

FarmEase

from Soil to Sale



Team #1

Jain University

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Problem Statement



FarmEase Solution

FarmEase is an AI-powered, all-in-one digital farming assistant that simplifies crop planning, disease management, input selection, and market access for farmers.

FarmEase : Easy Agri Management

Unique Value Proposition

- All-in-One Platform:** Crop planning, disease control, inputs, and market access in one app.
- Farmer-Friendly Design:** Multilingual mobile-first, and easy to use.
- Data-Driven Decisions:** AI replaces guesswork with actionable insights.

Our Solution

- AI Disease Detection:** Upload crop images to detect diseases early and get treatment guidance.
- Smart Crop Recommendation:** ML-based crop suggestions using soil and climate data.
- Fertilizer Advisory:** Predicts soil nutrient needs and recommends optimal fertilizers.
- Digital Marketplace:** Direct farm-to-buyer platform eliminating middlemen.

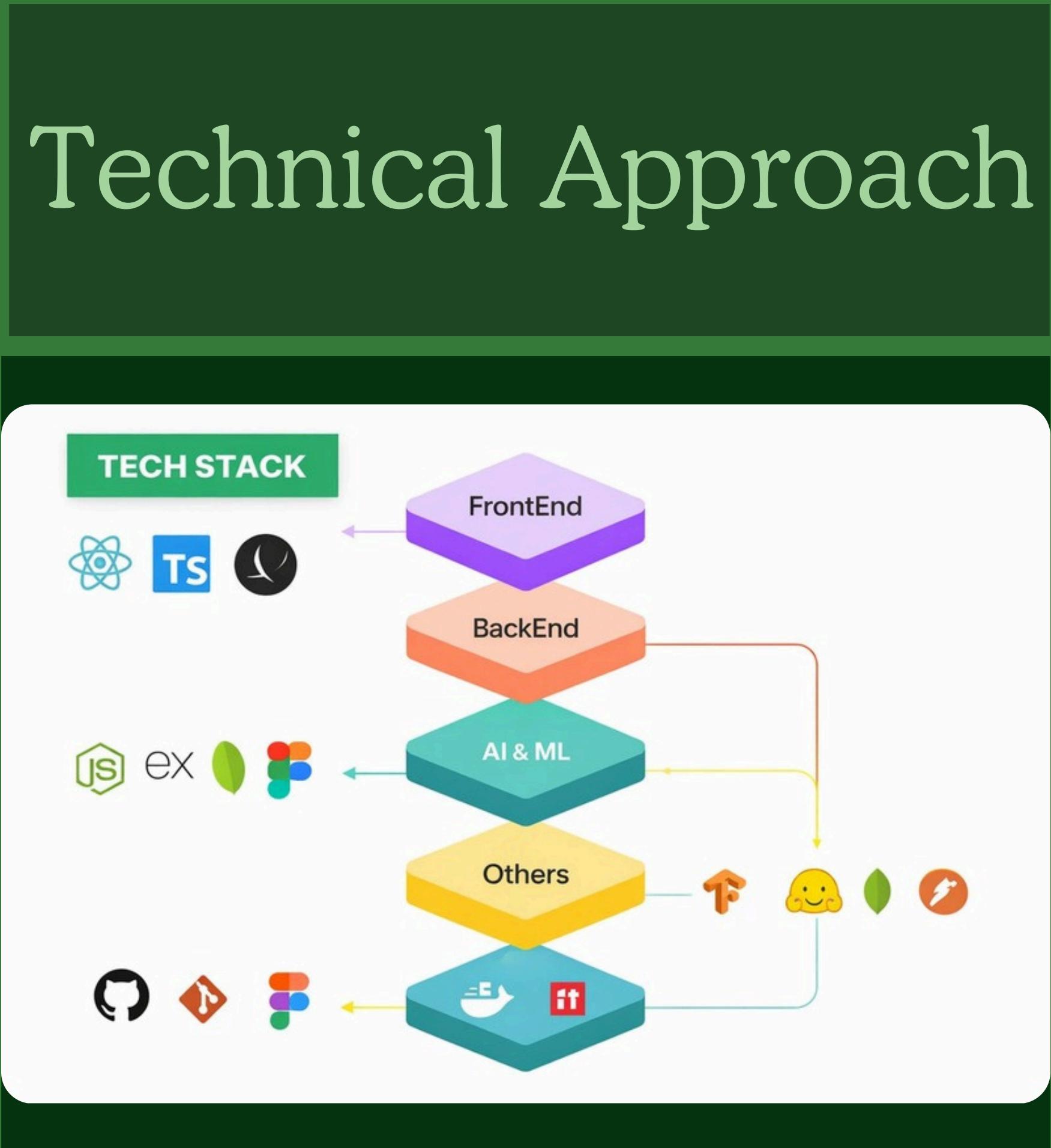
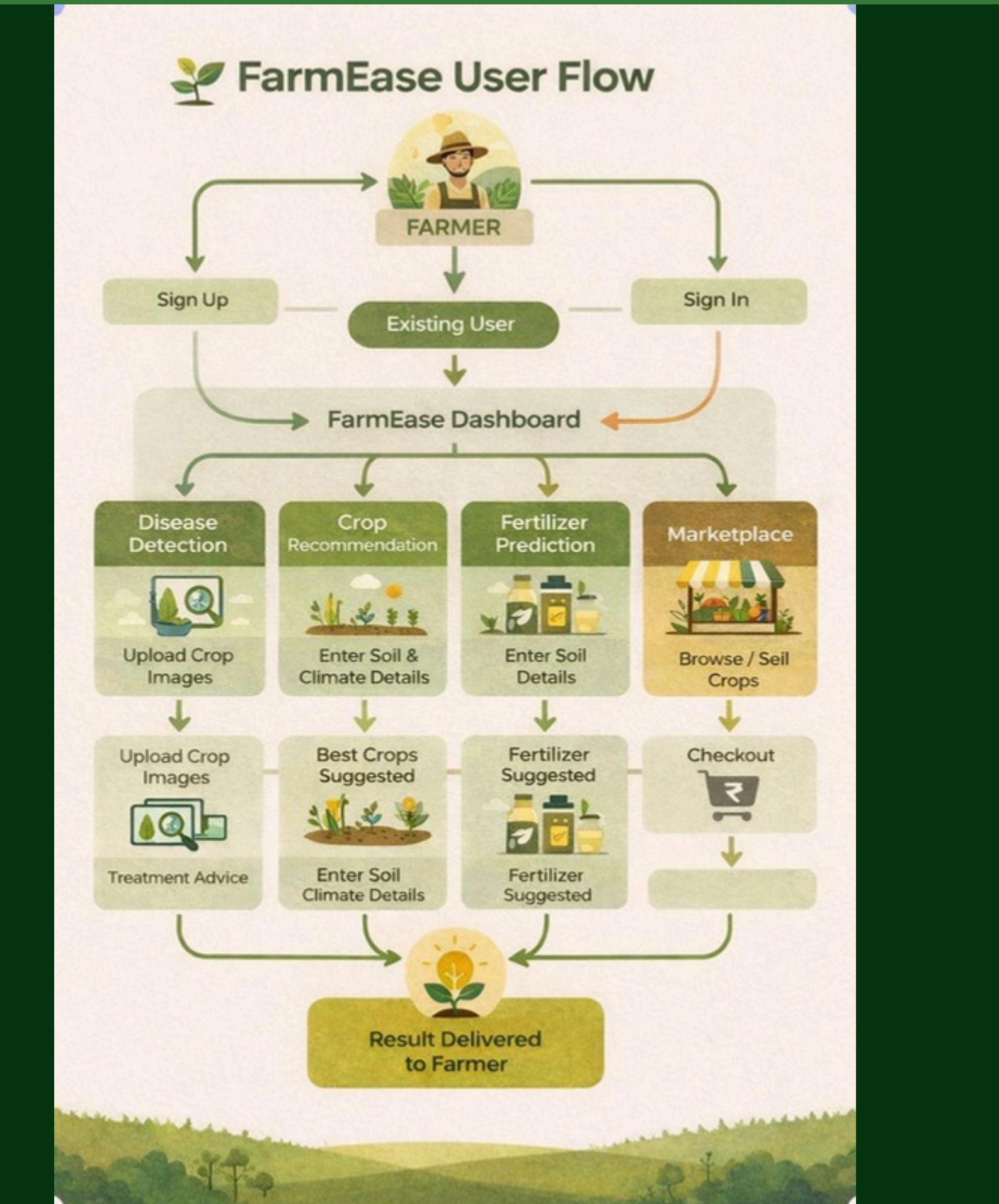
Problem Resolution

