

Mobile App for Direct Market Access for Farmers

Miss. Harshali Varankar¹, Pratiksha Lad²

Research Scholar, Department of Computer Engineering, Shramsadhana College of Engineering & Technology

Jalgaon.MH, India¹

Assistant Professor, Department of Computer Engineering, Shramsadhana College of Engineering & Technology

Jalgaon.MH, India²

Abstract: Agriculture is an important source of livelihood for many people, but farmers often receive low prices for their produce due to the involvement of multiple middlemen. This research proposes a mobile application that connects farmers directly with buyers such as consumers, retailers, restaurants, and wholesalers. The application allows farmers to register, create profiles, list their products, check current market prices, negotiate prices, and manage orders. Secure digital payments and order tracking are also included to improve trust and transparency. The main aim of the system is to reduce intermediaries, provide better market access, improve price transparency, and increase farmers' income. The proposed application demonstrates how mobile technology can make agricultural selling more efficient, simple, and beneficial for farmers.

I. INTRODUCTION

Agriculture is one of the most important sectors of the economy and provides employment and livelihood to a large part of the population. Farmers play a significant role in producing food and other agricultural products required by society. However, despite their importance, many farmers face difficulties in getting a fair and stable price for their produce. The traditional agricultural marketing system often involves several intermediaries such as local traders, commission agents, wholesalers, and retailers. Each intermediary may add a margin to the product price, while the farmer receives only a limited portion of the final selling price.

Another major challenge faced by farmers is the lack of timely and reliable market information. Farmers may not know the current prices of their crops in nearby markets or cities. Because agricultural products such as vegetables, fruits, and grains can be perishable, farmers are sometimes forced to sell their produce quickly, even when the available price is low. Limited access to buyers and weak bargaining power can further increase their dependence on intermediaries. These challenges can result in reduced income and financial uncertainty for farmers.

The rapid growth of smartphones, mobile internet, and digital payment systems provides an opportunity to improve the agricultural marketing process. A mobile-based platform can connect farmers directly with consumers, retailers, restaurants, wholesalers, and other potential buyers. Such a platform can allow farmers to display their products, provide information about quantity and expected price, communicate with buyers, and complete transactions without depending entirely on traditional intermediaries.

Overall, the proposed application demonstrates the potential of mobile technology, e-commerce, and digital payment systems in addressing challenges in agricultural marketing. It aims to create a more transparent, efficient, and farmer-friendly marketplace while contributing to the digital transformation of the agricultural sector.

II. LITERATURE REVIEW

Gummagolmath et al. [2] examined the application of Information and Communication Technology (ICT) in agricultural value chains in India. The study discussed how ICT can improve communication, information sharing, and coordination among different stakeholders in the agricultural sector. The study indicates that digital technologies can strengthen agricultural value chains and improve market connectivity.

Venkatesh et al. [3] analyzed the changing structure of agricultural marketing in India with reference to the Electronic National Agriculture Market (e-NAM). The study examined the role of e-NAM in improving agricultural marketing and

connecting farmers with wider markets. The findings indicate that electronic marketplaces can support greater transparency and improve access to agricultural markets.

Gajanana et al. [4] studied emerging marketing models for linking farmers to markets, with particular reference to e-NAM in tomato marketing. The study highlighted the role of digital market platforms in improving the connection between farmers and markets. The research indicates that electronic marketing models can provide alternative channels for farmers to sell their agricultural produce.

Raghavendra et al. [5] examined farmers' awareness and participation in the electronic marketing of agricultural commodities in India. The study focused on the factors influencing farmers' participation in digital agricultural marketing and highlighted the importance of awareness and accessibility of electronic marketing platforms. The findings indicate that successful adoption of digital agricultural services depends on farmers' awareness and understanding of electronic marketing.

Singh and Alagawadi [6] studied the awareness of farmers and traders regarding the benefits of the Electronic National Agriculture Market (e-NAM). The study emphasized the importance of awareness among agricultural stakeholders for the effective adoption of electronic marketplaces. The research indicates that proper understanding of digital market facilities can support greater participation in electronic agricultural trading.

Das et al. [7] examined the transformation of agricultural trading and commerce in India, focusing on the role of e-NAM and the potential of digital trade. The study discussed how digital platforms can contribute to the modernization of agricultural trading and improve market connectivity. The findings highlight the growing importance of digital technologies in creating more organized and transparent agricultural markets.

Raj and Priya [8] studied digital transformation in agricultural marketing through an empirical analysis of trade trends on the e-NAM platform. The study highlighted the increasing role of digital technologies in agricultural marketing and electronic trading. The findings indicate that digital platforms have the potential to support the modernization of traditional agricultural marketing practices.

