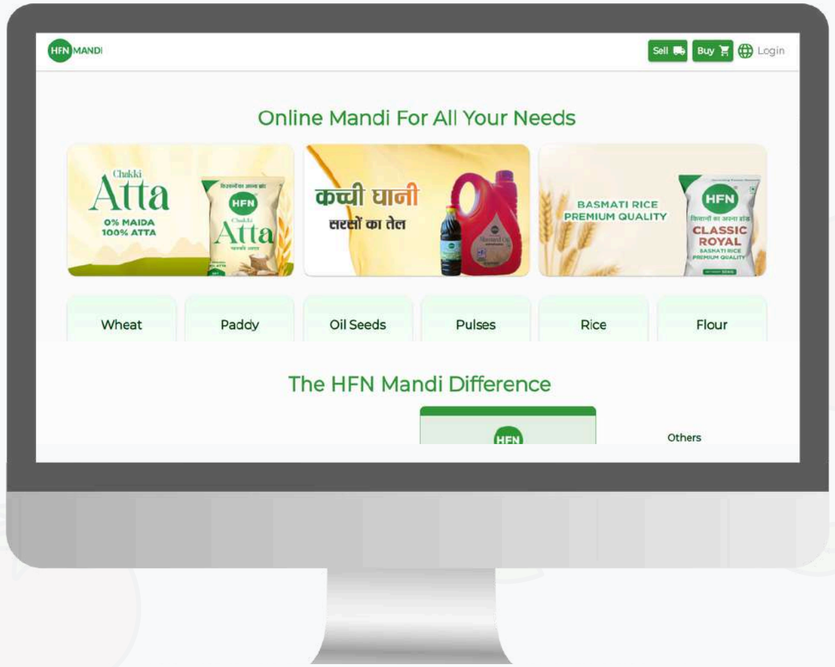
HFN MANDI

iProgrammer
Your Programming Partner



AgroTech

Marketplace Design and Development

Product Engineering

A Digital Marketplace for Direct Farmer-Buyer Transactions

Leveraging ReactJS, NodeJS, and Serverless AWS to architect a high-performance marketplace that integrates secure escrow payments, ensures VAPT compliance, and streamlines direct transactions between farmers and buyers, redefining agricultural trade dynamics.

iProgrammer
Your Programming Partner

iProgrammer, in a nutshell

17 Years of Excellence

For 17 years, iProgrammer has excelled in bespoke product engineering and more.

300+ Products Live

Successfully delivered premier products across both web and mobile platforms to date.

Fortune India 500

iProgrammer has been the technology partner to Fortune India 500 - Hero Corp, Tata Communications and HDFC.

350+ Tech Team

We are more than 350 tech experts with a strong background in various leading technologies.

4 Million DAUs

Our B2C mobile application developed for Vodafone-Idea currently has 4 million daily active users (DAUs).

128 Million End Users

Our applications have been utilized by around 128 million end users globally.

HFN MANDI

Business Requirement

The client aimed to create a digital marketplace that facilitates direct sales of agricultural produce, eliminating intermediaries such as Agricultural Produce Market Committees (APMCs). The platform would enable farmers and buyers to connect directly, ensuring transparency and fair pricing in agricultural trade. The solution also needed to be scalable, robust, and compliant with the latest security protocols like VAPT. Additionally, the client sought advanced analytics capabilities to monitor trade patterns and provide actionable insights for users.

iProgrammer
Your Programming Partner

To address the client’s requirements for a digital marketplace that empowers farmers and buyers, iProgrammer developed a comprehensive solution focusing on technology, security, and scalability. Our approach was structured around three major pillars:

Key needs included:

