



# **iJRASET**

International Journal For Research in  
Applied Science and Engineering Technology



---

# **INTERNATIONAL JOURNAL FOR RESEARCH**

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

---

**Volume:** 12    **Issue:** VI    **Month of publication:** June 2024

**DOI:** <https://doi.org/10.22214/ijraset.2024.63140>

**[www.ijraset.com](http://www.ijraset.com)**

**Call:** ☎ 08813907089

**E-mail ID:** [ijraset@gmail.com](mailto:ijraset@gmail.com)

# Agronomy Ally: A Crop Selling Platform for Farmers

Owais Sayed<sup>1</sup>, Avantika Sawant<sup>2</sup>, Shivam Sawant<sup>3</sup>, Srikanth Chocklingam<sup>4</sup>, Ashish Shadija<sup>5</sup>, Vikas J. Nandeshwar<sup>6</sup>  
DESH, Vishwakarma Institute of Technology Pune, India

**Abstract:** *The Agronomy Ally E-Store stands as a pioneer in the realm of agricultural-technological integration, revolutionizing traditional supply chains with an innovative approach. Going beyond the mere reduction of physical distances, this cutting-edge platform aspires to metamorphose agricultural spaces into thriving hubs of unprecedented prosperity. Operating as a dynamic ecosystem, it masterfully orchestrates seamless transactions, ensuring unparalleled efficiency and optimization throughout the agro-economic landscape. At the heart of Agronomy Ally E-Store is the commitment to a shared journey towards prosperity for both farmers and wholesalers. This dedication is deeply embedded in the platform's core, fostering a collaborative spirit that transcends the limitations of conventional marketplaces. The vision is to forge a transformative odyssey that reshapes the very foundations of agro-economic excellence. The platform's motto, "Reducing Distances," is not merely a slogan but a guiding principle that permeates every facet, from its design to the integration of state-of-the-art technology. Agronomy Ally E-Store is not just an online marketplace; it is a visionary leap into a future where prosperity in agriculture knows no bounds. It envisions a harmonious collaboration that breaks barriers, creating a sustainable and prosperous ecosystem for all stakeholders involved in the agricultural value chain. In this forward-thinking landscape, the Agronomy Ally E-Store emerges as a beacon, leading the way toward a future where agricultural prosperity reaches unprecedented heights.*

**Keywords:** *Agricultural Marketing, Farmers, Mobile Application, Middlemen, Crops, Website.*

## I. INTRODUCTION

In the dynamic intersection of agriculture and technology, the Agronomy Ally E-Store emerges as a transformative force, reshaping the traditional contours of agro-economic transactions. Picture a realm where the vast expanse between farmers and the infinite possibilities of market access is not just diminished but surpassed – this is the ethos of our revolutionary digital platform.

As we navigate the ever-changing landscape of global agriculture, the need for innovative solutions has never been more apparent. The Agronomy Ally E-Store transcends the conventional boundaries of agro-commerce by serving as a pivotal link connecting farmers directly with wholesalers. This is more than a marketplace; it's a conduit for progress, facilitating not only transactions but fostering a comprehensive ecosystem of collaboration, growth, and prosperity.

### A. Beyond Reduction: Transcending Distances

Traditionally, the agricultural supply chain has been marred by complexities, inefficiencies, and opaqueness. The Agronomy Ally E-Store, however, is not content with merely reducing the physical distances between producers and consumers. It aspires to transcend these distances altogether, reimagining the entire agro-economic landscape.

In this paradigm shift, the platform becomes the orchestrator of a symphony where efficiency and transparency harmonize to create a unique marketplace experience. Imagine a journey from the verdant fields to the bustling marketplaces that is not just seamless but exhilarating, where every transaction signifies more than a mere exchange – it signifies progress.

### B. The Conduit of Innovation: A Symphony of Efficiency and Transparency

At the heart of the Agronomy Ally E-Store is a commitment to orchestrating a transformative symphony. This symphony is composed of efficiency, where transactions are streamlined, and costs are optimized. It resonates with transparency, ensuring that every stakeholder – from the farmer tending to the fields to the wholesaler managing market demands – has clear visibility into the process.

The platform's intuitive design, fortified by cutting-edge technology, creates an ecosystem where traditional agricultural wisdom converges with the digital age. It is here that the exchange of goods becomes a dynamic dialogue, a collaborative effort to not only meet market demands but to shape the very future of agro-economic interactions.

### C. A Digital Haven: Beyond Platform, an Ecosystem

In essence, the Agronomy Ally E-Store is more than a platform; it is an ecosystem where innovation meets tradition, and collaboration intertwines with technology. As stakeholders embark on this transformative odyssey, they are invited not only to partake in a marketplace but to contribute to a new era of agro-economic excellence.

