

AgriHire

Revolutionizing Agricultural Labour Hiring Through AI-Powered WhatsApp Integration

Ankith Kumar¹, Khalandar Thameem¹, R Y Anush¹, Raviprakash K¹, Prof. Rohith H P²

¹ Students, ² Assistant
Professor Department of CSE
(Data Science), VCET Puttur,
Karnataka, India

Abstract—Agriculture forms the backbone of rural economies, yet farmers face significant challenges in managing labor effectively through traditional hiring methods involving middlemen and informal networks. This paper presents AgriHire, an innovative WhatsApp-based chatbot platform designed to streamline agricultural labor hiring by connecting farmers with laborers. The platform leverages the WhatsApp Business API and AI Sensy platform to eliminate directly intermediaries, reduce costs, and improve efficiency. Through systematic testing, AgriHire demonstrated 98% accuracy in providing relevant labor contact information with response times of 2-3 seconds and capability to handle 20 concurrent user sessions. The platform addresses key challenges including time-consuming processes, high costs, unreliable labor supply, limited geographic reach, and lack of transparency in traditional hiring systems.

Keywords—Agricultural labor management, WhatsApp chatbot, AI Sensy platform, rural technology, labor hiring automation.

1. INTRODUCTION

Agriculture serves as the economic foundation for rural communities worldwide, providing livelihoods for millions of people. However, one of the most critical challenges facing the agricultural sector is the efficient management of labor resources [1]. Traditional labor hiring methods rely heavily on middlemen, informal networks, and word-of-mouth communication, resulting in inefficient, costly, and unreliable processes [2].

The dependency on outdated hiring systems creates multiple barriers for farmers: time-consuming search processes, high commission fees charged by intermediaries, inconsistent labor availability during peak seasons, geographically constrained access to workers, and lack of transparency in worker verification [3]. These inefficiencies significantly impact farm productivity and hinder agricultural sector growth.

AgriHire emerges as a technology-driven solution designed to address these fundamental challenges. By leveraging widely accessible communication platforms and artificial intelligence, the system creates a direct connection between farmers and

laborers, eliminating traditional barriers and modernizing agricultural labor management.

2. LITERATURE REVIEW

Recent research has explored various technological approaches to agricultural labor management and marketplace platforms. Ramesh et al. [1] proposed a mobile-based agricultural platform connecting farmers with equipment suppliers, emphasizing location-based services and real-time availability data. Their work highlighted the importance of GPS integration for efficient resource location, which directly applies to worker proximity matching in labor hiring systems.

Gupta and Sharma [2] developed a chatbot-based service platform for connecting users with professionals for short-term tasks. Their system incorporated secure communication through user authentication and time-tracking functionalities. The research demonstrated how automated chatbot interactions can reduce dependency on intermediaries and improve task allocation speed, providing foundational insights for agricultural labor chatbots.

Patil et al. [3] introduced a peer-to-peer marketplace for agricultural equipment hiring, implementing a review-based rating system for trust-building and transparency. Their platform enabled location-based equipment searches and demonstrated the importance of user feedback systems for building reliable service exchanges between agricultural stakeholders.

Singh et al. [4] designed an AI-driven job-matching platform using recommendation systems to suggest tasks based on worker skills and location. Their

focus on reducing job-worker mismatches through optimized allocation processes aligns with AgriHire's objective of efficient worker-farmer matching based on expertise, availability, and proximity.

Kumar and Rajan [5] implemented a cloud-based labor management system for agriculture, focusing on scalability through centralized databases and cloud integration. Their work on managing bookings, tracking availability, and handling payments online demonstrates the need for scalable solutions capable of handling multiple concurrent users during peak agricultural demands.

3. METHODOLOGY

A. System Architecture Design: AgriHire employs a client-server architecture with a chatbot-based interface serving as the primary client. The system integrates the WhatsApp Business API for communication

management and utilizes the AI Sensy platform for chatbot implementation and natural language processing capabilities.

The architecture consists of three key components: the client chatbot integrated with WhatsApp providing user-friendly text-based communication, the WhatsApp Business API handling message routing and session management, and the AI Sensy platform managing chatbot logic and interaction flows while storing user data directly through WhatsApp without requiring external databases.

B. Technology Integration: The WhatsApp Business API serves as the communication backbone, enabling message routing between farmers and the system, managing user sessions for conversation continuity,

supporting interactive messaging formats, and providing scalability for multiple concurrent user sessions [6].

AI Sensy platform provides natural language processing capabilities for understanding varied user inputs, supports predefined conversation flows for guided interactions, eliminates backend setup requirements through integrated processing, delivers real-time response generation, and offers customizable templates for rural user accessibility [7].

