"MOBILE APP FOR DIRECT MARKET ACCESS FOR FARMERS"

A PROJECT REPORT

Submitted by,

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Under the guidance of,

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in partial fulfillment for the award of the

degree of

BACHELOR OF TECHNOLOGY

IN

COMPUTER SCIENCE AND ENGINEERING

At

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY BENGALURU

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PRESIDENCY UNIVERSITY

SCHOOL OF COMPUTER SCIENCE ENGINEERING

CERTIFICATE

This is to certify that the Project report **"MOBILE APP FOR DIRECT MARKET ACCESS FOR FARMERS"** being submitted by **"L S Gagan , Anjan G , Sanjana S, Soundarya Sarashetti, Apeksha Changoli"** bearing roll number(s) **"20211CSE0670, 20211CSE0637, 20211CSE0608, 20211CSE0678, 20211CSE0662"** in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a bonafide work carried out under my supervision.

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DECLARATION

We hereby declare that the work, which is being presented in the project report entitled **"MOBILE APP FOR DIRECT MARKET ACCESS FOR FARMERS"** in partial fulfillment for the award of Degree of **Bachelor of Technology** in **Computer Science and Engineering**, is a record of our own investigations carried under the guidance of Mr. Syed Mohsin Abassi **, School of Computer Science Engineering & Information Science, Presidency University, Bengaluru.**

We have not submitted the matter presented in this report anywhere for the award of any other Degree.

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ABSTRACT

Agriculture is still the backbone of the majority of developing economies, yet farmers as a group are afflicted with systemic issues such as poor price realization, dependency on intermediaries, market opaqueness, and poor access to real-time information. Such issues not only reduce profitability but also deter productivity and innovation within the industry. To combat these problems, this project suggests the creation of a mobile app that provides direct market access to farmers, thus allowing them to take control of their agricultural trade business. The mobile application is an internet-based market in which farmers are able to register and create their profiles, list their produce and quantity, target price, date of harvest, and quality mark, and connect directly to potential buyers—consumers, wholesalers, retailers, or restaurants. Negotiation in real time, ordering, and electronic payment are facilitated through the platform without the assistance of middlemen who take a large percentage of the revenue. Direct-to-market is a system in which farmers are given a fair return for their crops.

One of the most remarkable aspects of the app is that it has a real-time market intelligence system through API integrations or manually fed data to display real-time prices of commodities in national and local markets. This makes it easier for the farmers to make the right decision and select the most appropriate market to sell the crop. Multilingual interfaces are also provided in the app, which makes regional area farmers able to operate the system in their native language, thus enhancing the system usability and adoptability. The app uses user verification modules, a rating and review system, and UPI, mobile wallet, and direct bank transfer for secure payment gateways for enhanced security and reliability. The app also uses the services of logistics providers to enable the pick-up and delivery of the produce and has a track facility to enable farmers and buyers to track the delivery status in real time. Apart from that, the platform also provides value-added services such as weather forecast, government scheme alerts, expert agro-advice, and crop calendar scheduling. These features make the platform holistic in nature and transform it into an end-to-end ecosystem for rural farmers and not a selling platform. Farmers can even be notified about nearby marketplaces, demand forecasts, and community events. Technologically, the app would be developed on a scalable architecture, possibly employing Flutter or React Native as the frontend to be cross-platform capable, and Firebase or a cloud-based backend to manage data securely and efficiently. These can be upgraded in the future with AI-based price prediction, chatbots for customer support, and even blockchain integration for greater transparency in transactions.