# Idea Brief:

Everyone is trying to lead a healthier life and understand that they should do it in a way that is better for the planet if possible. We propose that we can provide such a platform for ease. We believe that when customers can be ensured with quality food products by removing middlemen from the equation and allowing them to buy products directly from the farmer, both quality assurance and price can be made optimal. Farmers can also get a better margin for their crops.

Hence we intend to build an e-platform that allows customers to buy products directly from the farmer. Customers get to choose the quality of products they want. They will be given recommendation based on previous purchase pattern and food product being searched by the user. Farmers can update quantity, quality and type of the product that he can sell to the customers. Based on the reviews of the customers, farmers are rated and rewards are given accordingly. The web application also analyses the current market for products and provides recommendations to farmers regarding crops to be grown depending on the demand in the market. Apart from this, we intend to inculcate dynamic pricing based on the availability, demand,rating and the expiry date of the product.

# Technology being used:

1. HTML
2. CSS
3. JavaScript
4. Django
5. Tensorflow
6. Keras

# Intended Approach:

We plan on building a web based application.

The farmers will login to this application their by bringing together the farming community and thus helping them in selling and buying agriculture commodities without any middlemen involved through a Add/listing which they can post anytime and from any place.

One needs to be a registered user in order to buy or sell any product.

Sellers will add/upload the image of the crops and the details of the crop like the price, quality, quantity of the stock etc and submit it. They can edit, delete the crop from the application at any time.

Buyers will search for the crops they want to buy and add items to the cart. On successful payment, the quantity of the crops bought from the corresponding seller will be decreased accordingly.

If there is any product which hasn’t been sold out within the given expiry date then it would be automatically deleted from the application.

There would be a feedback mechanism system taken by the buyer to check if the product that got delivered is the same as the one that was promised to be delivered. If it isn’t the same then negative rewards will be awarded to the seller and their ratings would be decreased.

**Intelligence System:**

* We are thinking of implementing the Recommendation system of related items bought together using Market- Basket Analysis.
* Dynamic Pricing by considering availability, demand and expiry date of the product as metrics to the dynamic pricing models.

# Implementation Roles within Team:

Abijna Rao: Development of backend for the application

K Vennela: Development of frontend for the application

Rachana Aithal K R: Development of machine learning aspects