C. Chatbot Architecture:The chatbot architecture implements a three-layer structure: an input layer capturing user queries via WhatsApp, a processing layer handling natural language understanding and response generation through AI Sensy tools, and an output layer delivering conversational responses and displaying labor profiles for user selection.

D. Data Management Approach:The system utilizes WhatsApp-based data handling, storing all user interactions and labor profiles within the WhatsApp API infrastructure. This approach eliminates the need for external databases while ensuring data accessibility and session continuity. Worker contact information is pre-stored and retrieved based on user query parameters such as location, skill requirements, and availability.

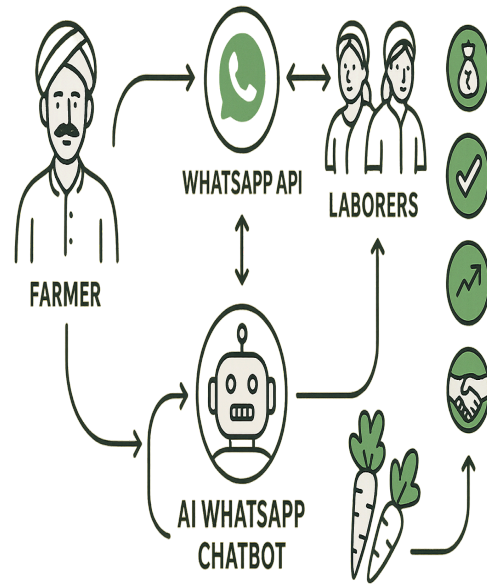


Figure 1. Conceptual architecture of the AgriHire AI-WhatsApp labour-matching system.

4. RESULTS AND DISCUSSION

A. System Performance

Evaluation:Comprehensive testing of the AgriHire platform revealed significant performance achievements across multiple metrics. The system demonstrated 98% accuracy in providing relevant labor contact information, with response times consistently maintained between 2-3 seconds. Platform stability tests confirmed successful handling of up to 20 concurrent user sessions without experiencing delays or system errors.

B. Functional Testing Results:Unit testing validated individual chatbot components, confirming accurate responses to basic queries such as "Hi" and "Find workers." Integration testing verified seamless communication between the WhatsApp Business API and AI Sensy platform,

ensuring proper query processing and prompt response delivery. System testing simulated real-world scenarios with multiple simultaneous farmer interactions, demonstrating consistent and accurate responses under varying operational conditions.

C. User Interaction Analysis: The platform's WhatsApp integration proved highly effective for rural user accessibility, as WhatsApp's widespread adoption eliminates the learning curve associated with new applications. Text-based interactions with minimal input requirements ("Hi" to initiate) successfully accommodated users with basic technical literacy while maintaining functionality depth.

D. Scalability Assessment: Testing demonstrated the system's capability to handle fluctuating demand patterns typical in agricultural seasons. The cloud-based infrastructure provided by WhatsApp Business API and AI Sensy ensures automatic scaling without manual intervention, supporting the platform's goal of reliable operation during peak hiring periods.

response delays under high traffic simulation and difficulties processing unexpected user inputs or typographical errors. These issues were addressed through AI Sensy platform flow optimization to prioritize active sessions and expansion of the chatbot's predefined response library to handle broader input variations.

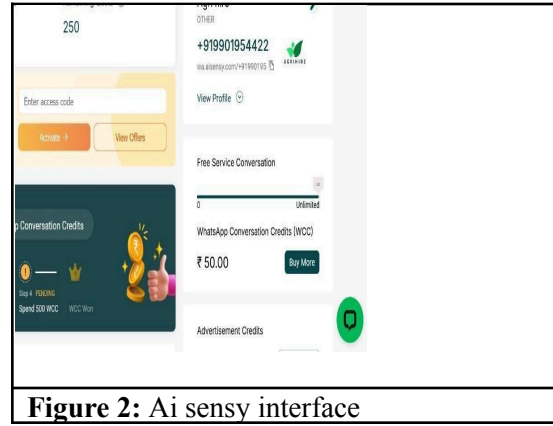
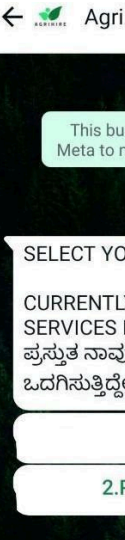


