

1. Project Idea Title

AgriDirect – From Farmers’ Hands to Your Table

2. Project developers

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(From Grade 12S5)

3. Executive Summary

AgriDirect is an ICT-based agri project that connects farmers directly with end consumers, retailers, and markets. By cutting out middlemen, it provides fair prices to farmers and delivers fresh, traceable produce to customers. The platform operates via a mobile app and website, with built-in tools for order management, payment processing, and logistics coordination.

4. Problem Statement

Many farmers receive unfair prices for their produce due to the presence of multiple intermediaries. At the same time, consumers often pay high prices for produce that is not always fresh or traceable. There is a critical gap between the production and consumption stages of the agricultural value chain.

5. Proposed Solution

AgriDirect will provide a digital marketplace where:

Farmers list their fresh produce for sale.

Consumers place orders directly from nearby farms.

Delivery/logistics partners transport goods from farms to homes or retail outlets.

Input suppliers and advisors can also engage with farmers through the same platform.

6. Target Market

Smallholder and medium-scale farmers

Urban households seeking fresh produce

Grocery retailers and restaurants

Agro-input suppliers and advisory services



7. Technology Requirements

Mobile app (Android + lightweight SMS support)

Web dashboard for bulk buyers and suppliers

Backend infrastructure (Firebase / AWS)

Payment integration (Mobile Money, cards)

Multilingual support for local languages

8. Competitor Analysis

Competitor Focus Area Weakness

FarmCrowdy

Farm sponsorship

No direct consumer access

Unstructured sales chain

No pricing transparency or logistics

AgriDirect's edge: Transparent pricing, farmer-to-consumer model, real-time delivery, full traceability.

9. Programming Languages and softwares used to develop the project

To develop the AgriDirect properly, we used several programming languages as below.

HTML

CSS

Java Script

And the project was free hosted by Netlify and run by React

10. Conclusion

AgriDirect leverages ICT to create a transparent, fair, and efficient agriculture supply chain. By directly connecting farmers to consumers, it ensures better livelihoods for producers and better quality for consumers – truly delivering “From Farmers’ Hands to Your Table.”

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Thank you.



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