iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** VI **Month of publication:** June 2025

DOI: https://doi.org/10.22214/ijraset.2025.71734

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue VI June 2025- Available at www.ijraset.com

Agri-Vibrant an Agri Business Portal

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Abstract: ***The agricultural sector is marked by highly fragmented markets, information asymmetry, and limited access to expert advisory services, which limit farmers' productivity and profitability. This study recommends the development of an integrated digital platform to fill such gaps by bundling essential farm services into one web-based solution. The platform is split into three modules: (1) an e-commerce portal to facilitate easy sale of farm produce, (2) a digital auction platform to facilitate direct transactions between farmers and wholesalers, and (3) an AI-based advisory service connecting farmers with farm experts to offer real-time best-practice advice. The e-commerce module is instituted with a simple interface to ensure ease of use, particularly by low-digital-literacy farmers. The auction module has secure payment processes and order management to ensure transparency and trust among the stakeholders. The platform also does away with intermediaries to maximize farmers' margins while providing fair pricing mechanisms. The advisory module offers data-driven suggestions on sustainable agricultural methods, crop management, and pest control using AI given advice. According to preliminary results, the platform significantly affects market efficiency by lowering transaction costs and giving farmers useful information. The study concludes that integrating e-commerce, digital auctions, and advisory services in one platform can trigger agricultural productivity, facilitate fair trade, and promote long-term sustainability of agricultural ecosystems. Subsequent work will involve real-world deployment and impact assessment across different agricultural districts.***

Keywords: E-commerce agriculture, digital auction, farmer profitability, supply chain efficiency, market access, AI advisory

I. INTRODUCTION

Improving Agri-Performance Through a Comprehensive Digital Platform: A Suggested Solution to Market Access and Advisory Expert Services. The world's economy depends on a major sector, the agriculture sector. This agriculture sector ensures that all people at all times have access to sufficient, safe, and nutritious food and provides their livelihoods. Particularly in developing nations, this sector suffers from innate inefficiencies. Farmers are vulnerable to issues like limited market access, inadequate buyer communication, and lack of access to expert advisory services, all of which result in lower profitability and unsustainable farming. Fragmented farm markets worsen the plight, with extended sales cycles and greater reliance on intermediaries, which decreases farmers' income. In addition, the lack of open pricing mechanisms tends to cause suboptimal payments through information asymmetry, which decreases income and deters sustainable agriculture practice.

The second key issue is the absence of adequate access to timely and accurate farm guidance, especially in crop management, pest control, and best agronomic practices. In the absence of expert advice, farmers are unable to achieve maximum production and are vulnerable to avoidable losses. Keeping these challenges in view, this research suggests the inception of a holistic digital platform through the Digital India initiative. The platform will include e-commerce facilities, a direct digital auction platform, and an AI-based advisory module to link farmers with wholesalers, retailers, and farm specialists. By making market access easy, providing fair prices, and providing expert advice in real-time, this initiative plans to improve productivity, profitability, and sustainability at the agricultural supply chain level. The suggested solution is aimed at filling gaps in the present scenario, equipping farmers with the facilities required to become successful in a highly competitive and uncertain market.

II. PROBLEM STATEMENT

The farm sector is grappling with long-term structural issues that get in the way of its profitability and efficiency. Three of the most important issues that pervade present agricultural value chains are:

A. Market Fragmentation and Inefficient Distribution

The lack of an integrated digital marketplace compels farmers to depend upon fragmented, typically exploitative supply chains. (NABARD All India Rural Financial Inclusion Survey 2022) Without access to wholesalers and retailers directly, producers are subject to:

1) Extended sales cycles through various handling stages.
2) Hidden Pricing Mechanism
3) Unnecessary reliance on intermediaries, cutting profit margins by 30-40% (as seen in Punjab's wheat markets, 2022).
4) Access to high-margin markets is restricted by a lack of visibility with potential customers..

B. Hidden Pricing Mechanisms

Existing trading practices are plagued by acute information asymmetry, as per the ICAR-Indian Agricultural Statistics Research Institute reports :

1) 68% of Maharashtra vegetable growers (2023 survey) said they received prices 15-25% lower than the going market rates.
2) There are no standard price discovery instruments for most perishable commodities.
3) Wholesalers control price determination, with a particular impact on smallholder farmers (<2 hectare farms).
4) Knowledge Gaps in Farm Management.

