Uzhavan – A Direct Farmer to Customer Product Selling Web Application

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Abstract: *The Uzhavan web application is a farmer-centric e-commerce platform designed to facilitate direct sales of agricultural produce from farmers to consumers, eliminating the need for intermediaries. This ensures fair pricing for farmers and provides consumers with access to fresh, cost-effective products. The platform incorporates a responsive interface, multilingual support, real-time price updates, and secure transaction processing. Developed using Python (Flask), MySQL, HTML, CSS, and JavaScript, Uzhavan includes modules for user authentication, farmer and customer dashboards, product management, payment processing, and administrative oversight. The Naive Bayes algorithm enhances functionality by classifying products and predicting customer preferences. This paper explores the system's design, implementation, and its potential to address challenges in agricultural e-commerce, such as middlemen exploitation, limited market access, and technological barriers for rural farmers.*

Keywords: E-Commerce, Farmer-to-Customer, Naive Bayes Algorithm, Web Application, Agriculture

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DOI: 10.48175/IJARSCT-26108

ISSN
2581-9429
IJARSCT

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