

TopAgro

Improving Farmer's income

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Abstract—TopAgro is basically project of Agriculture Marketing for encouraging farmers by improving their income and maintaining stability of farm produce in market .In the absence of sound marketing facilities, the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw away price. So, TopAgro provides service for farmers to sell their produce to whomever they like at their expected price. At TopAgro we are creating a centralized platform for farmers, vendors, middlemen, bulk buyers to buy and sell the farm produce at justified rate. Leading to bring transparency, better price discovery & timely agriculture market.

INTRODUCTION

Analyzing today's situation 76% famers in India want to quit farming .They are thinking that agriculture is loss of business .Because they are not getting enough share of farm produce and are forced under socio-economic conditions, to carry on distress sell of their produce. So as an entrepreneur we want to take our knowledge, skills and vision to agriculture field. Providing them user friendly platform to sell produce whenever, wherever, whomever they want. And supplying that produce to the part of district/state where there is shortage of food so as to maintain stability in market.

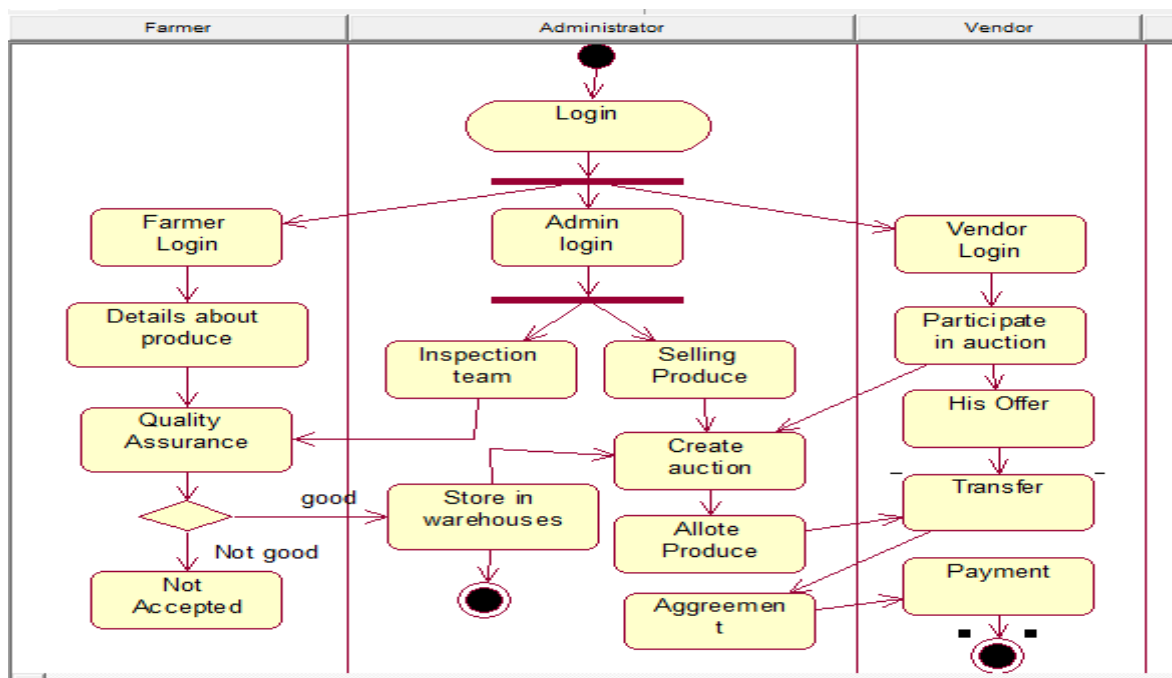
Proposed System

Simple user friendly GUI where farmers can be members of our portal. They can log in fill in the details like their location ,production type, amount of production, expected price. For quality assurance our inspection team will be inspecting quality, availability, weight of produce which was registered on our portal. Then the produce will be transported to our nearby warehouses for storing, preserving, cleaning, grading, and packaging. Online Auction will be carried out amongst vendors, middlemen, bulk buyers & local traders for that produce. Whoever offering more money, we will be delivering produce to appropriate buyer ensuring timely delivery and settlement of payment.

Features of proposed system

1. Empowering farmers by improving their income
2. Online Auction for vendors across district/state.
3. Transferring the produce where there is the shortage of food.
4. Website reduces the efforts of farmers by selling online and not visiting Mandies(food market) where he is offered less money.
5. We are for providing platform for Vendors to buy produce which is not available in their region.
6. The Website maintains all the record of transaction farm produce, farmers, and vendors.
7. Farmers and vendors can have online transaction with us.(optional)

Flow Of Proposed System



Existing Project

1. Agricultural produce market committee (APMC)
2. NAM National Agriculture Marketing.

Cons:

1. But It Is a relic of the past that forces the farmers to sell their produce only to middlemen approved by the govt in authorized mandis. This increases prices for end buyers
2. Corruption in government contracts or licenses for agricultural supplies is common. Poor quality, undelivered goods and high prices are typical outcomes from collusion between government officials and private sector firms.
3. Government allocates funds for the Agriculture but the on paper cost and utilized cost differentiates in the development.
4. Unequal distribution of produce.
5. Illegal storage by middlemen causes hike in prices, stress on consumer and market for food.

Conclusion

We are trying to change the current situation of agriculture marketing by reaching to the farmer level and help them improve their income.