

FarmFlex Rentals

**Lokesh Patidar¹, Krishna Pratap Thakur², Harshit Patel³,
Manoj Kumar Gupta⁴, Nidhi Nigam, Chanchal Bansal⁵, Prof. Nidhi Nigam⁶**

Student, Department of Computer Science and Information Technology^{1,2,3,4,5}

Assistant Professor, Department of Computer Science and Information Technology⁶

Acropolis Institute of Technology and Research Indore, India

Abstract: *The agricultural sector is where small and marginal farmers face the biggest challenges. One of the main hurdles they face is the cost of getting their hands on the right equipment. That prohibitive cost stops them from accessing the tools they need. As a result, productivity goes down and that machinery sits idle. That lost income for the equipment owners just adds to the financial strain on farmers. This creates a vicious cycle of inefficiency and hardship.*

FarmFlex Rentals wants to tackle those issues head-on. Its innovative platform lets equipment owners rent out their machinery and earn a steady income. At the same time, it gives farmers affordable access to the tools they need. That dual benefit not only gets the most out of available resources but also encourages sustainable farming practices by reducing waste and promoting sharing among farmers.

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