

Community Service Project on AgriConnect: Bridging Farmers and Markets for Fair Trade



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OUTLINE

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AgriConnect: Bridging Farmers and Markets for Fair Trade

Abstract :

- This project aims to empower farmers by improving market access and reducing reliance on intermediaries, ensuring they receive fair prices.
- Sustainability is prioritized through education on eco-friendly practices and modern farming techniques. Training programs will enhance farmers' skills, improving product quality and market adaptability..
- The project strengthens community networks by supporting cooperatives, enhancing collective bargaining power. Continuous monitoring ensures the project's effectiveness in boosting farmers' income, productivity, and overall well-being..

Introduction

- The agricultural sector plays a vital role in the economy, yet farmers often face challenges such as limited market access, exploitation by intermediaries, and lack of financial support. These obstacles hinder their ability to earn fair prices and improve their livelihoods.
- This project aims to empower farmers by providing direct access to markets, low-interest loans, and training in sustainable farming practices. .



Problem Statement :

Farmers face difficulties in accessing markets, getting fair prices, and securing financial support. These challenges limit their income, productivity, and ability to adopt sustainable farming practices, putting their livelihoods at risk.

Objectives:

The main objectives to be fulfilled are :

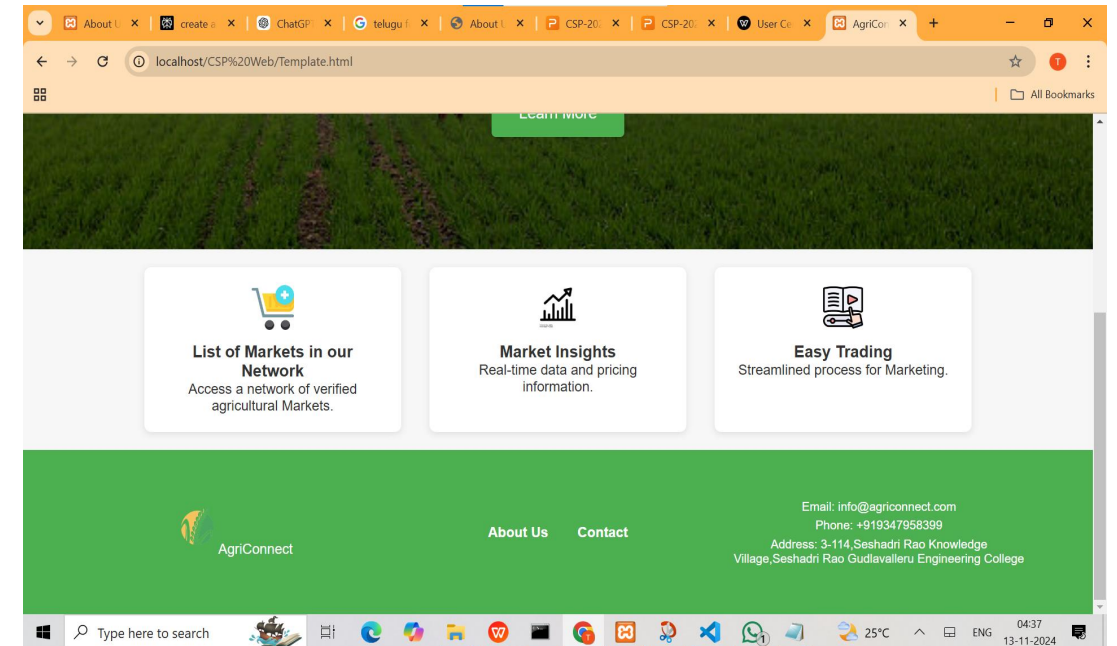
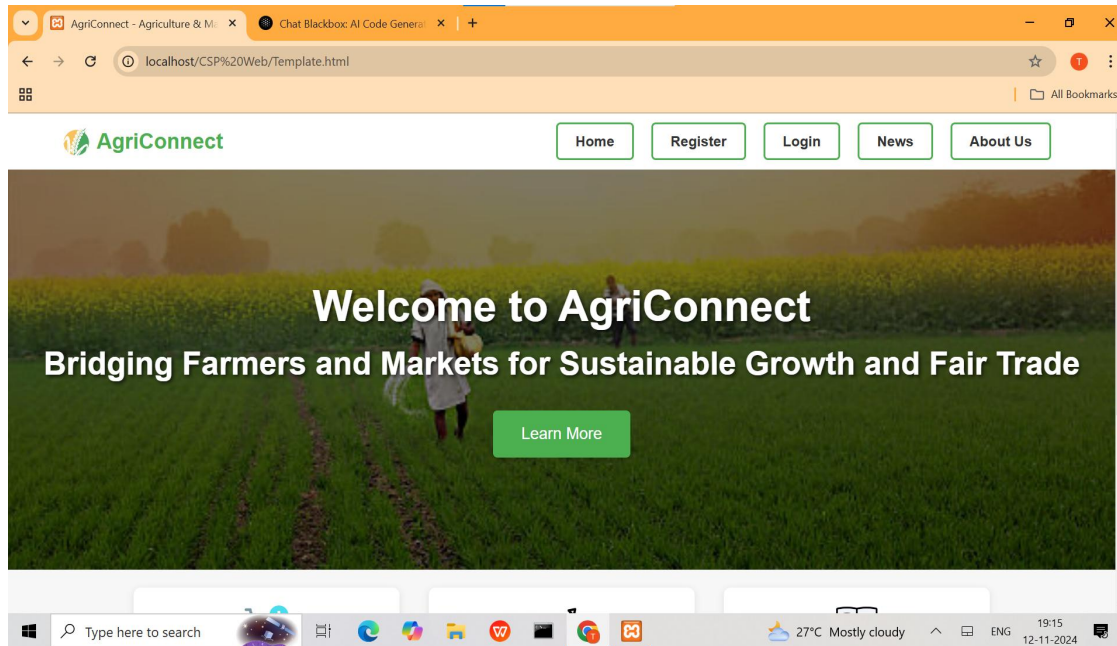
- To Establish direct channels for farmers to sell their products to markets directly
- Reduce reliance on intermediaries to ensure fair prices..
- promoting trading practices and get fair pricing

