# Introduction

Agriculture is the largest source of livelihood in India. In India, Agricultural the sector contributes 17.76% of the GDP and provides the livelihood of around 60% of the population. It provides most of the world’s food and raw materials. Due to unorganized sales, the farmers are not getting a fair price for their products. The farmers required a fair price, and the consumers wanted a lower price. It is very difficult for us to satisfy both consumers and farmers at the same time. This problem arose due to the involvement of intermediaries who were trying to make the maximum profit. Even if the selling price of the product increases, the farmers are still getting the same income.

Farmers grow crops by borrowing money from money lenders. The price they get for the crop won’t be sufficient to clear the debts they incurred during the production of the crop. 85% of the farmers in India are marginal and small. There are three main reasons why most (not all) of the products that farmers grow or raise are not sold directly to consumers: (i)Most products are not ready for consumption straight off the farm and need further processing. So, It is not economically supportive for the farmer to both raise the product and then also invest in processing it. (ii)Small farmers produce some amount of crop and they cannot invest much in transporting it. (iii)Most of the farmers live in rural areas and consumers are present in every place. So, it is difficult for consumers to connect with the farmers. Hence, they depend on intermediaries to sell their crops. Intermediaries are buying the crops at low costs from the farmers and selling them at a higher rate to the consumers. This price difference between farmers and consumers is the profit for the intermediaries.

Hence, to get a fair price for what they produce, farmers should sell their crops directly to consumers. They cannot sell their entire harvest to a single customer. Hence, they must know the requirements of the consumer. To make that data available to farmers, there must be a common platform for farmers and consumers. That platform should contain data on all the crops available to farmers. Based on this data, consumers will buy the amount of the product they require from them.

# Literature Review

This section will briefly explain some of the major platforms that connect farmers directly with consumers.

* KisanMandi: It is the first online agri-marketplace in India that is recognized as a start-up, where one can buy or sell agriculture products or any farming-related machinery. Farmers sell their crops with the help of gram sahayaks, who assist them in the segregation and packing of crops. This is one of the best platforms that provide organic contract farming.
* Ninja Cart: It is presently working with businesses across 7 major cities in India. This platform increases the benefits for the farmers by increasing the revenue by 20%. This platform ensures food safety by producing hygienic goods. This platform mainly depends on forecasting to know about availability and price fluctuations beforehand, allowing them to predict crop wastage. As predicted, they took appropriate preventative measures before the product reached the consumer.
* Contract farming: It is an agreement between farmers and marketing firms regarding the production and supply of agricultural products at predetermined prices. It benefits both the farmers and the agro-processing firms.
* Inspire agro farms: They use effective and efficient, data-driven, go-to-market strategies to improve agricultural business results. One of those strategies, Market Influence, is anchored by experience-sharing marketing, unique and powerful marketing, and learning tools. Inspire agro has honed and perfected social media to the advantage of our nation’s top agricultural marketers, farmers, ranchers, and agriculture professionals. They offer client competencies in four additional areas: Strategic Planning/Consulting, Market Intelligence, Research, and Instruction.
* Pepsico: It was the first corporate to introduce collaborative farming of process-grade potatoes in India. It presently works with farmers, spread across West Bengal, Maharashtra, Punjab, Gujarat, UP, Karnataka, Bihar, Haryana, and Chattisgarh. It helps farmers as a development partner to grow more and earn more by:

•Introducing new excessive-yielding styles of potato and other edibles.

•Introducing sustainable farming techniques and working towards collaborative farming.

•Making international-elegance agricultural practices available to farmers and helping them raise farm productivity.

•Working intently with farmers and kingdom governments to enhance agri-sustainability and crop diversification.

•Providing custom-designed solutions to healthy precise geographies and locations.

•Assured purchase-lower back of produce at pre-agreed charges, which insulates farmers from open market charge fluctuations.

•Supply of excellent planting material, inclusive of its proprietary advanced seed types.

* The National Agriculture Market (eNAM): It is an application where farmers can opt through registered commission agents. This app is linked to 1000 markets in 18 states and 2 union territories. They have a membership of 50,00,000 farmers all over India. It helps buyers and sellers to acquire quality products in one place and conduct basic financial transactions. They ensure the quality of the product using AGMARK.