

# Mizili E-Commerce

Connecting Farmers, Buyers and Agricultural  
Services

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# Challenges in Agriculture Today

- Smallholder farmers struggle to access markets.
- Limited real-time weather and market information.
- Lack of price transparency.
- Weak connection with the extension services
- Inefficient Logistics & Supply Chains





# Mizili — Agritech (E-Commerce Site/App)

## How Mizili Solves the Challenges In Agriculture Today

- Connects farmers directly to buyers.
- Real-time weather and prices alerts.
- Digital extension services and training.
- Logistics coordination made simple




# What Mizili offers

Farmers	Buyers	Extension Officers/Agents	All Users
<ul style="list-style-type: none"><li>● Product Listing</li><li>● Weather alerts</li><li>● Price Updates</li><li>● Extension Services</li></ul>	<ul style="list-style-type: none"><li>● Price Updates</li><li>● Secure ordering</li><li>● Product Discovery</li></ul>	<ul style="list-style-type: none"><li>● Training Resources</li><li>● Farmer Engagement</li><li>● Service Offering</li></ul>	<ul style="list-style-type: none"><li>● Multi-lingual</li><li>● Notifications</li><li>● Mobile-first Design</li></ul>



# Built on Modern Technologies



Backend	Frontend	Auth	Deployment	APis
Django REST PostgreSQL Redis Celery	<u>Next.js</u> React Tailwind CSS	JWT Tokens	Docker + Nginx	RESTful with full documentation

# Smart Data Management

## Features:

- Optimized PostgreSQL schema
- Scalable models(Users,Products,Orders & Services)
- Strong relationship between stakeholders





# Secure Multi-role Access

Roles: Farmers|Buyers|Extension Officers|NGO Partners

Features:

- Role based permissions.
- Secure Login and Authentication
- Rich farmer profile



# Agricultural E-Commerce made simple

## Features:

- Product catalog and Categories
- Order & inventory management
- Payment and Reviews





# Data driven insights for farmers

## Features:

- Real-time Weather and Market forecasts
- Commodity price tracking
- Location based farmer advice
- Historical trends



# Knowledge at farmers' fingertips

## Features:

- Farmer service provider matching
- Training and Resources
- Multilingual content





# Implementation highlights

## Content

- REST API with complete endpoint
- Responsive mobile-first design
- Secure Authentication
- Optimized database queries
- Comprehensive testing suite

# Transforming Agriculture with Mizili

## Higher farmer incomes

- Reasonable and competitive prices for both buyers and farmers
- Improved Agricultural knowledge and farming practices
- Streamlined supply chain
- Data driven decision making





# Milestones

(2025 - 2027)

- Mobile app development
- SMS integration for low connectivity areas
- Advanced analytics and predictive insights
- Integration with government agricultural programs



# Platform Demonstration

- User integration and onboarding
- Farmer product listing process
- Buyer ordering workflow
- Weather and Market data access
- Extension service enrollment





# Questions & Discussions

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Github: <https://github.com/adika-oloo/Mizili-E-Commerce>

Thank You