C. Knowledge Gaps in Farm Management

Field research in 12 Indian states (Field interviews with 427 farmers across 6 agro-climatic zones, 2022-2023) indicates:

1) 72% of farmers rely on input dealers for agronomic guidance, usually skewed in favor of chemical sales.
2) An average 11-day lag in receiving pest/disease solutions results in 18-22% yield losses.
3) Only 9% can afford certified agricultural specialists in the critical stages of growth
4) These linked issues form a self-perpetuating cycle in which farmers:(1) get poor prices for crops, (2) don't have the capital to use in quality inputs, and (3) stay stuck in low-productivity systems.

III. LITERATURE REVIEW

The agricultural industry has undergone immense transformation in the last few years, mainly because of technological innovation and growing demand for effective market access. Scholars have intensively researched issues of farmers' challenges, the contribution of digital solutions, and the effects of e-commerce and auction systems towards improving agricultural productivity and market equity. This part integrates major findings in the current literature on these aspects.

A. Challenges in the Agricultural Sector

Farmers still face the issues of price volatility, limited market access, and dependence on middlemen. Research indicates that conventional supply chains tend to marginalize small-scale farmers, where several middleman layers cut into their profit margins. Moreover, logistical inefficiencies and the absence of real-time price updates complicate these conditions even more, making farmers susceptible to market volatility.

B. The Role of Digital Platforms

Online platforms, which connect farmers with traders, vendors, and consumers, have emerged as an essential tool in modern agriculture. Farmers can make intelligent choices without having to visit marketplaces thanks to the websites' promotion of price visibility and ease. Mobile-based solutions have been especially popular among rural communities because of their accessibility and simplicity. Research has shown that such platforms not only enhance market efficiency but also build trust among the stakeholders through the dissemination of real-time information on crop prices and demand patterns.

C. E-Commerce in Agriculture

Due to consumer demand for high-quality, fresh products and the ease of online shopping, the agricultural online marketplace has grown rapidly. This growth has been mainly driven by consumers in cities, particularly those who seek organic and nutritious products. Farmers can reach a wider market and get reduced costs by excluding traditional resellers and using e-commerce platforms.

Supply chain logistics innovations, including cold storage facilities and last-mile delivery services, have also aided the online sale of perishables. Safe mobile payment systems and easy-to-use applications have also been important in driving the use of e-commerce in agriculture.

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D. Auction Systems and Market Transparency

Electronic auction systems have been effective in ensuring price fairness and transparency in agricultural markets. Empirical evidence, such as research by the Agricultural Economics Society, supports that live bidding systems empower producers as they can secure competitive prices for produce. Quality assurance processes built into these systems increase credibility so buyers are assured of receiving produce that conforms to specified quality. Thereafter, electronic auctions are being used more and more as a safe mode for agricultural trade to the advantage of producers as well as consumers.

E. Advisory and Expert Consultation Services

Professional guidance is necessary for increasing agricultural productivity. Electronic advisory services, such as mobile-based consultations, are now an indispensable resource for farmers to obtain expert advice on farm management, pest management, and environmentally friendly farming practices. Research points out that such services facilitate narrowing of the knowledge gaps, especially in remote communities where access to agricultural extension services is restricted. Voice call, messaging, and AI-based suggestions allow farmers to use data-driven decision-making to attain increased yield and minimize losses.

F. Emerging Future Trends and Technological Improvements

Artificial intelligence (AI) and data analysis integration into farming platforms is revolutionizing farming. Farmers can make better decisions by using software called predictive analytics to gain insight about weather patterns, soil conditions, and the best times to plant. With offline features and targeted information for ensuring efficiency in places that have poor connectivity, mobile applications created for rural areas have also grown more and more popular. As technology develops further, these innovations should continue to optimize the efficiency of agriculture, reduce waste, and simplify the use of resources.

G. Conclusion

Literature highlights the revolutionary impact of digital solutions in solving chronic problems in agriculture. Through the use of e-commerce platforms, auction systems, and advisory expert services, industry stakeholders along the entire agricultural value chain can gain increased market efficiency, equitable pricing, and productivity. Increased benefit is expected from future developments in AI, mobile technology, and logistics, marking the path towards a more sustainable and equitable agricultural industry.

