**Problem analysis**

**Problem** - Insufficient income gained by farmers in agriculture produce.

**TQM -** **Middle men gains excessive profit** - lack of knowledge in farmers about chemical fertilizer and their proportion– farmers have Low access to local market.

**Problem** – Absence of sound marketing facilities and bad yield of crops.

**Problem statement**

**The problem of**.... Dependency of farmer on middle man and lack of knowledge about fertilizer

**Affects**…. Average yield of produce, satisfaction level of farmer

**And results in**…. decreased profitability of farmer

**Benefits of a solution**…. That creates a new system to address the problem include:

1. Ease in communication for dissemination of information about price, volume and others

2. Post-harvest loss can be minimized

3. Transparency in activities

4. Bargaining power improved

**Users of the new system –** Farmer, Trader

**Other stakeholders –** Laborers of farmers, other public

**System perspective –** Farmer, Trader, Other public

**Constraints –** Self-fetching price operations, Inconsistency in Soil Health Card which is Input in process of calculating proportions of different fertilizer required in the soil as per crop, Lack of Literacy in farmer and trader community in using Web application.

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