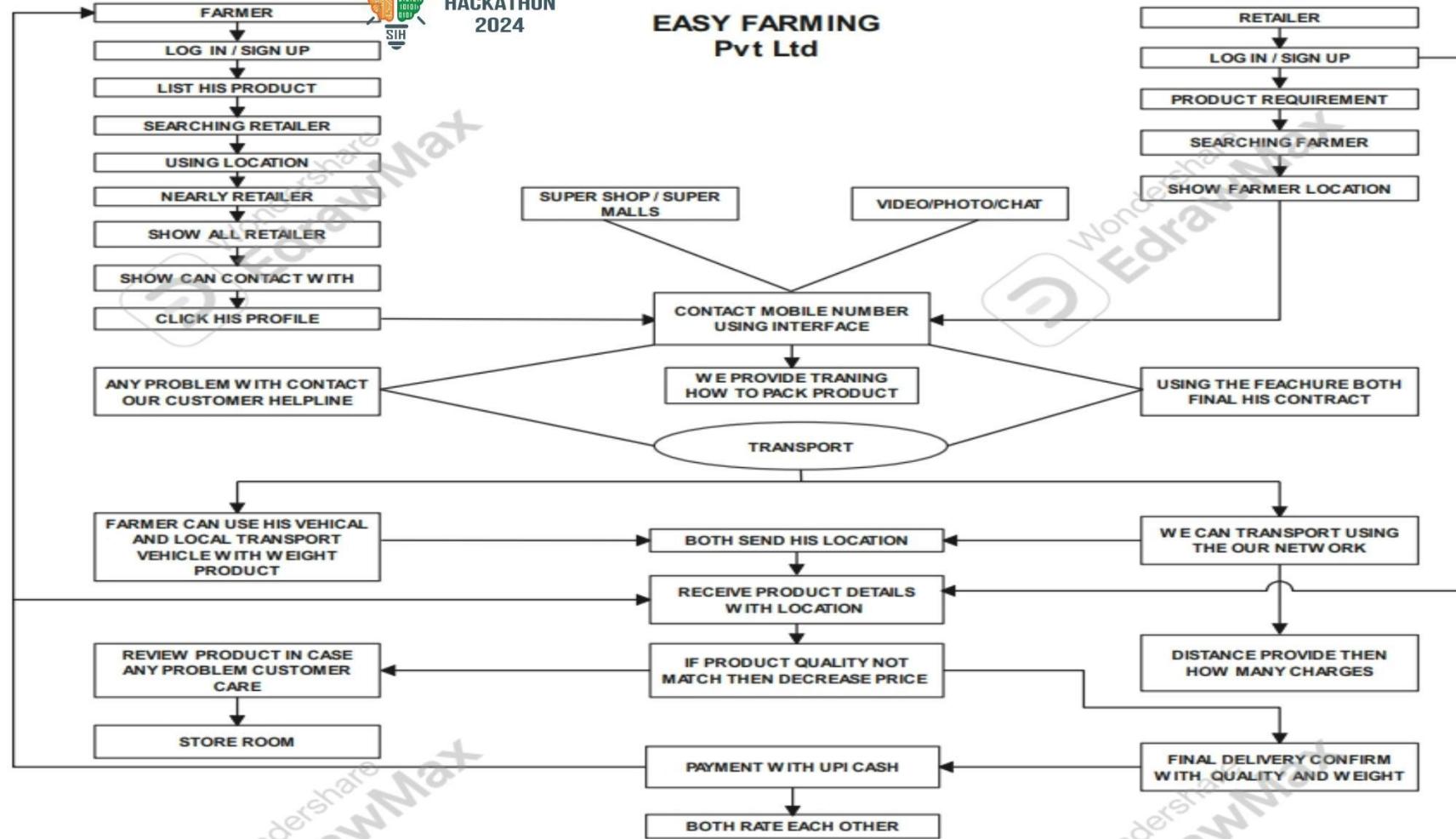
Enhances Market Reach :

- Farmers can access new markets, including local consumers and retailers.
- Potential for scaling to larger cities and regions beyond local areas.

Efficient Order and Payment Management :

- The app provides an organized system for order tracking and payment collection.
- Secure and easy-to-use payment options ensure farmers get paid promptly.

EASY FARMING Pvt Ltd





Use All
Technology