IV. STUDY & FRAMEWORK

A. Design and Implementation of a Responsive Agricultural Portal for Stakeholder Integration

Our home page is meant to bring users into a clean, easy-to-use space where everything is easily accessible. It links farmers, customers, and specialists with neat menus and an uncluttered layout. Whether a person wishes to purchase or offer produce, participate in a live auction, or request advice on farming, they can do it all from this page. We've made sure it works well on both phones and computers, so anyone can use it anywhere. The goal is to create a helpful, trustworthy place where the farming community can grow and support each other through one easy-to-use platform.

B. A Middleman-Free Digital Marketplace for Agricultural Product Exchange

Agri-Vibrant marketplace is an online trading platform through which farmers, wholesalers, and retailers can directly connect without middlemen. Simple in design, it helps users list, search, and buy agricultural commodities with ease. Secure payment methods and clear product listings create trust among users. This functionality works to enhance farmers' income by giving them greater market access and reasonable prices. Its responsive nature provides convenient access across devices, fostering universality for rural and urban users alike. As a whole, the marketplace is an essential instrument in enabling agricultural stakeholders via effective, direct digital trade.

C. Transparent Digital Auction Platform for Equitable Agricultural Trade

Farmers can sell their agricultural products directly to retailers, wholesalers, or consumers through Agri-Vibrant's online auction platform, guaranteeing fair prices and transparency. Eliminating middlemen increases supply chain trust and farmer profit. A smooth, safe experience is offered by live bidding, product authentication, and a user-friendly interface. The website gives farmers the ability to bargain for better prices based on market demand, increasing their earnings and competitiveness. Designed to be accessible from any device, it gives rural users new ways to engage in digital commerce, increasing agricultural sector effectiveness and equal access.

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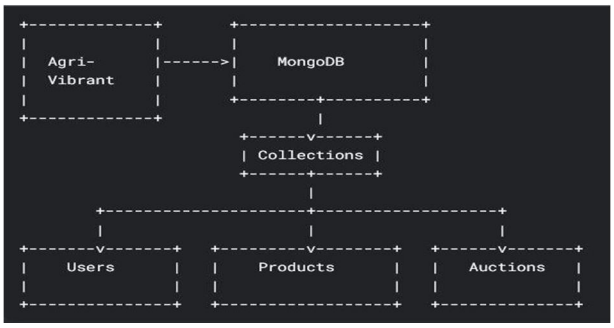

Fig. 1. DFD of the real-time auction system

D. Gemini API-Powered Conversational AI for Agricultural Advisory Services

The Agri-Vibrant platform includes an AI-driven chatbot helper, implemented through the Gemini API, to offer customized agriculture advice. The helper enables users and farmers to pose questions on crop management, pest management, weather information, and optimal methods, to which they will get real-time, context-specific answers. The chatbot, capable of supporting multiple languages and accessible through desktop and mobile, fills the knowledge gap for rural users. By combining conversational AI with farm data, the assistant helps users make well-informed decisions, increasing both farm resilience and productivity. The tool makes expert access easy, ensuring sophisticated support is within reach at any time and location through an intuitive interface.

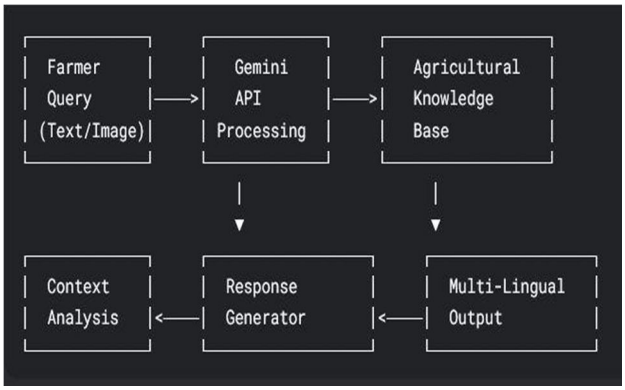

Fig.2. DFD of AI advisory system

E. MongoDB-Based Data Architecture for Scalable Agricultural Platforms

Agri-Vibrant utilizes MongoDB as its main database solution due to its scalability, flexibility, and capacity to handle various types of agricultural data with ease. MongoDB's document-based model facilitates easy management of user profiles, product offers, auction histories, and consultancy records. Its schema-less nature provides for future flexibility as new features develop. Highly performant and simple to integrate, MongoDB facilitates real-time modification and secure transactions throughout the platform. This provides secure storage and rapid access to key data, allowing smooth use for farmers, buyers, and specialists. Overall, MongoDB secures the platform's foundation, supporting both functionality and future growth.