End-to-End Platform Development

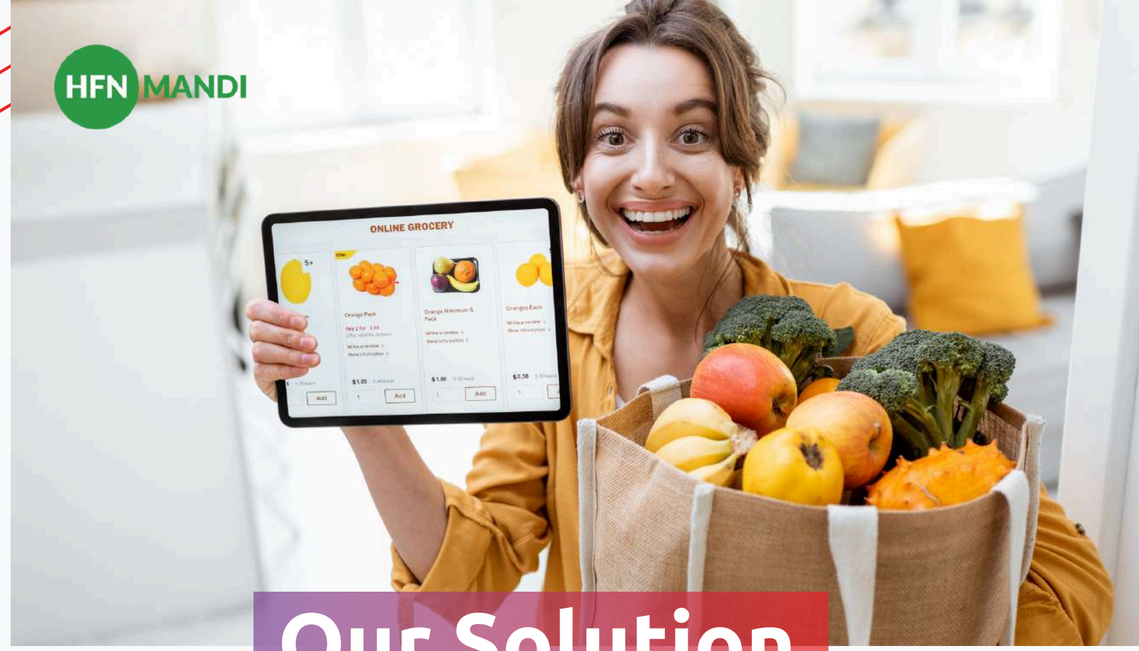
Designed and built a feature-rich platform using ReactJS for the frontend, NodeJS for the backend, and MariaDB for database management. The platform supported seamless user registration, product listings, and real-time transactions.

Secure Financial Integration

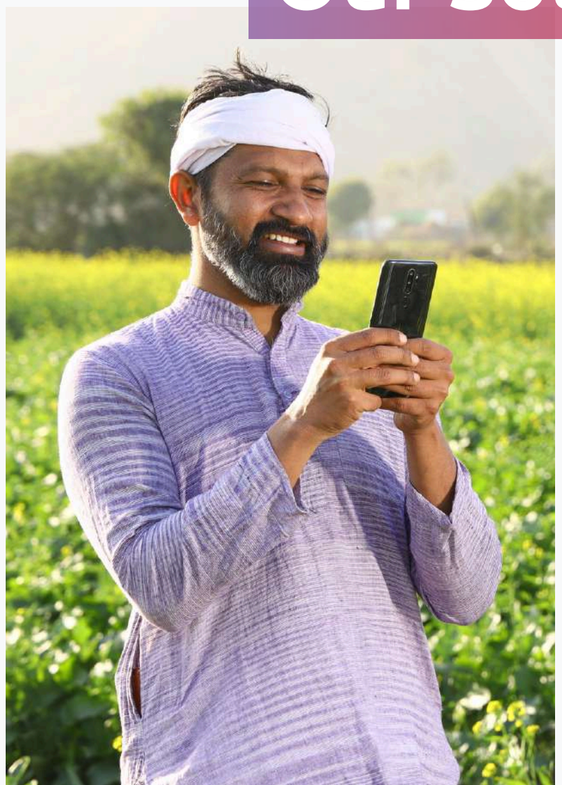
Implemented an Escrow-based payment mechanism to facilitate secure and trust-based transactions, replacing conventional gateways to align with the unique needs of agricultural trade. The solution ensured VAPT compliance to mitigate potential security vulnerabilities.

Cloud-Native and Scalable Architecture

Deployed the platform on a serverless AWS infrastructure to ensure scalability, cost efficiency, and resilience, enabling the client to handle varying user demands effectively without compromising performance.