- Better Income:** Direct selling and fair pricing.
- Lower Losses:** Early disease detection and smarter input use.
- Smarter Farming:** Knowledge, schemes, and advisories in one place.

Easy Agricultural Management.

Tools and resources to monitor and optimize farm operations easily, streamlining farming for a very farmer.





Feasibility and Viability

Technical Feasibility

Employs a cutting-edge, scalable technology stack that ensures seamless performance across multiple devices, even in low-connectivity rural areas.

Market Viability

Addresses strong demand for smarter market access, advanced machine learning models, and real-time agricultural data, enhancing overall adoption potential.

Potential Challenges

Risks include varying levels of technological literacy among farmers and challenges related to internet reliability in remote regions.

Overcoming Challenges

Provides extensive user training and support while optimizing system performance for varying internet speeds to ensure accessibility for all users.

Impact and Benefits



- 1 **Enhanced Crop Health and Yield :**
Precision farming and AI-driven disease prediction offer early detection and treatment advice, reducing crop losses and improving yields.
- 2 **Optimized Resource Usage :**
Machine learning suggests optimal fertilizers and crops based on soil and climate data, leading to higher productivity.
- 3 **Increased Market Access and Fair Pricing :**
Farmers can sell to top bidders and buy products directly through our portal, ensuring better prices and reducing intermediaries.
- 4 **Improved Knowledge and Decision-Making :**
The e-learning platform educates farmers and updates them on government schemes, empowering better decisions and optimized farming practices.