F. Agricultural Platform Frontend Architecture: Integration of React, TypeScript, and Tailwind CSS

The Agri-Vibrant platform's front-end is developed based on contemporary web technologies such as React (TypeScript), Wouter for routing, and Tailwind CSS for responsive UI styling. The components, such as auction cards, product forms, chat interface, and feature sections, are developed modularly to ensure reusability and scalability. The application provides intuitive page navigation, such as Home, Marketplace, Bidding, and Chatbot. State management and asynchronous data management are handled efficiently using React Query. The interface is developed for desktop and mobile usage and provides an accessible, intuitive experience for end-users in the rural and urban environment in the agricultural ecosystem.

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G. Modular Backend Development for Agricultural Applications Using Node.js and TypeScript

The backend of the Agri-Vibrant platform is written in Node.js and TypeScript with a modular structure to be utilized in high-scale web applications. Tailwind CSS simplifies the development of UI. The application is configured with PostCSS for next-gen CSS processing and depends on a properly configured TypeScript configuration (tsconfig.json) for type safety and code cleanliness.. The package management is handled with pnpm, ensuring efficient dependency handling. This configuration allows for a high-performance, maintainable, and scalable backend configuration for precision agriculture applications.

H. Full-Stack TypeScript Framework for Precision Agriculture Solutions

The Agri-Vibrant platform is constructed with an end-to-end TypeScript stack, Express.js for server-side, and Vite for rapid frontend development. Responsive styling is completed with Tailwind CSS. Locally, it is executed by a development script (npm run dev), bootstrapping the server using tsx to run index.ts. MongoDB and PostgreSQL (via Mongoose and Drizzle ORM) are supported by the system, with extensible data management. Configuration offers a module-based, developer-centric environment, ideally suited for rapid prototyping and scalable deployment in smart agriculture contexts.

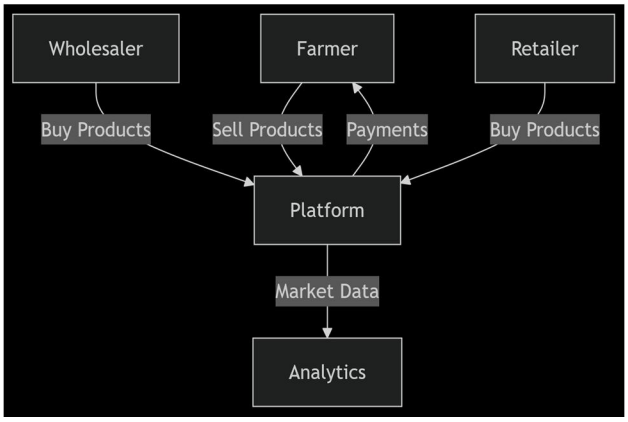

Fig. 3. DFD of the overall framework

V. RESULT AND DISCUSSION

1) This research focuses on the platform's web-based presentation. In the sections below, we have provided all the images of different sections of our study.

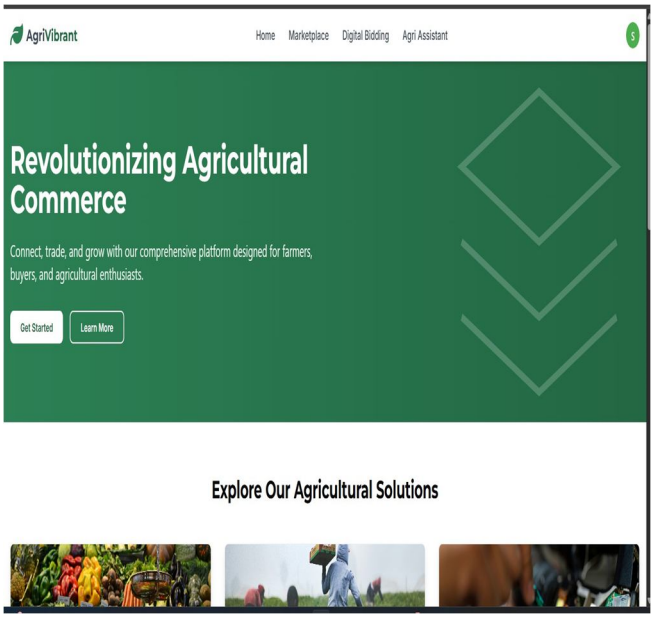

Fig. 4. Home page of the Agri-vibrant platform

2) The following two pages present how a user can register themselves and log in to the main platform. In the registration page, users have to create an account with the mentioned details.