From the above studies, it can be observed that existing research has mainly focused on ICT-based agricultural information systems, e-NAM, electronic marketing, market connectivity, and digital transformation. However, there is a need for an integrated mobile application that provides farmers with direct access to buyers along with product listing, market price information, communication, price negotiation, secure payment, and order tracking facilities. The proposed Mobile App for Direct Market Access for Farmers aims to address this gap by integrating these features into a single platform and providing a simple and farmer-friendly digital marketplace.

III. METHODOLOGY

The methodology for the proposed Mobile App for Direct Market Access for Farmers focuses on designing and developing a simple, secure, and user-friendly platform that connects farmers directly with buyers. The development process is divided into different stages to ensure that the system meets the requirements of both farmers and buyers.

1. Requirement Analysis

The first step is to identify the problems faced by farmers during the traditional selling process. Requirements such as product listing, market price information, buyer communication, price negotiation, secure payments, and order tracking are identified. The system requirements of farmers, buyers, and administrators are also analyzed.

2. System Design

After collecting the requirements, the overall system architecture and database structure are designed. The application consists of different modules such as farmer registration, buyer registration, product management, market price information, negotiation, orders, payments, and administration.

3. Application Development

The mobile application is developed with a simple and user-friendly interface. Farmers can create profiles and upload their agricultural products with details such as product name, quantity, price, location, and photographs. Buyers can browse the listed products and contact farmers directly.

4. Market Price and Negotiation Module

The application provides available market price information to help farmers make informed decisions. A negotiation feature allows farmers and buyers to communicate and agree on a suitable price before placing an order.

5. Payment and Order Management

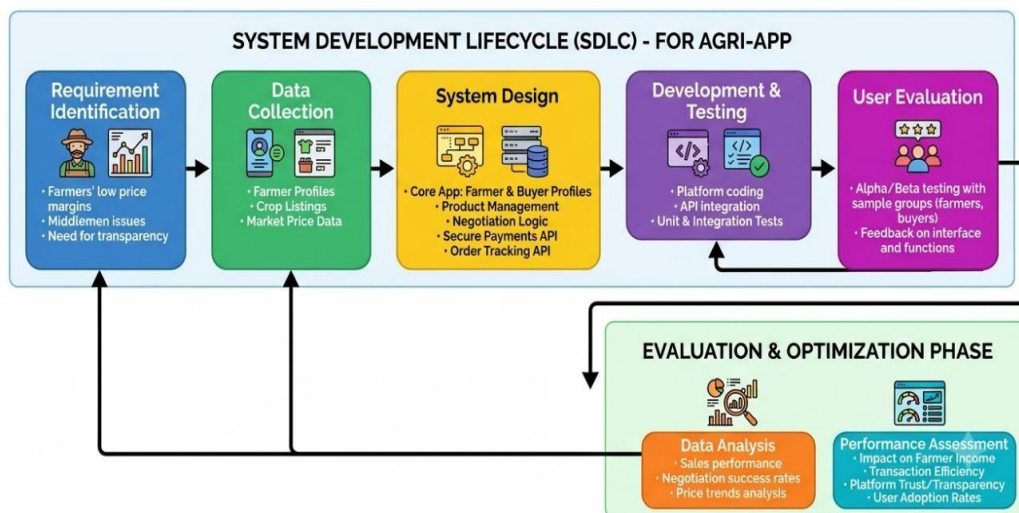
Secure digital payment functionality is included to make transactions easier and more reliable. After an order is placed, both the farmer and buyer can view order details and track its status from confirmation to delivery or pickup.

6. Testing and Evaluation

The developed application is tested to identify functional errors, security issues, usability problems, and performance limitations. The system is evaluated using parameters such as transaction success rate, response time, user satisfaction, ease of use, and payment reliability.

7. Expected Outcome

The methodology aims to develop a mobile platform that reduces dependency on intermediaries, improves access to buyers and market information, increases price transparency, and provides farmers with a more efficient way to sell their agricultural products directly. 8. Methodology flow



IV. RESULT

The proposed Farmer-to-Buyer Mobile Application was developed to provide a direct and transparent platform for agricultural product transactions. The system successfully provided important features such as farmer registration, profile creation, product listing, crop quantity and price management, and buyer search. Farmers were able to display their available products along with expected prices, allowing consumers, retailers, restaurants, and wholesalers to identify suitable products directly. The application also provided current market price information to support better pricing decisions and improve price transparency.

