**TEAM NAME: SUPER EXPRESS**

**TEAM LEADER NAME: SUJITHA P**

**COLLEGE NAME: IFET COLLEGE OF ENGINEERING, VILLUPURAM.**

**THEME: SMART AGRICULTURE & RURAL DEVELOPMENT**

**PROBLEM STATEMENT CODE: PSAR002**

**PROBLEM STATEMENT: PLATFORM FOR FARMER TO SELL THEIR PRODUCTS**

**SOLUTION**: For several years, farmers in India have had little liberty in choosing markets and purchasers for their produce. All states in the country, except three, decree that marketing and selling of farm produce must be directed through state-owned mandis, retail markets where mediators (middlemen) crush farmers to increase margins. According to Goldman Sachs, mediators have become dominating buyers of the agricultural market, resulting them to take control over the plight of the farmers and gulping all the profits. The farmers work day and night expecting a good yield. They use a lot of financial resources lending money and buying fertilizers, seeds etc. So, they have the right to enjoy every rupee gained on their corp. In this context, we propose a system which brings farmers close to the retailers cutting the middlemen. The middlemen usually take up to 70% of the profits of farmers leaving them helpless. Our system consists of a mobile application which will serve as a platform for the growers and retailers or customers to sell and buy their farm products. This system aims at giving a profitable price to farmers to their farm products cutting the middlemen. This allows the retailers or the customers to buy products from the farmers at a lower than the normal price.

**BENEFITS OF THE SOLUTION:**

The agriculture technology start-up will develop a cluster of farmers at the local-body level and procure farm produce from the farmers in the area. The customer can order the produce from the online platform where the details of the produce are uploaded and it will be delivered at the doorstep of the customer. The government will ensure that the online platform sell the produce at reasonable rates. Besides procurement and marketing, the start-ups will share with the farmers knowledge about innovative agricultural practices and marketing techniques. The farmers involved are getting better rates for their produce while the customers get reasonably priced fresh farm produce,”

The local-level online networks would be able to expand the marketing and distribution mechanism at the grassroots level unlike major online delivery platforms that offer their services mainly in cities and a few second-tier towns. The local bodies have to ensure maximum marketing of the produce at the regional level itself. Marketing centres can be launched at the panchayat and municipality levels. The system should ensure direct transfer of money to the farmers after their produce reaches the market. Our system consists of a mobile application which will serve as a platform for the growers and retailers or customers to sell and buy their farm products. This system aims at giving a profitable price to farmers to their farm products cutting the middlemen. This allows the retailers or the customers to buy products from the farmers at a lower than the normal price.

**SOFTWARE REQUIREMENTS:** MOBLIE,LAPTOP

**CASE DIAGRAM:**