Existing System

- The existing system for farmers typically involves several challenges:
 - 1.Market Access:** Farmers often rely on intermediaries to market and sell their products, which can lead to reduced profits and unfair pricing.
 - 2.Financial Support:** Access to financial resources such as loans is often difficult.
 - 3.Sustainable Practices:** Many farmers lack access to training and resources needed to implement sustainable farming practices.

Implementation

created a web platform for integrating farmers and markets



After Farmer login appears like this:

Farmer Dashboard

Welcome RythuMitra!"; } ?> Logout

Select Crop and Variety

Select Crop:

--Select Crop--

Select Variety:

--Select Variety--

Defect Percentage (%):

Enter defect %

Location:

Location will be fetched automatically

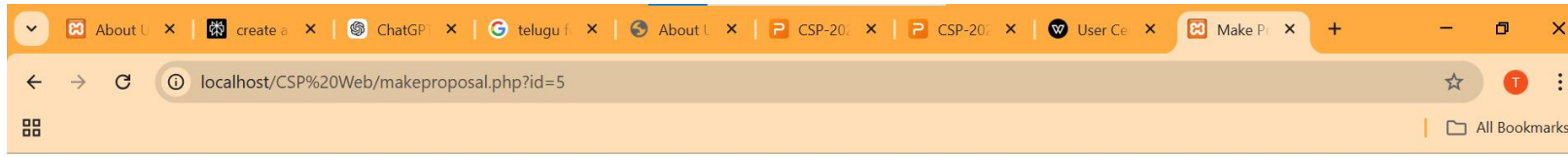
Get Current Location

After Marketer Login dashboard appears like this :

Marketer Dashboard

ID	Crop Type	Variety	Defect Percentage	Location	Available Bags	Contact No	Action
5	paddy	Swarna	5.00%	Bhama Emporium, MG Road, Giripuram, Labbipet, Vijayawada, ఎస్టీఆర్, Andhra Pradesh, 520001, India	5	9347958399	Make a Proposal
6	paddy	BPT OR 1224	5.00%	Gudlavalleru Engineering College, Gudlavalleru-Addada Road, గుడ్లవల్లేరు, కృష్ణా, Andhra Pradesh, 521356, India	50	9347958399	Make a Proposal
7	paddy	1061 OR 1318	5.00%	Error fetching address. Please try again.	50	9347958399	Make a Proposal
8	paddy	Swarna	5.00%	Gudlavalleru Engineering College, Gudlavalleru-Addada Road, గుడ్లవల్లేరు, కృష్ణా, Andhra Pradesh, 521356, India	78	9347958399	Make a Proposal

Marketer will make propose according to his dashboard and send proposal through sms alert



Making a Proposal for 9347958399

Your Proposal:

I wanna buy

Offered Price:

1700

Send Proposal



Technologies Used:

Completely A Full Stack Web Development Project

- ❖ Created User Interface using HTML and CSS
- ❖ Used JavaScript for Dashboards and Animations
- ❖ Used PHP with MySQL For Database
- ❖ Used API's for Get Location in Farmer Dashboard and SMS alerts by Twilio API to Farmers

Advantages:

- Enhanced Market Access for Farmers
- Reduced Dependency on Middlemen
- Ensured Fair Pricing and Ethical Trade Practices
- Increased Transparency and Accountability
- Empowerment and Economic Growth in Farming Communities

Disadvantages:

- **Limited Market Reach:** Dependence on intermediaries restricts farmers' access to broader markets and fair pricing.
- **Inadequate Financial Access:** Complex and slow loan processes with high-interest rates limit farmers' ability to secure necessary capital.
- **Lack of Training and Resources:** Insufficient access to modern farming training and resources leads to inefficient practices and reduced productivity.
- **Insufficient Support for Sustainable Practices:** Limited support and resources for eco-friendly farming techniques hinder long-term sustainability.

Thank
You