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AgriDirect: Transparent QR-Verified Agri Marketplace

Empowering Farmers, Assuring Consumers

THE PROBLEM & SOLUTION

The Problem

- Farmers face low profits due to middlemen.
 - There is a lack of market transparency in agricultural trade.
 - Consumers struggle to verify the authenticity and quality of food.
 - Leads to reduced farmer income and fake labeling.
 - Causes loss of trust in the agricultural supply chain.

The solution

AgriDirect eliminates middlemen by creating a direct digital marketplace where farmers can sell their crops directly to consumers. Each product is linked with a unique **QR-based authenticity certificate** showing crop origin, lab test results, and soil data — ensuring **transparency, fair pricing, and trust** between farmers and consumers.

key features

-  QR-Based Verification
 -  Dynamic Pricing
 -  AI based Personalization
 -  Community Pre-Booking

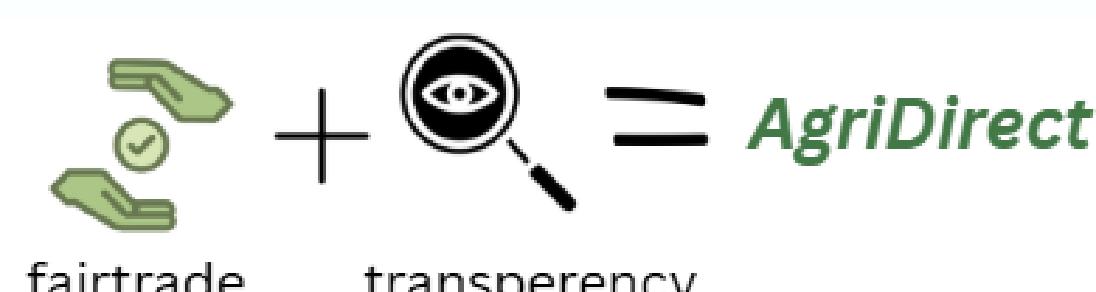
Impact & Future Scope