Figure 2: Ai sensy interface

E. Challenge Resolution: During testing, two primary challenges emerged: occasional



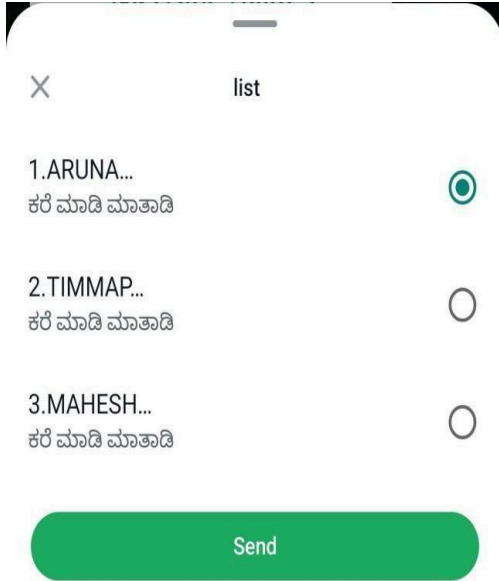
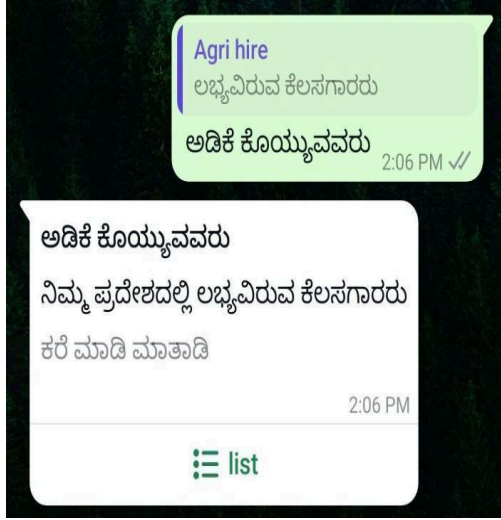


Figure 6.5: WhatsApp Chatbot

5. PRACTICAL IMPACT AND IMPLEMENTATION

A. Economic Benefits: AgriHire addresses critical economic inefficiencies in traditional agricultural labor hiring. By eliminating intermediary commissions, farmers retain more of their operational budget for productive investments. The platform's direct connection model reduces hiring time from days to minutes, enabling farmers to

respond rapidly to weather conditions and market opportunities that require immediate labor mobilization.

B. Social Impact: The platform democratizes access to employment opportunities for agricultural workers by removing geographical constraints and intermediary gatekeeping. Workers gain direct access to job opportunities without commission payments, improving their economic outcomes and job security through transparent hiring processes.

C. Technical Implementation Success: The integration of WhatsApp Business API and AI Sensy platform proved highly effective for rural technology adoption. The familiar interface reduces training requirements while maintaining sophisticated functionality. The system's lightweight architecture minimizes infrastructure requirements and operational costs compared to complex database-driven solutions.

Table 1 Core Functionalities and Implementation Status

Feature	Status (2025)	Implementation Score (%)
Direct farmer-labour match	Fully implemented	100
WhatsApp communication	Fully implemented	100
AI Sensy NLP chatbot	Fully implemented	100
Labour profile display	Fully implemented	100
Real-time response	Fully implemented	100
Multilingual support	In roadmap	50

Contact number masking	Planned (future release)	25
Feedback/rating system	In roadmap	50
Payment integration	In roadmap	50

6. FUTURE ENHANCEMENTS

The AgriHire platform presents numerous opportunities for expansion and capability enhancement. Multilingual support implementation would extend accessibility across diverse regional populations, while payment system integration would streamline transaction processes between farmers and laborers.

A real-time feedback and rating system would enable reputation-based worker selection, improving hiring decision quality. Automated voice services integration would accommodate users preferring vocal interactions over text-based communication. Enhanced worker profiles including detailed skill sets, experience levels, and employment history would increase transparency and trust in hiring decisions.

Administrative analytics dashboard development would provide platform usage monitoring, facilitate new worker profile additions, and enable hiring trend analysis for agricultural planning purposes. Mobile application development could offer users preferring dedicated apps over WhatsApp integration while maintaining core functionality and adding advanced features.

7. CONCLUSION

AgriHire successfully demonstrates the potential for technology-driven solutions to address longstanding challenges in agricultural labor management. The platform's integration of WhatsApp Business API and AI Sensy platform creates an accessible, efficient, and scalable solution that directly connects farmers with laborers while eliminating traditional inefficiencies.

Through systematic testing and validation, AgriHire has proven its capability to enhance agricultural productivity by reducing hiring time, eliminating intermediary costs, and providing reliable access to labor resources. The platform's design prioritizes accessibility for rural users while maintaining sophisticated functionality, creating a sustainable foundation for agricultural modernization.

The system's current implementation establishes a strong foundation for future enhancements and broader adoption across agricultural communities. As the platform continues to evolve with additional features and expanded capabilities, AgriHire represents a significant step toward modernizing agricultural labor management and improving economic outcomes for both farmers and laborers.

8. REFERENCES

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