**SCCI/00569/2020**

**BTCT**

**Mkulima Bora**

Introducing Mkulima Bora an all-in-one app revolutionizing the agricultural landscape. With Mkulima Bora, farmers gain access to hassle-free fertilizer distribution directly from the government, streamlining the process and ensuring they receive the support they need to boost their yields. Say goodbye to middlemen and welcome a farmer-to-consumer marketplace, enabling farmers to sell their produce directly to consumers, eliminating brokers and empowering farmers to set fair prices for their hard work. This not only benefits farmers by increasing their profits but also allows consumers to purchase farm-fresh products at lower costs. Mkulima Bora also offers a wealth of knowledge through insightful blogs and resources, helping them stay informed about the latest agricultural practices and techniques.

**Problems that are being addressed**

1. Lack of Access to Government-Subsidized Fertilizers: Many farmers struggle to obtain government-subsidized fertilizers due middlemen. This will streamline the fertilizer distribution process

2. Exploitative Middlemen and Brokers: Farmers often have to rely on intermediaries to sell their produce, leading to unfair pricing and reduced profits. The app eliminates middlemen, allowing farmers to directly connect with consumers, ensuring better returns for their hard work.

3. High Consumer Prices: The app cuts out these intermediaries, making agricultural products more affordable for consumers.

4. Limited Market Access: Small-scale farmers often face challenges reaching a broader market due to lack of infrastructure and resources. Mkulima Bora’s farmer-to-consumer marketplace provides farmers with a platform to showcase and sell their products to a larger audience.

5. Knowledge Gap: The blogs and other resources such as Weather Monitoring and Advisory bridges this gap by offering informative blogs and resources by doing this farmersmake informed decisions and improve their farming techniques.

**features/functions that you will implement**

1. Fertilizer Distribution Module
2. Farmer-to-Consumer Marketplace
3. Order and Payment Management
4. Ratings and Reviews
5. Pest and Disease AlertsBlogs
6. Weather Monitoring and Advisory

**Risks**

1. For the application to be effective most people have to join which is difficult to manage