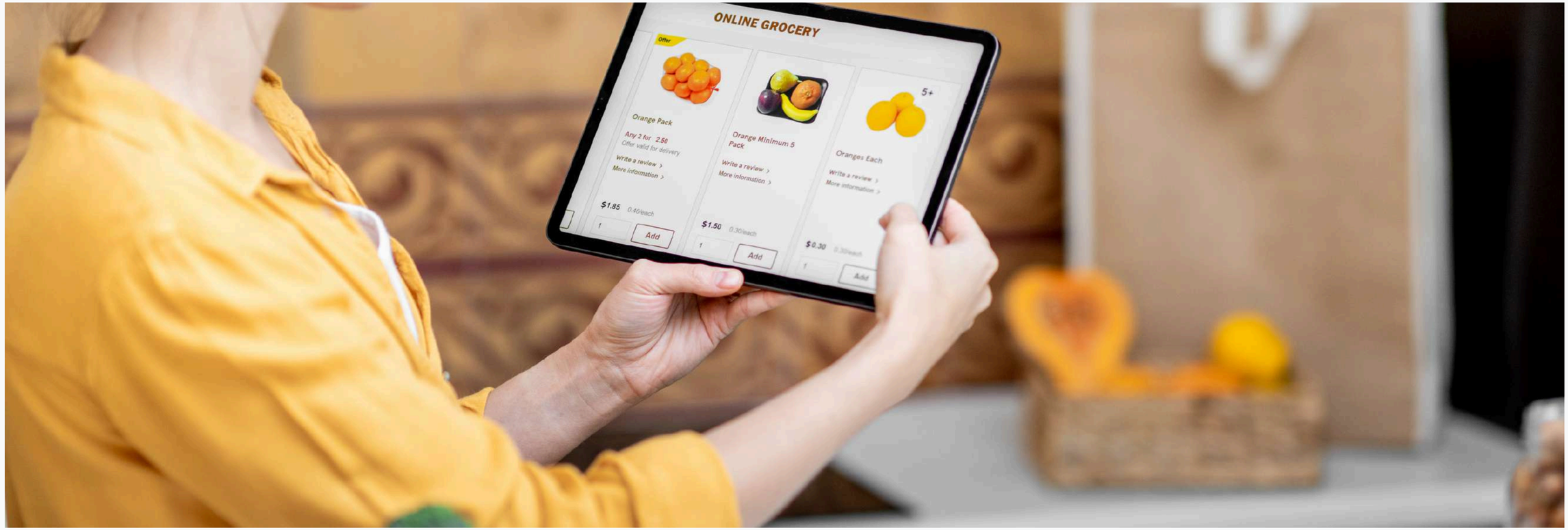
Our Solution



HFN MANDI

Solutions Beyond the BRD:

In addition to meeting the client’s outlined requirements, we proactively recommended integrating an Escrow-based payment system instead of a conventional payment gateway. This strategic choice aligned with the nature of agricultural transactions, ensuring greater security and trust between buyers and sellers by holding funds until both parties confirmed the successful completion of the trade. This solution not only enhanced the platform's reliability but also addressed potential disputes effectively, offering a tailored approach to the client’s business model.



iProgrammer
Your Programming Partner

HFN MANDI

Techstack as fresh as farm veggies!

Frontend - React JS

A library for building dynamic, reusable UI components.

Backend - Node JS

A runtime for scalable, asynchronous server-side applications.

Database Layer - MariaDB

A secure, efficient relational database.

DevOps / Infrastructure - Serverless AWS

Scalable cloud hosting with no server management.

Security Layer - VAPT Compliant

Ensures rigorous security testing and protection.

Mobile Development - React Native

Cross-platform mobile app development framework.

Integration & APIs -> Bank Escrow Integration: Secure APIs for escrow-based financial transactions.

