P1. Topic and Objectives

Group 17

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PROJECT OVERVIEW:

Farm to consumer (F2C) is fundamentally a direct line of communication between producers and final consumers, removing bottlenecks of the supply chain and ensuring better prices for both the parties. Farmers and consumers in the country have consistently indicated the need for F2C which aims to ensure higher remuneration to the farmers and improved consumer satisfaction and loyalty with the direct sales of the agricultural products by the farmers at reasonable rates. This practice of Direct Farming aids in the complete eradication of middlemen and commission brokers who demand exorbitant commission fees from farmers for getting their produce to the market grounds and artificially increasing the prices.

OBJECTIVES:

1. The database will enable the farmers to sell their crops directly to the consumers or enterprises, eliminating the middleman.

2. This will help the farmers in selling the crops with potentially higher profits while also potentially driving the cost down for the consumer.

3. With base and ceiling prices set up by the government, the farmer will be ensured to receive fair prices for their yields.

4. A report generated for the government to help them analyze the current market scenario and take appropriate actions to tackle any challenges.