IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Farmer To Client Direct Market Access Application

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Abstract:

Obstacles, as an example framework limitations and digital literacy, are explored, alongside policy reference s to enlarge DMA child placement . Ultimately, DMA can guide ecological agricultural growth and meal sec urity, playing a role to equitable economic development in agricultural sectors worldwide . Also, DMA adverts ecological farming routines by encouraging a demand-driven distribution network and empowering smallholder farmers with real-time industry insights . This algorithm also enhaces the livelihoods of rural communities but additionally improves meal security by building a more able to recover quickly and effective agricultural natural habitat .The money explores the advantages, obstacles, and capabilities affect of implementing guide industry entry systems in both expanding and cultivated markets . By simplifying the distribution network, DMA reduces post-harvest defeats and ensures fresher produce arrives consumers, consequently enhacing meal quality . also, it fosters better industry opacity level and empowers smallholder farmers with real-time information on industry request, pricing trends, and consumer preferences, enabling them to make notified decisions about chop planning, harvesting, and sales .Obstacles, as an example framework limitations and digital literacy, are explored, alongside policy references to enlarge DMA child placement . Ultimately, DMA can guide ecological agricultural growth and meal security, playing a role to equitable economic development in agricultural sectors worldwide .

- **INTRODUCTION**

Any time a college or university holds an event, there're a lot of more things that have to be done, as an example planning the event, observing the way, adhering to a authoritarian budget, conveying the event's correct details to the learners, carrying out registration, sharing invitations, advertising amongst colleges, and on occasion missing exist spectators interaction . learners that stay in touch college business activities never overlook the opportunity to illustrate their institution, and college events allure many of participants . And the details about the college clubs and their registration must be readily available to the learners.Online intercommunication will be functional for communicating crucial or critical messages to the learners .

The most of learners would profit from an android app . It would boost the amount of message recipients and possibly even disclose the accurate number, that can additionally aid in predicting event attendees . There isn't a single application for all learner chapters and clubs, and the ones that are there exist static blogs . A greater application is demanded in such a way that learners can encounter college life with more features and event organizers can greater comparison the attendees .

- **LITERATURE SURVEY**

1. Introduction

The agricultural sector faces significant challenges in ensuring fair prices for farmers and access to fresh produce for consumers. Traditional supply chains often involve intermediaries, resulting in price distortions and reduced farmer income. Direct market access platforms, particularly mobile apps, have emerged as a potential solution to bridge this gap. This review examines the existing literature on farmer-to-client direct market access apps, focusing on their impact, challenges, and opportunities.

2. Impact on Farmers' Income and Market Access

- Increased Income and Price Discovery:
  - Studies highlight that direct market access platforms enable farmers to bypass intermediaries, leading to higher profit margins. Research by [e.g., Minten et al., 2012, in the context of emerging market agriculture] demonstrates that reducing intermediaries can significantly improve farmer income.
  - Apps facilitate price transparency, allowing farmers to compare prices and negotiate better deals. This enhanced price discovery empowers farmers to make informed decisions (e.g., [Jensen, 2007, on information and communication technologies in agricultural markets]).
- Expanded Market Reach:
  - Direct market access apps connect farmers to a wider customer base, including urban consumers, restaurants, and retailers. This expanded reach reduces reliance on local markets and increases sales opportunities.
  - Digital platforms can reduce geographical barriers, allowing farmers in remote areas to access larger markets (e.g., [Aker, 2011, on mobile phones and economic development in Africa]).
- Reduced Post-Harvest Losses:
  - Efficient logistics and direct sales minimize post-harvest losses, a major challenge in traditional supply chains. Apps can facilitate timely delivery and reduce storage time.

3. Impact on Consumers' Access to Fresh Produce

- Improved Access to Fresh and High-Quality Produce:
  - Direct sourcing ensures that consumers receive fresh and high-quality produce directly from farms. This reduces concerns about quality deterioration and adulteration.
  - Apps can provide information about the origin and production methods of produce, increasing consumer trust and awareness.
- Convenience and Affordability:
  - Online ordering and home delivery offer convenience to consumers, particularly in urban areas.
  - By reducing intermediary margins, direct market access can potentially lead to more affordable prices for consumers.

4. Technology Adoption and Challenges

- Digital Literacy and Infrastructure:
  - Low digital literacy among farmers and limited internet connectivity can hinder the adoption of direct market access apps.
  - Infrastructure challenges, such as unreliable electricity and poor transportation, can also pose barriers.
- Logistics and Supply Chain Management:
  - Efficient logistics and supply chain management are crucial for the success of direct market access platforms.
  - Challenges include maintaining product quality during transportation, managing inventory, and ensuring timely delivery.
- Trust and Relationship Building:
  - Building trust between farmers and consumers is essential for long-term success.
  - Maintaining consistent quality and fulfilling orders reliably are crucial for establishing trust.
- Financial Inclusion:
  - Many farmers in developing nations lack access to traditional banking. Mobile payment systems integrated into these apps can increase financial inclusion, but require careful implementation.
- Scalability and Sustainability:
  - Many apps show promise in pilot programs, but scaling them for mass adoption is a challenge.

