**A MAJOR PROJECT**

**on**

**DEVELOPMENT OF WEB APP FOR DIRECT FARMER -CUSTOMER ACCESS: ENHANCING PRICE NEGOTIATION AND EFFICIENCY**

**Submitted to**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, HYDERABAD**

**In partial fulfilment of the requirement for the award of the degree of**

**BACHELOR OF TECHNOLOGY**

**in**

**ELECTRONICS AND COMMUNICATION ENGINEERING**

**By**

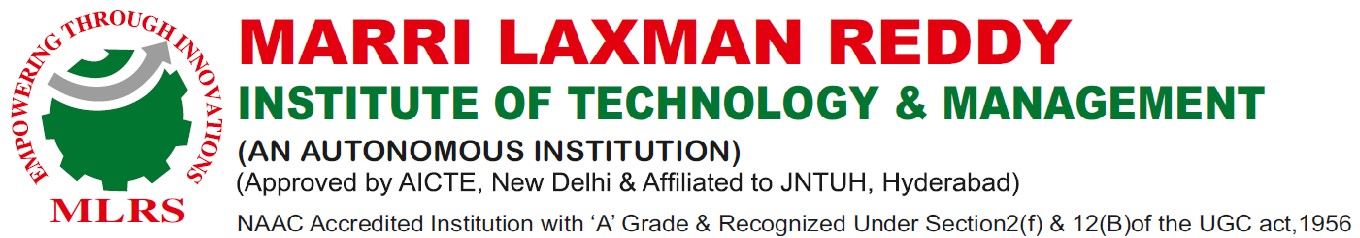
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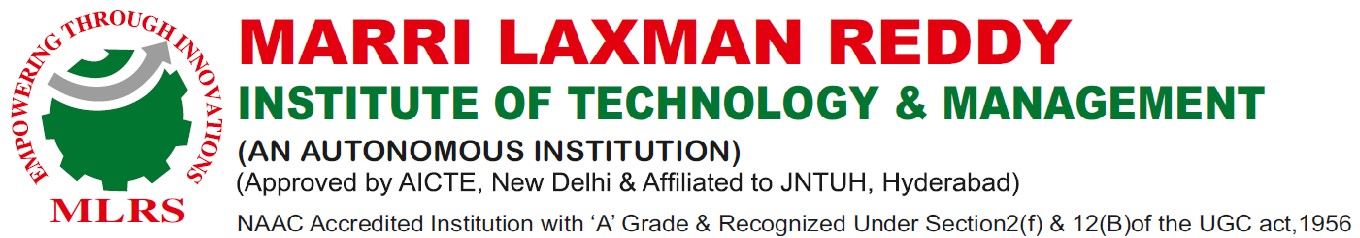
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**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**



October, 2024



**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

Date:

# CERTIFICATE

This is to certify that the project work entitled “**DEVELOPMENT OF MOBILE APP FOR DIRECT FARMER-CUSTOMER ACCESS: ENHANCING PRICE NEGOTIATION AND EFFICIENCY**” work done by **NAZMEEN BEGUM (217Y1A04F4), J.NIKHIL REDDY (217Y1A04F8), E.POOJITHA (217Y1A04F9) and S.SANEETH REDDY(217Y1A04H0)**

students of Department of Electronics and Communication Engineering, is a record of bonafide work carried out by the members during a period from August, 2024 under the supervision of **G. Siva Sankar Varma**. This project is done as a fulfilment of obtaining Bachelor of Technology Degree to be awarded by Jawaharlal Nehru Technological University Hyderabad, Hyderabad.

The matter embodied in this project report has not been submitted by us to any other university for the award of any other degree.

**NAZMEEN** **J.NIKHIL** **E.POOJITHA S.SANEETH**

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.

Date: (G.Siva Sankar Varma)

The Viva-Voce Examination of above students, has been held on………………………

Head of the Department External Examiner

Principal/Director

**ACKNOWLEDGEMENTS**

We would like to express my sincere gratitude to my guide **G. Siva Sankar Varma , Associate Professor**, Department of ECE, for his/her excellent guidance and invaluable support, which helped me accomplish the B.Tech (ECE) degree and prepared me to achieve more life goals in the future. His total support of my dissertation and countless contributions to my technical and professional development made for a truly enjoyable and fruitful experience. Special thanks are dedicated for the discussions we had on almost every working day during my project period and for reviewing my dissertation.

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## TABLE OF CONTENTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | **Page No.** |
| *Certificate* | | | | *ii* |
| *Acknowledgements* | | | | *iii* |
| *Table of Contents* | | | | *iv* |
| *List of Figures* | | | | *vi* |
| *List of Abbreviations* | | | | *vii* |
| *List of Tables* | | | | *viii* |
| *Abstract* | | | | *ix* |
| **Chapter 1: Introduction** | | | | X-X |
|  | 1.1 |  | | X |
|  | 1.2 |  | | X |
|  |  | 1.2.1 |  | X |
|  |  | 1.2.2 |  |  |
|  | 1.3 |  | |  |
|  |  | 1.3.1 |  |  |
|  | 1.4 |  |  |  |
| **Chapter 2: Literature Survey** | | | | X-X |
|  | 2.1 |  |  | X |
|  | 2.2 |  |  | X |
|  |  | 2.2.1 |  |  |
|  |  | 2.2.2 |  |  |
|  | 2.3 |  |  |  |
|  | 2.4 |  |  |  |
|  | 2.3 |  |  |  |
| **Chapter 3:** | | | |  |
|  |  |  |  | X-X |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
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|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| ***References*** | | | |  |
| ***Publications (if any)*** | | | |  |

**LIST OF FIGURES**

|  |  |  |
| --- | --- | --- |
| **Figure No.** | **Name of the Figure** | **Page No.** |
| Figure 1.1 |  |  |
| Figure 1.2 |  |  |
| Figure 1.3 |  |  |
| Figure 2.1 |  |  |
| Figure 3.1 |  |  |
| Figure 3.2 |  |  |
| Figure 4.1 |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**LIST OF ABBREVIATIONS**

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|  |  |
|  |  |
|  |  |
|  |  |

**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| **Table No.** | **Name of the Table** | **Page No.** |
| Table 3.1 |  |  |
| Table 3.1 |  |  |
| Table 3.1 |  |  |
| Table 3.1 |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**ABSTRACT**

Farmers often face significant challenges in accessing markets due to the reliance on middlemen, which results in reduced income and unfair pricing. This project proposes the development of a mobile application designed to bridge the gap between farmers and buyers, including consumers and retailers. The application aims to empower farmers by providing a direct platform to list their produce, negotiate prices, and manage transactions without intermediary involvement. By facilitating a direct market connection, the app will enhance farmers' income potential and ensure fairer prices for their produce.

The expected outcome is a user-friendly web platform that simplifies the process of selling agricultural products, thereby improving market access and profitability for farmers. This solution addresses the critical need for market transparency and efficiency in the agricultural sector.

Agricultural markets are often dominated by intermediaries who act as middlemen between farmers and consumers, leading to significant financial losses for farmers and inflated prices for buyers. This traditional market structure creates a substantial gap in access and efficiency, where farmers are frequently unable to directly connect with consumers and retailers, hindering their ability to negotiate fair prices and optimize their income.

To address this critical issue, we propose the development of a comprehensive mobile application designed to revolutionize market access for farmers. The app, named "Agri Connect," aims to bridge the gap between farmers and buyers by providing a seamless platform for direct interaction and transactions. By leveraging modern technology, Agri Connect will empower farmers to showcase their produce, engage in price negotiations, and

manage transactions without the need for intermediaries.