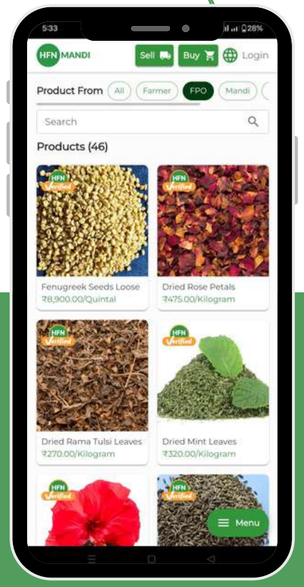
iProgrammer
Your Programming Partner

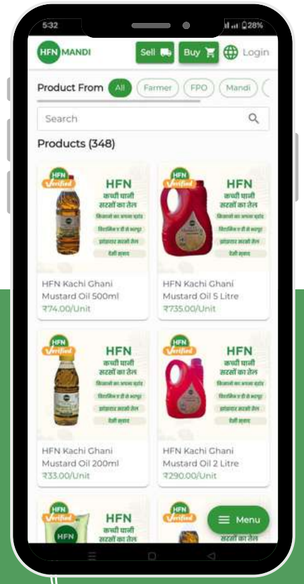
HFN MANDI

Home Photo About Us Contact

HFN Mobile Marketplace - A Glimpse

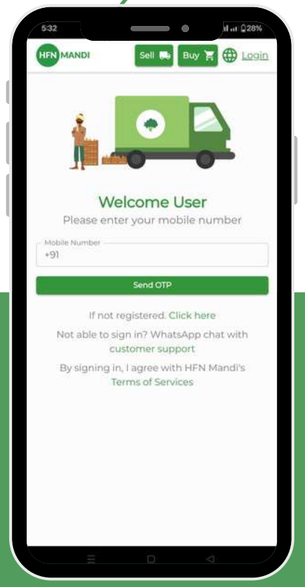
PRODUCT LIST



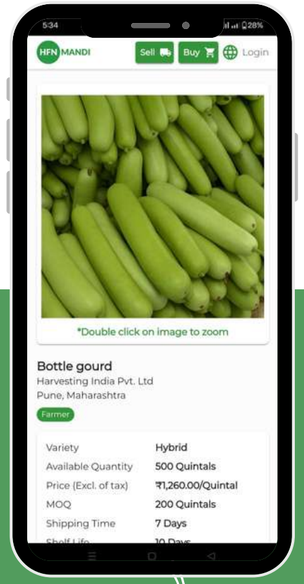


PRODUCT LIST (2)

SELLER SIGN UP



PRODUCT PROFILE



CUSTOMER CARE

iProgrammer
Your Programming Partner

Status - Live on Playstore

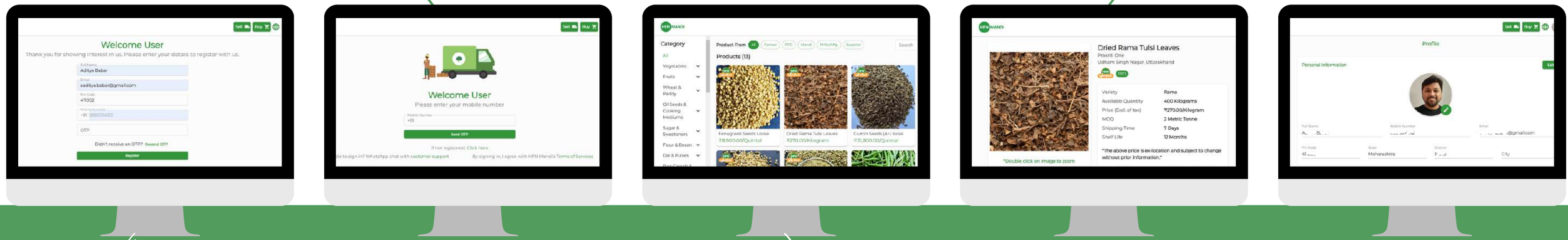
HFN MANDI

Home Photo About Us Contact

HFN Web Marketplace - A Glimpse

SELLER SIGN UP

PRODUCT DESCRIPTION



REGISTRATION FORM

PRODUCT LISTING

SELLER PROFILE

iProgrammer
Your Programming Partner

Status - Live on Playstore

iProgrammer
Your Programming Partner

TOP QUALITY PRODUCT ENGINEERING IN 5 SIMPLE STEPS

Listening, Building and Delivering since 17 years. India's emerging boutique IT enterprise.

DISCOVERY & RESEARCH

We analyze, evaluate and engage with you to help us understand you and your business requirements better.

PLAN & STRATEGIZE

We use insights, inspirations and information to set up a project development path in sync with your budget and time constraints.

BRAINSTORMING & DESIGN

Every minute detail is pondered over to help craft an experience worth cherishing right from wireframes to working prototypes.

DEVELOPMENT & TEST

This is where we apply our technical wizardry which helps create quality and well tested solutions that your customers will love.

LAUNCH & MAINTENANCE

We ensure a smooth launch with user training and marketing, followed by ongoing care like bug fixes, updates, and performance improvements driven by user feedback.

What do we offer?

Our Services

Product Engineering

- UI/UX Engineering
- Web Application Development
- Mobile App Development
- Backend/Middleware Development
- Frontend Development
- Data Analytics
- Legacy System Modernization

Cloud & DevOps

- Cloud Consulting
- DevOps Consulting
- DevSecOps Consulting
- CI/CD & Infrastructure Automation
- Kubernetes Adoption

Internet of Things (IoT)

- Device Connectivity
- Data Analytics and Visualization
- Security Solution
- Cloud Integration and Management

Startup Consulting

- Product/MVP Development
- Statutory Compliance Consulting
- Technology Consulting
- Application Development
- UI/UX Design and Business Branding
- Customer Experience Strategy

LET'S BREW SOME COFFEE TOGETHER.

Email us for inquiries or feedback

sales@iprogrammer.co

Contact us on

India: +91 879 621 9605
USA: +1 678 999 2111
UK: +44 208 133 156
Australia: +61 430 808 102
Saudi Arabia: +971 581 078 987

Find more information

www.iprogrammer.com