

SURVEY ON REAL-FARMERS CROPS SELLING APPLICATION

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ABSTRACT:

In India, most farmers have limited choices for selling their produce because they are required to go through government run markets known as mandis. In these markets, middleman often take a large portion of the profits, leaving farmers with less than they deserve. According to Goldman Sachs, these middleman's dominate the agricultural market, which negatively affects farmers earnings. Farmers invest a lot of time, effort and money into growing their crops, and they deserve to receive the full benefit of their hard work. However, middleman can take up to 70% of the profits, making it difficult for farmers to make a good living. To address this issue, we purpose developing a mobile application that directly connects farmers with retailers and customers. This app will act as a marketplace where farmers can tell their products without the need for a middleman. As a result, farmers will receive a fairer price for their produce, and buyers will be able to purchase fresh farm products at lower prices than they would typically find in the market.

KEYWORDS: Farmers, India, Profit, Markets, Middleman, Crops, Produce.

1. INTRODUCTION

This is a mobile operation designed to revolutionize the agrarian request in India by directly connecting growers with buyers. This app aims to exclude the need for a mediator, ensuring that growers admit fair compensation for their product. This system aims to ameliorate the income of growers and give consumers with fresher, more affordable agrarian products by barring the middleman. For several times, growers in India have had little liberty in choosing requests and purchases for their yield. All countries in the country, except three, decree that marketing and selling of ranch yield must be directed through state-possessed mandi's, retail requests where intercessors crush growers to increase perimeters. According to Goldman Sachs, intercessors have come dominating buyers of the agrarian request, performing them to take control over the plight of the growers and gulping all the gains. The growers work day and night awaiting a good yield. They use a lot of fiscal coffers advancing plutocrats and buying fertilizers, seeds, etc. So they have the right to enjoy every rupee gained on their crop. In this environment, we propose a system that brings growers close to the retailers cutting the mediator. This system aims to give profitable prices to growers to their ranch products cutting the mediator.

2. LITERATURE SURVEY:

| S R | AUTHOR | TITLE | DESCRIPTION |
|-----|--------------------|---|--|
| 1 | Ahmad, K. & Zafar. | The Role of Middleman in Agricultural Markets (2022). | To investigate how Middleman affect farmer profit. Middleman take a significant portion of profit, but provide logistical support. |
| 2 | Rodriguez et al. | Impact of Digital Platform on Crop Selling (2020). | Digital platform increased sales and reduced middleman. Lack of focus on smaller farmers who may not access technology |
| 3 | Lee & Park | Sustainability and Profitability in Organic Crop Selling. | Survey and market price analysis. Focuses primary on organic crops, not conventional crops. |

3. PROJECT OBJECTIVE:

1.Enhance Market Access for Farmers by furnishing a digital platform, the design aims to offer growers direct access to a broader request, allowing them to vend their products at fair prices without the intervention of interposers. This access is pivotal for perfecting growers' income and sustaining their livelihoods.

2. Build Trust Between Buyers and merchandisers The operation will apply features similar as unique barcodes for merchandisers and a secure(TW) factor, deduced from buyer feedback, to make and maintain trust in the business.

3. grease Fair Pricing and Cost translucency The app will include functionalities that allow growers and buyers to negotiate prices grounded on factors like crop type, transportation vacuity and position.

4. Support Sustainable Agricultural Practices By enabling more direct and transparent request relations, the design encourages sustainable agrarian practices. Farmers are likely to invest more in quality and sustainable styles when they admit fair compensation, thereby serving the broader community and terrain.

5. Encourage Relinquishment of Technology Among Farmers Recognizing the significance of technology in contemporizing husbandry, the design will concentrate on making the operation stoner-friendly and accessible, indeed to those with limited technological experience.

4. WORKING OF PROJECT:

Block diagram:

Our proposed result aims to address these challenges with a comprehensive process inflow armature designed to ameliorate trust, streamline, logistics, and enhance stoner experience. The system requires druggies to have smartphones with Android 5.0 and GPS capabilities, easing wide accessibility and functionality.

