

## **E- AGRI SMART PORTAL**

### **Abstract:**

For several years, farmers in India have had little liberty in choosing markets and purchasers for their produce. All states in the country, except three, decree that marketing and selling of farm produce must be directed through state-owned mandis, retail markets where mediators (middlemen) crush farmers to increase margins. According to Goldman Sachs, mediators have become dominating buyers of the agricultural market, resulting them to take control over the plight of the farmers and gulping all the profits. The farmers work day and night expecting a good yield. They use a lot of financial resources lending money and buying fertilisers, seeds etc. So, they have the right to enjoy every rupee gained on their corp. In this context, we propose a system which brings farmers close to the retailers cutting the middlemen. The middlemen usually take up to 70% of the profits of farmers leaving them helpless. Our system consists of a mobile application which will serve as a platform for the growers and retailers or customers to sell and buy their farm products. This system aims at giving a profitable price to farmers to their farm products cutting the middlemen. This allows the retailers or the customers to buy products from the farmers at a lower than the normal price.

Gopika Gopan

Roll no : 46