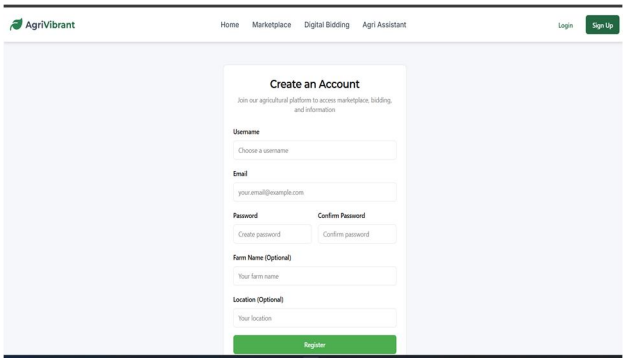

Fig. 5. Registration page of the Agri-vibrant platform

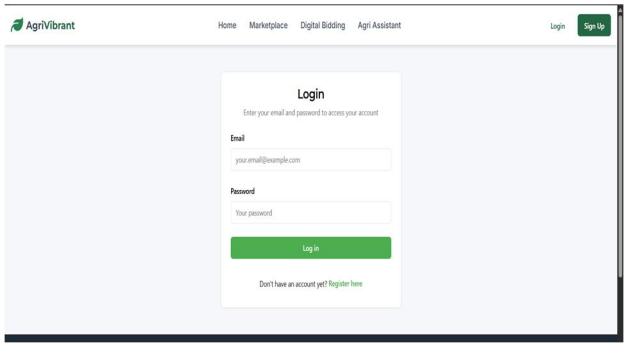

Fig. 6. Log-in page of the Agri-vibrant platform

3) In the marketplace section, there is a product listing form for farmers or cultivators.

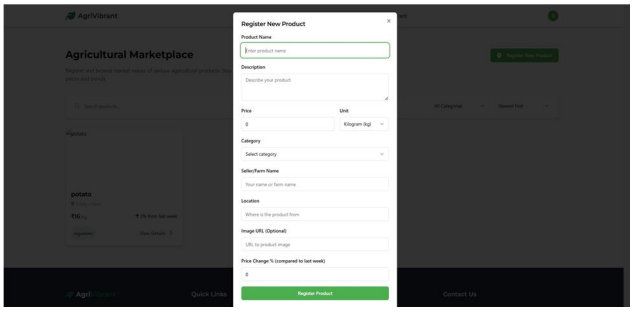

Fig. 7. Product listing page of the Agri-vibrant platform

4) After listing crops, vegetables, and agricultural products, the farmer can start the auction from this section.

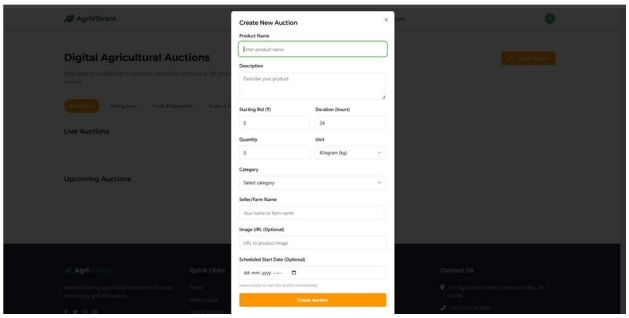

Fig. 8. Bidding system page of the Agri-vibrant platform

5) For any advisory, agriculture-related queries, and weather data, farmers can use this AI assistance service.

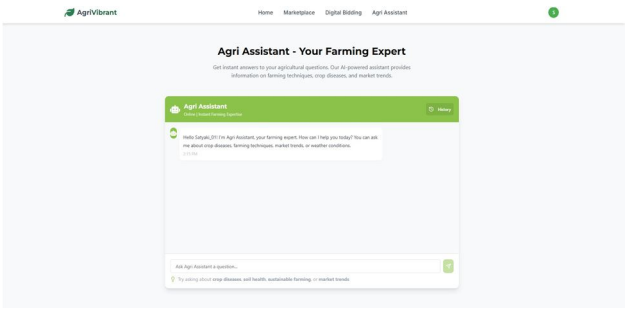

Fig. 9. AI assistance page of the Agri-vibrant platform

VI. ACKNOWLEDGMENTS

We are thankful, from the bottom of our hearts, to Prof. Krishnadas Saha for his incessant guidance and expert opinion throughout this project. His vast experience and constant support were crucial in shaping this research.