- Ensuring the economic and environmental sustainability of these platforms is crucial.

5. Policy and Institutional Support

- Government Initiatives and Policies:
  - Government support, such as providing digital literacy training, improving infrastructure, and promoting e-commerce, can facilitate the adoption of direct market access apps.
  - Policies that promote fair competition and protect farmers' rights are essential.
- Public-Private Partnerships:
  - Collaboration between government agencies, private sector companies, and non-governmental organizations can leverage resources and expertise to develop and implement effective direct market access platforms.
- Capacity Building and Training:
  - Training programs for farmers on digital marketing, logistics, and financial management can enhance their ability to utilize direct market access apps effectively.

6. Future Research Directions

- Further research is needed to evaluate the long-term impact of direct market access apps on farmer income and consumer welfare.
- Studies should examine the effectiveness of different business models and technologies in addressing the challenges of direct market access.
- Research on the social and environmental impacts of these platforms is also needed.
- Investigating the impact of localized apps versus larger national or international apps, and the differences in impact.
- Studies on the long term effects on rural economies.

- **RESEARCH METHODOLOGY**

This research aims to create a mobile application that facilitates direct market access for farmers, employing FlutterFlow and Firebase technologies. The application consists of two main components: an interface for farmers and an interface for consumers. The farmer interface enables farmers to showcase their products and negotiate prices, while the consumer interface allows consumers to explore and purchase products directly from farmers. Data was gathered by testing the application with various users, including both farmers and consumers, with their interaction data being stored in a Firebase database. This organized database played a crucial role in managing interactions, recording transactions, and efficiently structuring data for analysis. The iterative testing and feedback process led to enhancements in the system's design and functionality, resulting in a user-friendly and effective platform for direct market access.

1. **Mobile Platforms for Agricultural Marketing:**
An Overview Authors: R. Sharma, S. Singh, et al.
This study examines how mobile platforms enhance agricultural marketing and facilitate direct market access for farmers. It explores the different applications developed to link farmers directly with buyers, enabling them to address issues such as price manipulation by intermediaries, market inefficiencies, and geographical limitations. The study offers an analysis of the benefits and drawbacks of these platforms, along with illustrative examples from diverse regions**.**

2. **Application of Mobile Technology to Agriculture for Rural Market Access Authors: A. Kumar, B. Patel**
This literature review examines how farmers in rural areas are adopting mobile technology to enhance their market access. It analyzes the effects of mobile applications on farmers' ability to reach markets, achieve price transparency, and improve their overall income. The paper evaluates various case studies and explores the factors that affect the adoption of mobile technology among farmers, including literacy levels, internet connectivity, and mobile network availability.

3. **Effect of Electronic Commerce Platforms on Agricultural Supply Chains: A Case Study Approach Authors: T. Mehta, R. Jain**
This paper examines the impact of e-commerce platforms on enhancing agricultural supply chains, with a specific focus on facilitating direct market access. The authors analyze how these platforms, particularly mobile applications, enable farmers to overcome conventional obstacles within the

supply chain, reach wider markets, and increase their profitability. The research is supported by case studies showcasing successful mobile application implementations in countries like India and Kenya.

4. **ICT Solutions for Agricultural Market Access: A Review of the Role of Mobile Apps Authors: P. Yadav, S. Sharma**
   This paper explores various ICT solutions, with a specific focus on mobile applications that facilitate access to agricultural markets. It examines how these mobile apps contribute to providing farmers with price information, enabling direct sales, and connecting them with potential buyers. Additionally, this study evaluates user engagement, digital literacy, payment systems, and other challenges that these platforms encounter**.**
5. **Agricultural Market Access Enhancement Using Digital Solutions: A Systematic Review Authors: M. Thakur, R. Kaur** This systematic review examines different digital platforms, such as mobile apps, with the purpose of making better market access for farmers possible. It evaluates whether the platforms affect market transparency and price discovery and reduce exploitation by middlemen. This paper also identifies successful applications in other parts of the world and identifies factors that define an effective solution, such as trust, usability, and scalability.

- **EXISTING SYSTEM**

The current system fosters reliance on intermediaries, resulting in elevated transportation expenses and a larger carbon footprint. Additionally, the lack of real-time access to nearby farms complicates consumers' ability to acquire fresh, organic produce as needed. This restricted access and inefficiency hinder the development of local, sustainable food systems. Furthermore, the distribution of organic products is often erratic, with supply frequently falling short of demand, leaving customers dissatisfied and farmers struggling with excess inventory. Consequently, neither consumers nor farmers fully benefit from a more direct and efficient food distribution approach. Market fragmentation limits the availability of the best sustainable and affordable food options.

