

Abstract

The current agricultural and small household industrial market faces a significant challenge due to the involvement of middlemen. Eliminating middlemen is often considered the most effective way of increasing farmer's income. Theoretically, it is correct. The farmer gets only 50–70% of what the end consumer pays for the produce. The farmer is the one who puts his blood and sweat for 4 to 6 months to grow the produce, and these middlemen take a big piece of the pie just like that. This sounds unfair, and even frustrating at times. With the advent of technology, we try to break this chain by directly connecting the farmer to end consumers. In the similar way, we consider the lack of market place for small scale household products to sell their items. Therefore, there is a need of a platform which enables farmers and small household industries to sell their products directly to buyers without any intermediaries, thereby maximizing their profit margin. The application should be user-friendly and provide a platform for farmers and small-scale producers to showcase their products and services to potential customers, eliminating the need for a physical market presence. The objective of the project is to create a solution that addresses the challenges faced by the current agricultural and small household industrial market due to the involvement of middlemen. The application aims to empower farmers and producers to have better control over their sales, increase their revenue, and reach a wider audience.

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