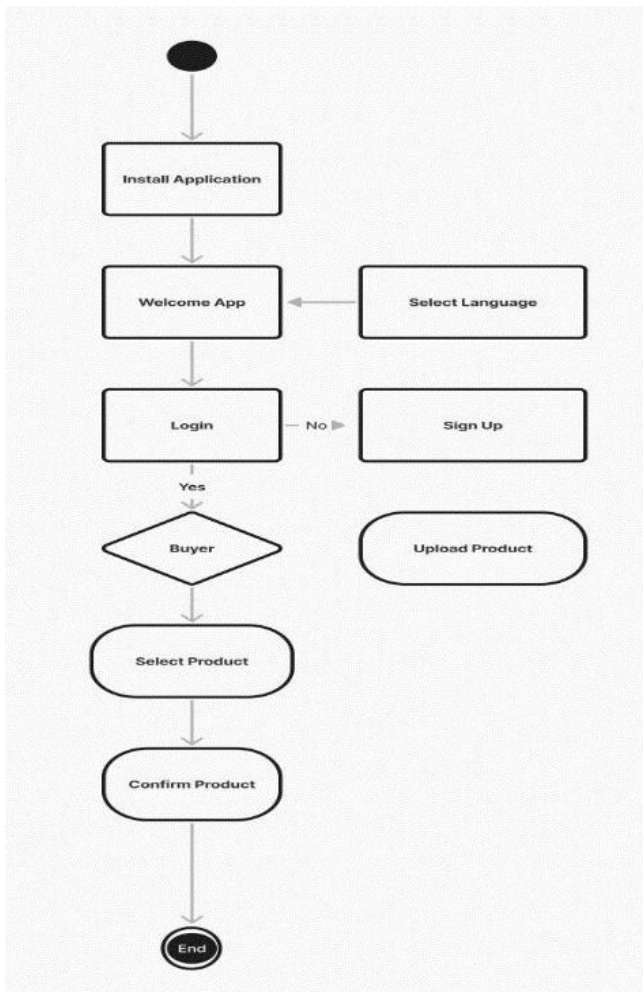


Fig 1.Flowchart

A. Sign Up Portal:

The initial step involves installing the mobile application, where users select their preferred languages before proceeding to the login or Sign Up portal. Druggies can register as either buyers or merchandisers. Farmers are required to provide personal information and details about their crops and fields. An important feature of the sign-up process is the transportation means. This information helps in determining future crop costs by including or excluding transportation costs.

B. Login Portal:

After signing up, users are directed to the login portal, where they enter their credentials. Once authenticated, they are taken to the homepage tailored to their role. Sellers can post advertisements for their products, while buyers can explore available listings. Both parties have access to a news feed with local crop-related updates and customer care contacts for support.

C. Filter Portal:

The filter allows users to specify criteria such as crop type, transport availability, and buyer locality, which can influence product pricing. This feature helps buyers filter their search to find products that meet their specific needs. A sample request option is also available, allowing buyers to verify product quality before purchase.

Additionally, buyers can provide feedback on transactions, which contributes to a Trustworthy factor for sellers. A higher TW factor increases a sellers visibility and like hood of receiving orders.

5. LIMITATIONS

1.Limited Digital Literacy: Many farmers, particularly in rural areas, may not be familiar with using mobile apps or digital platforms for selling products. This can lead to difficulties in onboarding and retaining users.

2.Internet Connectivity Issues: Rural areas often suffer from poor internet connectivity, which could hinder the consistent use of the app by farmers and buyers.

3.Logistics and Delivery: Managing logistics, such as packaging, transportation and delivery, can be challenging. Without a middleman, farmers would need to handle this own or rely on external services. Which could increase operational costs.

4.Market Reach: Farmers might find it difficult to attract a large customer base, especially outside their local region. Competing with established supply chains, e-commerce platforms, and retail markets can be tough.

6. FUTURE SCOPE

1) Digital Platforms:

Online Marketplaces: The rise of digital platforms is enabling farmers to sell their crops directly to consumers or buyers, by passing traditional intermediaries. Platforms like “Argi-sell”, “Agrostar” in India or Farm Crowds in Africa are providing farmers with broader access to markets.

2) Direct-to-Consumer Models:

Customization of Crop Production: More farmers may focus on producing specialized or niche crops that cater to specific consumer needs, opening doors to premium markets.

3) Export Market Opportunities:

Demand for Exotic Crops: There’s a growing demand for exotic fruits, vegetables, and specialty grains in developed

markets. Farmers who diversify into these crops can take advantage of export opportunities.

4) Climate-Smart Agriculture:

Carbon Markets: AS carbon trading schemes develop, farmers could sell carbon credits alongside crops if they engage in carbon-sequestering practices like regenerative agriculture.

7. CONCLUSION

This research has demonstrated that the current agriculture system in India, dominated by intermediaries, significantly limits farmers profits, leaving them with a small portion of the gains from their hard work. The proposed solution, the "Crop Shop" mobile application, offers a way to bridge the gap between farmers and buyers, eliminating the need for middlemen. By providing farmers with direct access to retailers and consumers, the system ensures fair crop pricing, maximizes profits, and builds trust through transparent transactions.

Moreover, integrating mobile technologies like GPS and secure payment gateways adds efficiency and convenience to the process. In the future, further developments may focus on enhancing farmer collaboration, optimizing resource management, and expanding the application's reach to improve the livelihoods of farmers across the country. Through this initiative, farmers can regain control of their produce and market it effectively, ultimately contributing to their economic empowerment.

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