Economic: +40% Farmer Income

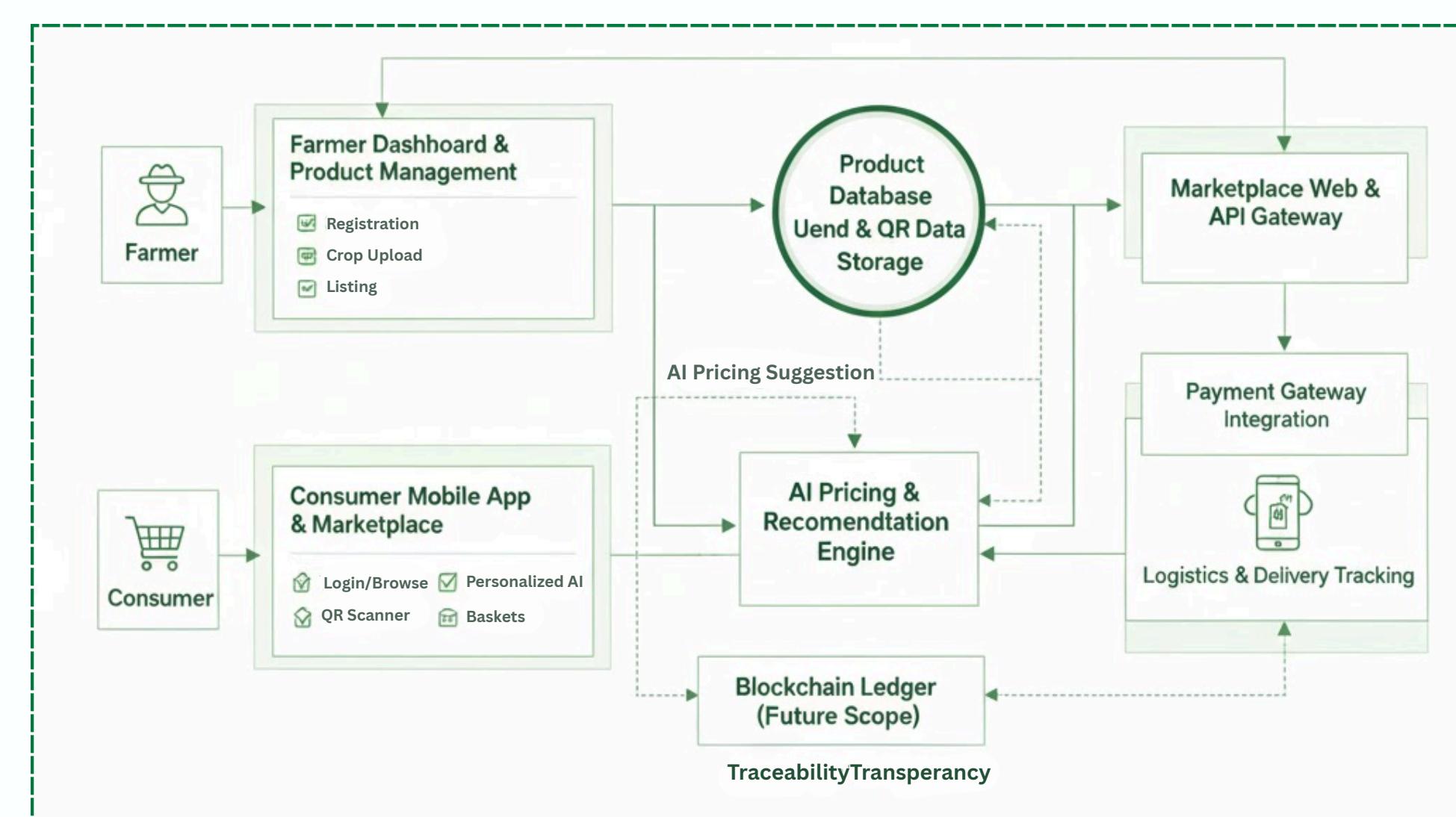
Environmental: -30% Food Wastate

Social: Strengthened Trust

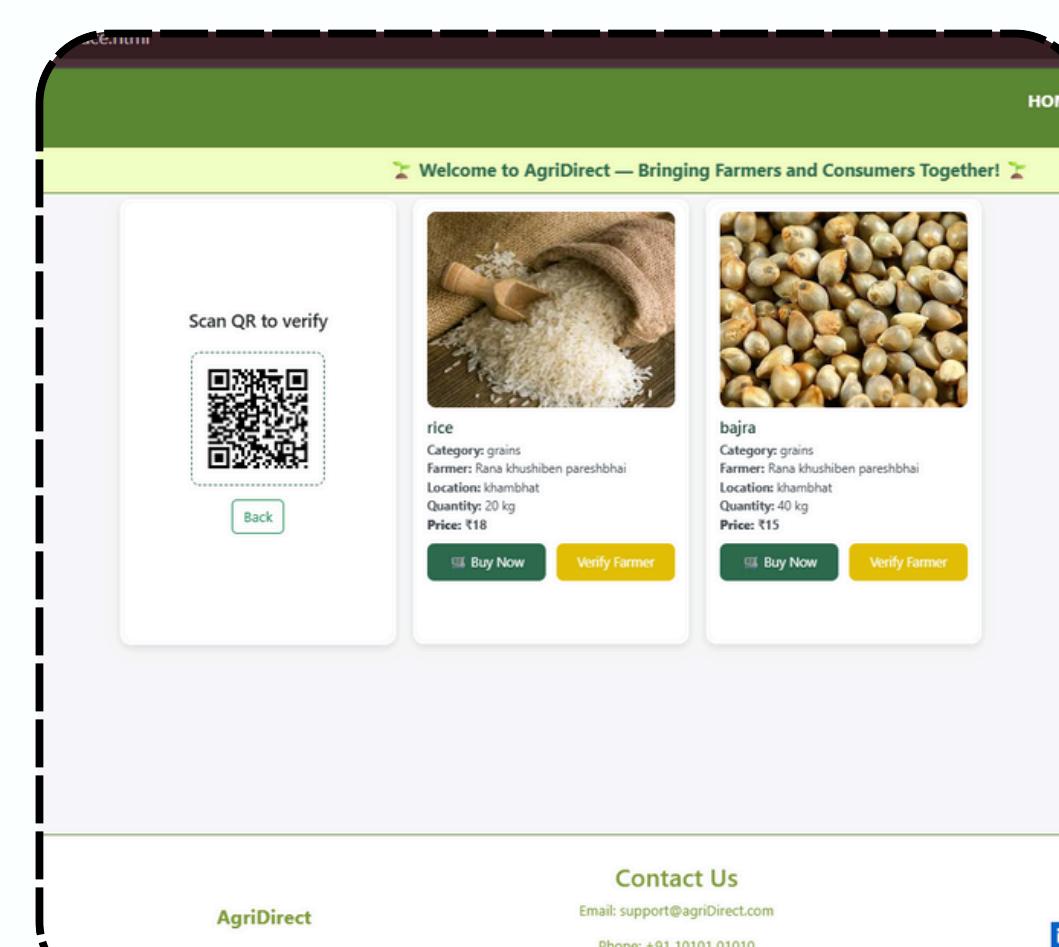
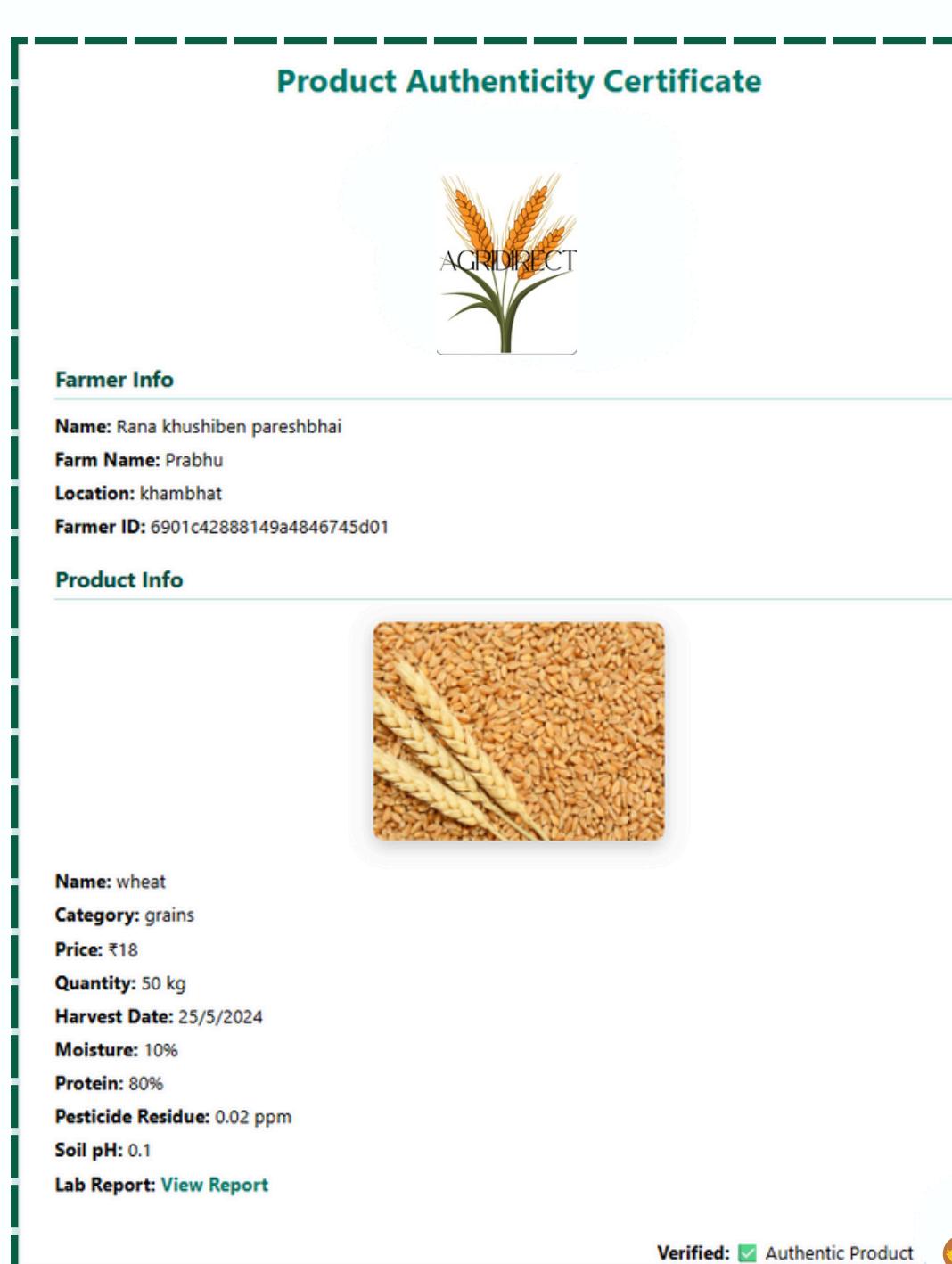
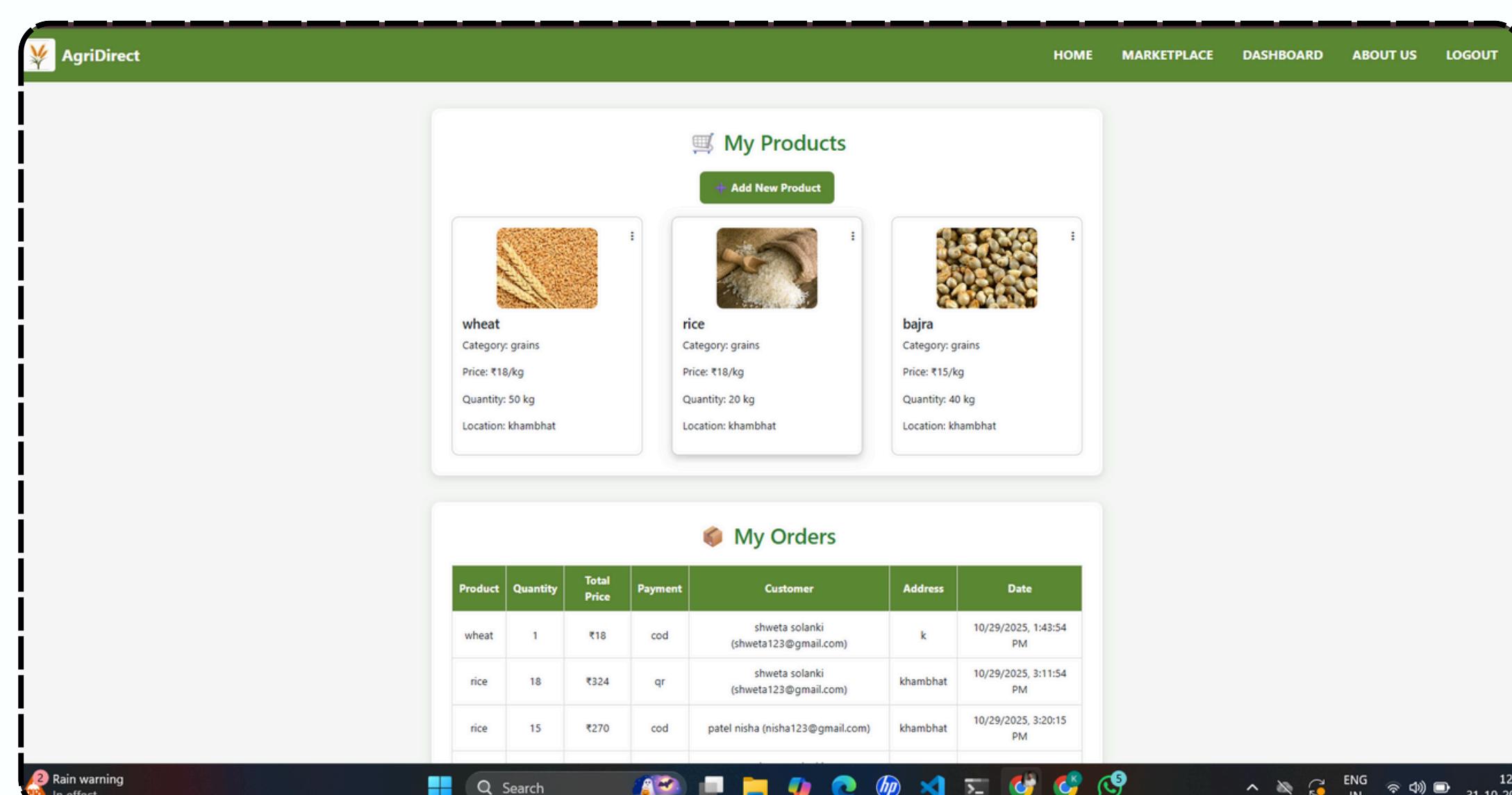
Future: IOT Integration



ARCHITECTURE DIAGRAM



Screenshots



[see the demo here](#)