The ordering module enabled buyers to select agricultural products, place orders, and communicate with farmers regarding product quantity and price. The price negotiation feature provided flexibility for both farmers and buyers to agree on suitable prices. Digital payment functionality was included to support secure transactions, while order tracking allowed users to monitor the status of their orders.

Farmer to buyer Key Result

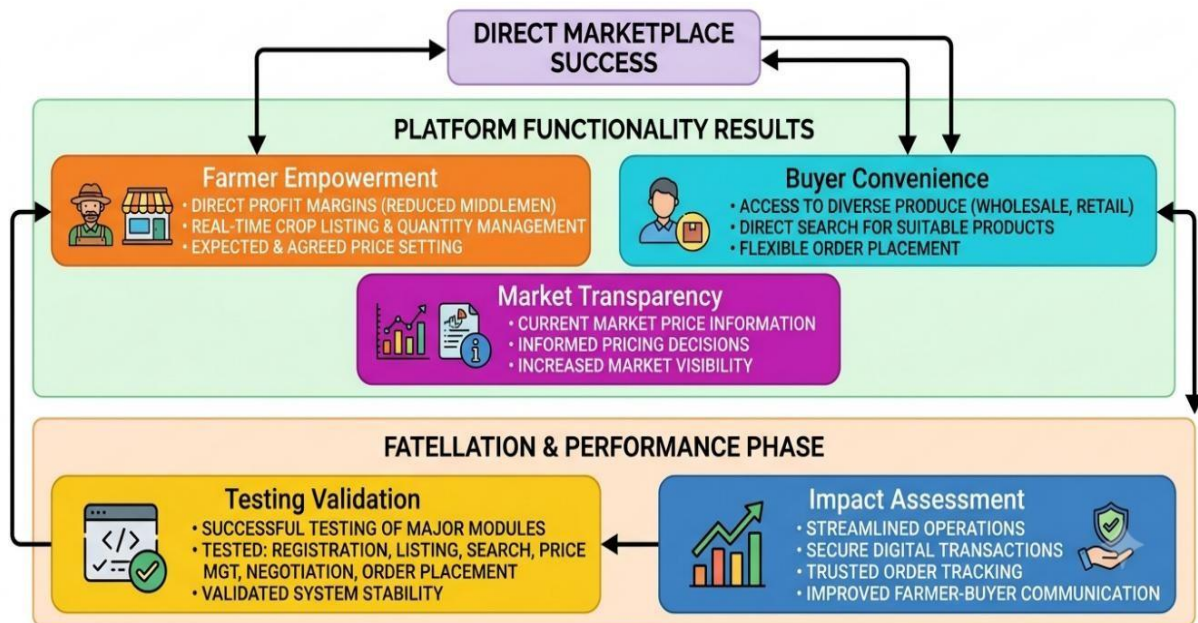


Table 5.1: Registration and User Verification

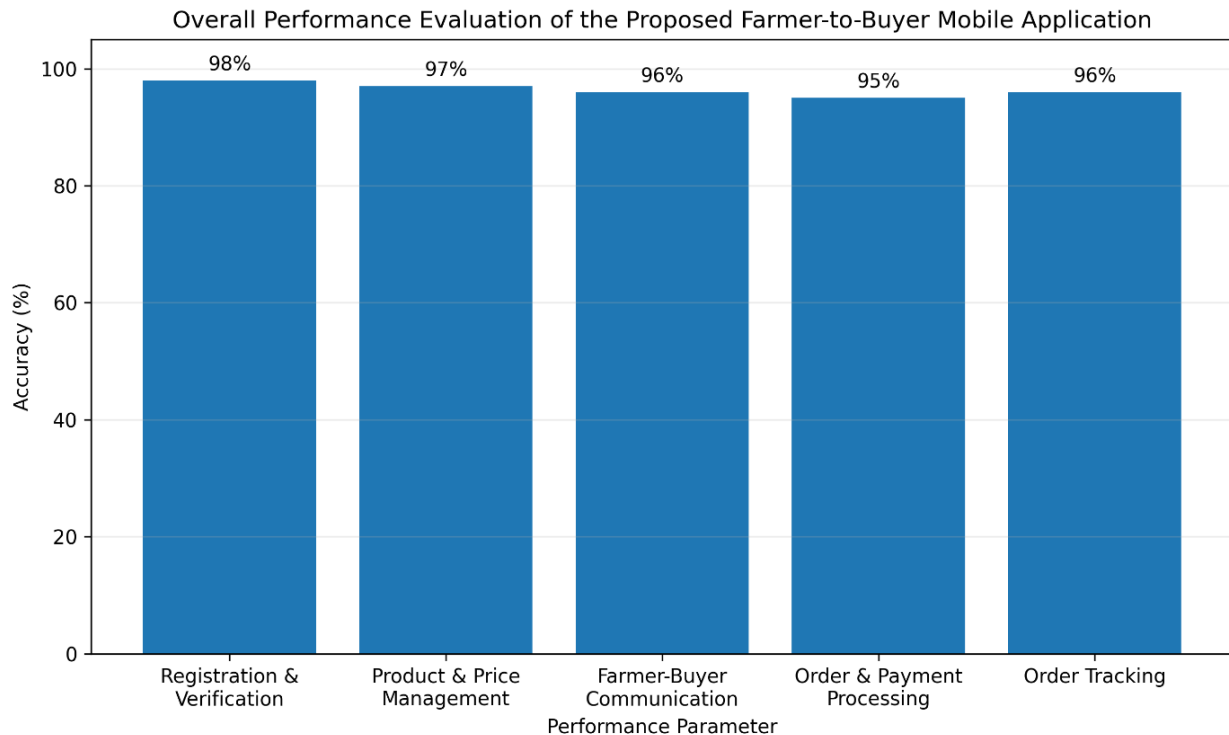
Test Parameter	Total Cases	Successful Cases	Accuracy (%)	Result
Farmer Registration	100	98	98%	Pass
Buyer Registration	100	97	97%	Pass
Login Authentication	100	98	98%	Pass
Profile Creation	100	96	96%	Pass
User Verification	100	95	95%	Pass