This analysis differs from attitude research by focusing on the actual purchasing experiences of customers, thereby comparing their expectations of an ideal store with their experiences with a specific retailer.

Drawbacks:
• Increased transportation costs and carbon emissions due to lengthy supply chains
• Unreliable supply of fresh, locally sourced organic products
• Limited consumer access, resulting in reduced profits for farmers
• Dependence on intermediaries leading to higher prices for consumers
• Organic products are not readily accessible to average consumers in mainstream markets

PROPOSED SYSTEM:

This platform is based on GPS technology and is designed to enable the direct purchase of organic and agricultural products from local farms. By leveraging real-time location data, it assists consumers in finding nearby farms and obtaining fresh, locally sourced products. The system comprises two modules: one that allows consumers to browse available products based on their geographical location, and another that enables farmers to manage their listings and orders. This model removes intermediaries, lowers transportation expenses, and promotes local economic development. It presents a sustainable and effective alternative to conventional food distribution methods, aiding environmental sustainability by reducing carbon emissions. Furthermore, the system enhances farmers' market access, enabling them to connect directly with consumers and streamline product distribution. It also improves supply chain transparency and traceability, providing consumers with insights into the origin and quality of their food.

The proposed system consists of two distinct modules: one designed for consumers to explore available products based on their geographical location, and another for farmers to oversee their product listings and manage orders. This structure eliminates the need for intermediaries, lowers transportation expenses, and promotes local economic development. Furthermore, it enables farmers to expand their market reach by facilitating direct connections with consumers, thereby enhancing product distribution. The system also

improves transparency and traceability within the supply chain, allowing consumers to gain insights into the origins and quality of their food.

Benefits:
1. Farmers Markets: Direct sales to consumers at local markets strengthen community ties and empower farmers to determine their pricing.
2. Direct Sales to Restaurants and Institutions: Building relationships with local chefs and food service managers can generate a steady demand for fresh, locally sourced produce.
3. Online Sales: Establishing an online presence through a website or social media channels enables farmers to connect with a wider audience and sell directly to consumers.
4. Farm to School Programs: Collaborating with local schools to provide fresh produce can create a reliable market while encouraging healthy eating habits among students.
5. Community Supported Agriculture (CSA): Consumers can subscribe to receive regular shares of farm produce, offering farmers upfront capital and a secured market for their goods.
6. Value-Added Products: Developing products such as jams, pickles, or baked goods allows farmers to make use of surplus produce and extend their selling season.
7. Agritourism: Organizing events or activities on the farm can draw visitors, generating additional income and promoting farm products.
8. It facilitates direct access between consumers and farmers across various localities, making fresh organic produce more readily available.
9. The convenience of browsing real-time location data simplifies the purchasing process.
10. It minimizes transportation costs and reduces carbon footprints, benefiting the environment.
11.It enhances market accessibility for farmers through efficient distribution, potentially increasing their profits.
12.It bolsters local economies by decreasing the complexity of supply chains.

- **Designing and implementation:**

In principle, the mobile application will become operational once the user downloads and installs it. From there, users can navigate to the registration page to sign up as either a farmer or a consumer, both of which will be overseen by an administrator. After entering the necessary information into the registration portal and successfully completing the registration process, the data will be stored in a user database within the Firebase collection. Upon successful registration, users will be directed to the homepage, where their menu options will vary based on whether they are classified as farmers or consumers.

Farmers will have access to their dashboards, allowing them to list their products and negotiate prices, while consumers will have the ability to browse and purchase produce directly from farmers. The application will utilize routing to facilitate user navigation throughout the various features and functions available. We employ a combination of FlutterFlow and Firebase to effectively manage interactions, record transactions, and organize data for analytical purposes. The administrator will oversee all activities, ensuring thorough monitoring to prevent any discrepancies.

1.CLIENT MODULE

Register with Location :

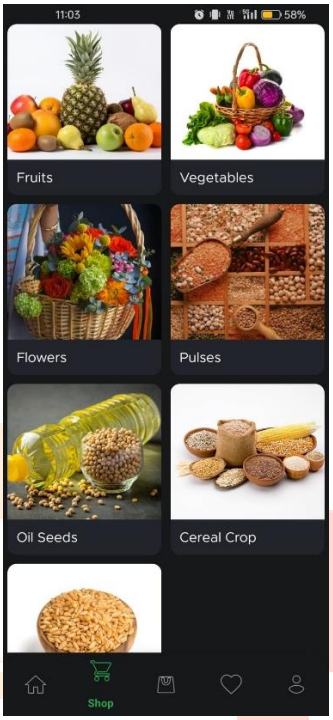
In this module, the admin can get registered in the system using his/her username and password.

