

## **STARTUP PORTAL FOR PUBLIC**

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### **ABSTRACT**

This project aims to create a digital platform that directly connects local farmers with consumers, retailers, and markets, thereby enhancing the efficiency and transparency of agricultural trade. The platform enables farmers to list their produce, manage inventory, and set fair prices, removing intermediaries who often reduce farmers' profits. By facilitating direct transactions, farmers can earn better margins while consumers benefit from lower prices for fresh, locally-sourced food. Key features of the platform include real-time product listings, a secure payment system, and integrated delivery options, ensuring smooth transactions and timely delivery of goods. In addition, the platform will provide farmers with access to market trends and data insights, helping them optimize their production and adapt to market demands. This data-driven approach empowers farmers to make informed decisions, reducing waste and improving yield management. The solution not only promotes sustainability by supporting local food systems but also strengthens local economies by fostering closer ties between farmers and consumers. By cutting down on food waste and ensuring better economic returns for producers, the platform contributes to building a more resilient and sustainable agricultural supply chain. Ultimately, this project enhances the livelihood of farmers, benefits consumers, and supports sustainable, community-based agriculture.