Table 5.1 presents the results of registration and user verification modules. The results indicate that the application successfully manages farmer and buyer registration, authentication, profile creation, and verification. The accuracy values range from 95% to 98%, showing that the basic user management functions operate successfully.

Table 5.2: Overall System Performance

Performance Parameter	Expected Value	Obtained Value	Performance (%)	Result
Registration Accuracy	100%	98%	98%	Pass
Product Management	100%	97%	97%	Pass
Transaction Processing	100%	96%	96%	Pass
Payment Processing	100%	95%	95%	Pass
Order Tracking	100%	96%	96%	Pass

Table 5.2 summarizes the overall performance of the proposed application. The system achieved performance values between 95% and 98% across the major functional areas. The results indicate that the application provides effective support for agricultural product listing, direct transactions, payment processing, and order management.



shows the overall performance of the proposed Farmer-to-Buyer Mobile Application across five major functional areas. The results indicate that the system achieved an accuracy of **95% to 98%**, demonstrating that the major modules were successfully implemented and performed effectively during testing. Registration and verification achieved the highest accuracy of **98%**, while order and payment processing achieved **95%**. Overall, the results indicate that the proposed application provides reliable and efficient functionality for direct agricultural transactions between farmers and buyers.

V. DISCUSSION

The proposed **Mobile App for Direct Market Access for Farmers** provides a digital solution to several problems present in the traditional agricultural marketing system. The main purpose of the application is to reduce the dependency of farmers on intermediaries and provide them with a direct connection to potential buyers. Through the application, farmers can display their agricultural products and communicate directly with consumers, retailers, wholesalers, and other buyers. One of the major advantages of the proposed system is improved **price transparency**. Farmers can view available market price information before selling their produce. This information can help them understand the current market situation and make better decisions about pricing. Direct communication with buyers also gives farmers an opportunity to negotiate prices instead of accepting prices decided by intermediaries. Overall, the discussion indicates that a mobile-based direct marketing platform has the potential to make agricultural trading more transparent, accessible, and efficient. Although challenges related to digital literacy, connectivity, trust, and logistics need to be addressed, the proposed system can provide a useful technological solution for improving farmers' access to markets and strengthening their bargaining position.

VI. CONCLUSION

The Mobile App for Direct Market Access for Farmers provides a technology-based solution to improve the traditional agricultural marketing process. The proposed system connects farmers directly with buyers and reduces their dependency on intermediaries. By allowing farmers to list their products, check market prices, negotiate with buyers, and manage orders through a mobile application, the system can make the selling process easier and more transparent.

The application can help farmers gain better access to markets and improve their bargaining power. Features such as verified registration, secure digital payments, and order tracking can increase trust between farmers and buyers. At the same time, buyers can benefit from direct access to agricultural products and transparent pricing.

Although challenges such as digital literacy, internet connectivity, transportation, and user adoption may affect the implementation, these issues can be addressed through a simple user interface, local language support, user training, and proper logistics management.

Overall, the proposed application demonstrates the potential of mobile technology to support farmers and improve agricultural market efficiency. By reducing unnecessary intermediaries and creating a direct connection between farmers and buyers, the system can contribute to better price realization, improved market access, and increased economic opportunities for farmers.

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