



**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**

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**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 :

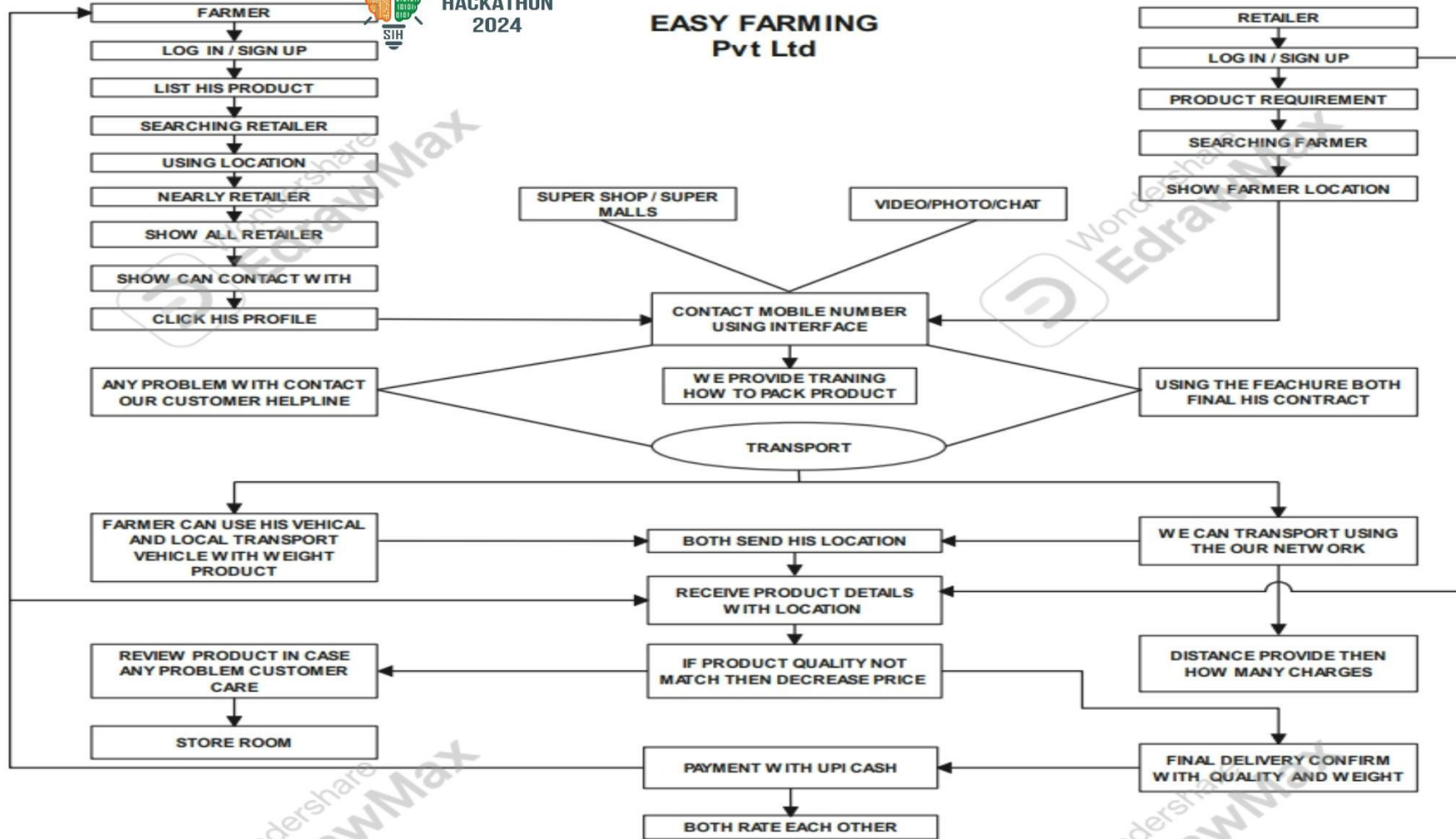
- Farmers can access new markets, including local consumers and retailers.
- Potential for scaling to larger cities and regions beyond local areas.

## 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



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