

USER GUIDE

Origin Of The Idea

Agriculture is the backbone of India, saying this, many of the agriculturists face so many problems in the agriculture that includes improper value for the products they produce and there are no proper discussion platforms to clarify their doubts regarding the agriculture. Thus, here a new method is tried to find a solution to make the farmers to sell their products.

Agriculture sector, at present, provides livelihood to 65 to 70 per cent of the total population. The sector provides employment to 58.4 per cent of country's workforce and is the single largest private sector occupation.

Indian farmers work all day and night to sell their products at a better rate. The one main defect of the Indian Agricultural marketing is the presence of too many middlemen and exploitation of farmers by them. On one hand these middlemen exploit the farmers by purchasing the produce at lower prices and on the other hand they exploit the customers by demanding higher prices from them. The only aim of a number of commission agents, brokers etc. is to derive a higher income from the middle processes. These middlemen take undue advantage of the poor farmer on the basis of their financial resources.

This portal will make farmers get the best price for their products and eliminate middlemen so that the farmers get the maximum benefit. Farmers will also get to know the demand in the market of the products they are selling and this will help them to concentrate on the crops which are in high demand.

Steps to sell your product on our portal (for farmers)

- Firstly the farmer has to register on our portal.
- A username and password will be assigned to him/her.
- After he becomes a verified seller then he can input his raw material details.
- The details will include the name of the material, it's quantity and the minimum price he wants for that commodity.
- When the bidding process is done and the quality check of the product is successful, then he/she will be graded in terms of the quality of the material he/she will provide
- After quality check is successful and transportation is done the proper amount will be credited in the linked banked account of the farmer.
- If the farmers finds that he/she is not being paid properly for the commodities then they can refuse to sell but that should be done within 24 hrs of time duration.

Steps to buy from our portal

- Firstly the buyer has to register on our portal.
- A username and password will be assigned to him/her.
- After he becomes a verified buyer then he can input his raw material details.
- Bidding will be done and the highest bidder will get away with the product.
- The winner of the bid and the seller of that product will get a notification about the confirmation of the product to make the system more transparent and seize the involvement of middlemen.
- When the need of that bidder will be fulfilled, then the next second highest bidder will be taken into consideration.
- In this way, the bidders will be taken into consideration, such that the farmers get proper value for their money and also no raw material is wasted.
- Quality check will be done by us and the bidders will also get an option to grade the product they have got and whether it met their expectations or not.
- After the delivery of the product the buyer will be asked to pay.

About the Website

This portal has been designed to tackle the above issue and meet the objective of providing a better environment for selling and buying of agricultural produce. Its salient features include:

1. Real time information on trade and price.
2. Extended access to market across various regions.
3. Increase in farmer's profit by bridging the gap between buyers and farmers.
4. Information on quality of commodities.
5. Transfer of payment credits directly to the farmer.

Main Features of our portal

To promote uniformity in agriculture marketing by streamlining of procedures across the integrated markets, removing information asymmetry between buyers and sellers and promoting real time price discovery based on actual demand and supply. This is achieved by:

- Farmers and bidders will register themselves on the portal with an e-mail, thus, making the process hassle-free.
- The functioning has been kept very smooth and easy. Keeping in mind the cognitive understanding of the farmers.
- The portal has been designed to be bilingual, I.e., it is available in both languages – English and Hindi.
- The portal is highly graphical and has been kept aesthetically appealing.
- Farmers will post their products for sale along with necessary details so that the bidder gets a thorough idea of the agricultural product.
- Bidder can contact the farmer by “Message” option provided in the Product Details section.
- Online Payment option has also been included to save the time and hustle involved in the traditional marketing system.
- Those, who cannot pay online, can also contact the farmer for direct payment.

- There is a ‘Popular Entries’ section on the main page so that the buyers can get an idea of all the newly uploaded products.
- Buyer’s Guide is also included in the portal, clearly mentioning the rules and regulations governing the marketing.

Promoting the dream of Digital India

This way of a “Smart Interaction” between the farmers and the bidders, we believe, will contribute significantly towards our hon’ble Prime Minister’s dream of a Digital India.

Integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online assistance.