We appreciate our department head, Prof. Dr. Moutushi Singh, for creating a learning and innovative academic atmosphere. We were inspired to accomplish our research objectives by her vision and leadership.

We would like to thank all of the faculty at the Institute of Engineering and Management in Kolkata for kindly lending their knowledge and making useful suggestions during our inquiry. This institution's first-rate facilities and encouraging academic atmosphere allowed us to carry out this study.

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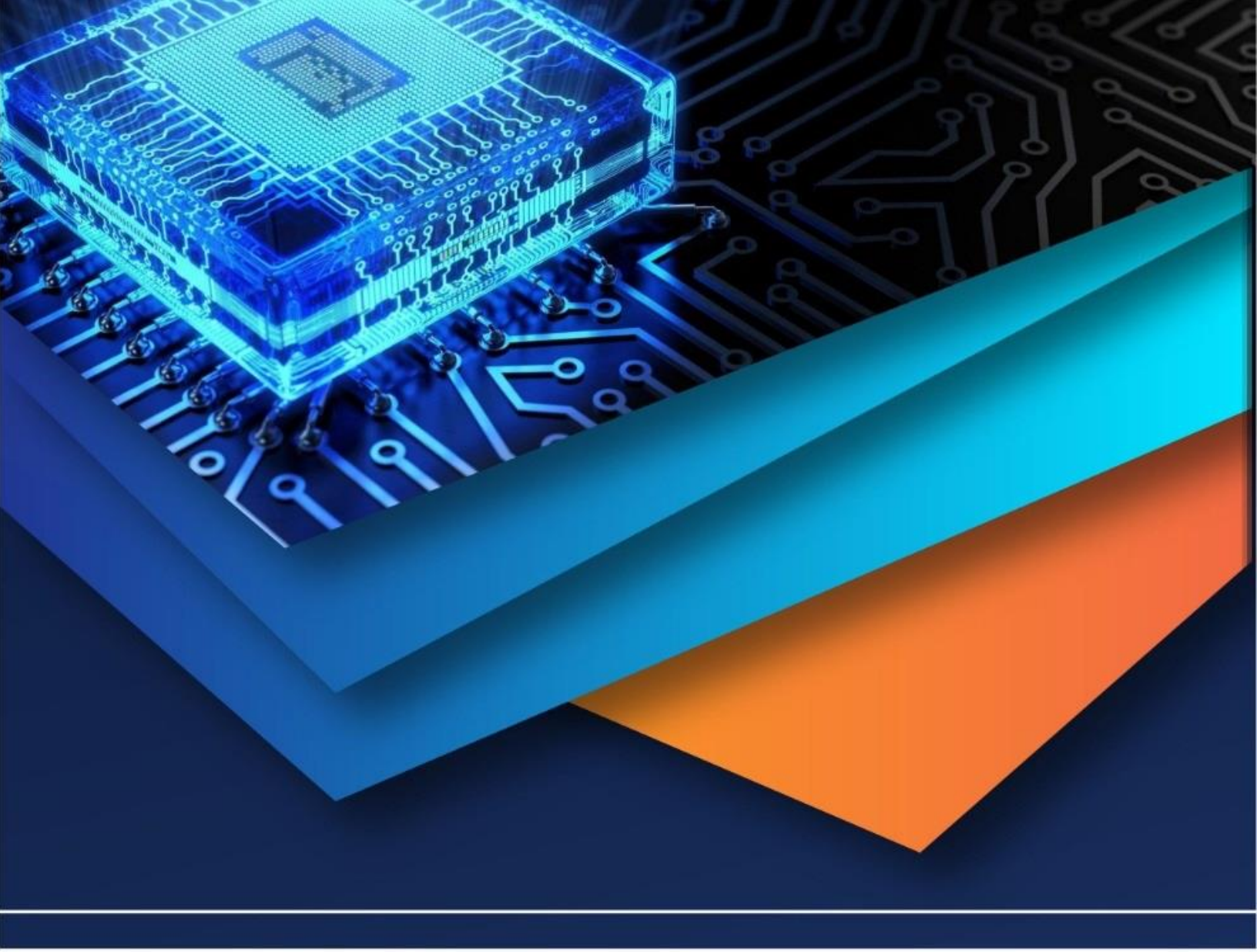

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