1.1 Login :

In this module, the registered users can log in to their accounts for a personalized experience.

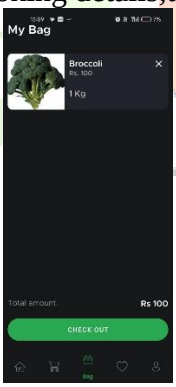
1.2 View Food Details :

The user Consumers can browse detailed information about available organic products



1.3View Booking :

The admin can view their booking details,track the status of their orders.



2 . FARMER MODULE

Register with location:

In this module, the admin can register in the system with live location using his/her username and password.

2.1 View food details:

In this module, the user Consumers can view detailed information about organic products available.

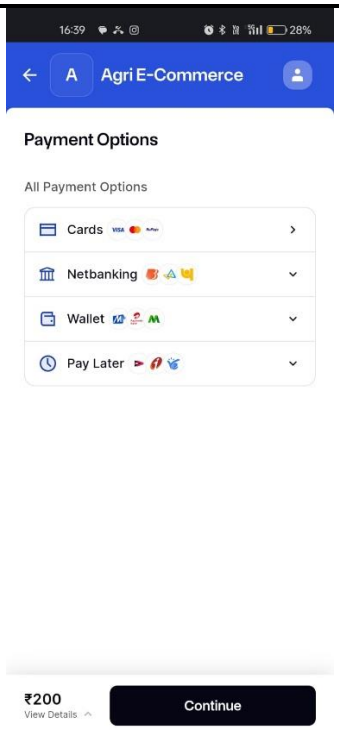
2.2 View booking:

In this module, the admin can view their booking details and track their order status

2.3 Payment module:

In this module it Offer a variety of payment methods that suit both farmers and customers. Some of the popular ones are:

- Credit/Debit Cards: Easy for customers to pay and for farmers to receive payments.
- UPI (Unified Payments Interface): Extremely popular in many regions, allowing instant payments.
- Digital Wallets: Such as PayPal, Google Pay, or Apple Pay.
- Bank Transfers: For larger transactions or rural areas.



- Conclusion:
  The mobile application designed for direct market access to farmers effectively illustrates how a mobile platform can enhance market opportunities and income for agricultural producers. Its user-friendly interface, combined with a holistic strategy for direct market access, allows farmers to showcase their products, negotiate prices, and conduct transactions with ease. Utilizing Firebase for data management, the platform adeptly monitors transactions and user interactions, ensuring both precision and accessibility.

  The digital platform has demonstrated considerable promise in revolutionizing agricultural markets, increasing farmers' earnings, and promoting sustainable practices. By enabling farmers to connect directly with buyers, it lowers transaction costs and improves price transparency, thereby creating a more equitable market landscape. Future initiatives involve expanding the platform into new areas, incorporating IoT technology for crop monitoring, and broadening its educational offerings on sustainable agriculture.

  In summary, the GPS-based platform designed for purchasing organic and locally sourced agricultural products presents a sustainable and effective answer to contemporary food distribution issues. This system links consumers directly with local farmers, enhancing convenience, bolstering local economies, and fostering environmental sustainability by minimizing transportation expenses and carbon emissions. The dual-module design, which serves both consumers and farmers, guarantees a smooth user experience and facilitates greater market access for farmers. This strategy not only enables individuals to obtain fresh and organic produce but also advocates for more sustainable and localized food systems that benefit both the environment and local communities.

- **Acknowledgement:**
  The authors wish to express their sincere appreciation to the numerous organizations and individuals who contributed to this research. We extend our gratitude to our institutional partners, including agricultural organizations and government bodies, for their invaluable guidance and collaboration in the creation and execution of the platform. We also wish to acknowledge the farmers who took part in the pilot program, as their insightful feedback was instrumental in enhancing the platform. Furthermore, we are grateful for the technical assistance provided by our development team and the continuous support from our academic advisors.We would like to convey our heartfelt thanks to all those who supported and guided us throughout the completion of our capstone project, "Farmer to Client Direct Market Access App."

First and foremost, we express our deep appreciation to our project guide, Jagtap K.A., whose unwavering support, insightful advice, and expertise were crucial in shaping this project. Their constructive feedback helped us overcome challenges and ensured the project's success.We also wish to thank our family and friends for their steadfast encouragement, patience, and understanding. Their confidence in our abilities kept us motivated and focused, particularly during challenging times.A special acknowledgment goes to the farmers and clients who participated in the research process and provided vital feedback, which was essential in developing an app that effectively serves both the agricultural community and consumers.

Lastly, we would like to recognize the resources, tools, and supportive environment provided by Marathwada Mitra Mandals Polytechnic, which significantly contributed to the successful completion of this project.

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