This introductory chapter sets the stage for a comprehensive exploration of the Agronomy Ally E-Store, its development, implementation, and the far-reaching impact it has on the agricultural community. The horizon of agricultural prosperity is not just a destination; it's an ever-expanding frontier, inviting all those involved to join in shaping the future of agro-commerce – a future that stretches to infinity and beyond.

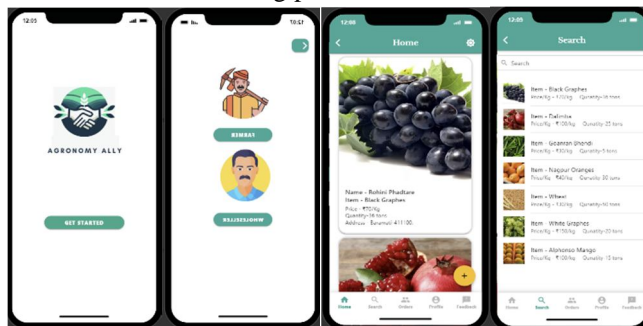
## II. LITERATURE REVIEW

- 1) Niket Chauhan et al. "Crop Shop – An application to maximize profit for Farmers", In this project, they 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. Their 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.
- 2) Manisha Bhende et al. "Digital Market : E-Commerce Application For Farmers", The digital market is a platform addressing challenges faced by Indian farmers, facilitating integration of farmers, merchants, government, and end-users. It aims to bridge gaps and provide real-time market updates. Farmers struggle with limited time and access to markets. The proposed solution involves a mobile-based Android app for stakeholders, utilizing KNN and Haversine algorithms for decision-making. The system ensures transparency, enables multi-layered selling options, and allows the government to set regulations. However, tracking dynamic transportation records remains a challenge. Overall, the platform enhances efficiency, market analysis, and fair pricing for agricultural products.
- 3) Ayub Sayyed et al. "Application and Website for Farmers to Sell Their Produce at Better Rate", Even after all the hard work and the production done by the farmers, in today's market the farmers are cheated by the Agents, leading to the poverty. This application would make all the things automatic which make easier serving as a best solution to all the problems. Farmer's e-Market will serve as a way for the farmers to sell their products across the country just with some basic knowledge about how to use the website. The site will guide the farmers in all the aspects.

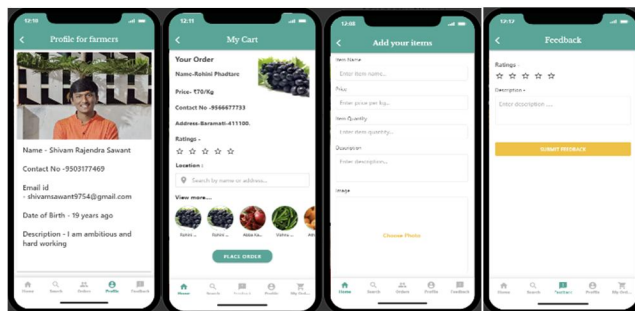
## III. METHODOLOGY

### A. For App

To make our app we have taken use of Adalo.com, it's a website where we can make an interactive app so that users i.e. farmers and wholesaler can use it easily. In this website, we have used various Databases so that each user's information is stored in a proper way and a proper format. There is a Signup and login page where users can fill in their information such as Name, Email-id, and password and also we can use our Google account to log in. Also, there is an option of forgetting a password where in case users forgot his/her password they can get an OTP to mail including password.



There are two sides to our app one is wholeseller and the other is farmers where users can choose accordingly. Wholesalers can view the products that are uploaded by the farmer on the Home page of the app. Also, farmers can view the product that is uploaded by other farmers to analyze the market price. Farmers can add their product on the app by clicking the plus icon by simply filling out the simple form where information such as Item name, quantity, price, images of the product, his address and description of the product must be mentioned so that wholesaler can easily analyze the information.



### B. For Website

In the pursuit of creating Agronomy Ally, an innovative grocery website, a methodical approach was embraced to seamlessly integrate technologies, notably a Java backend and an AI chatbot on the Wix platform. This endeavor aspires to deliver users a robust and intelligent online grocery shopping experience, embodying a marriage of cutting-edge technology and user-centric design.

### C. Project Planning

The initiation of the project involved a thorough examination of the scope. Essential features were identified and prioritized through stakeholder engagement, aligning project goals with market trends and user needs. Clear objectives and success criteria were established, laying the groundwork for subsequent development phases.

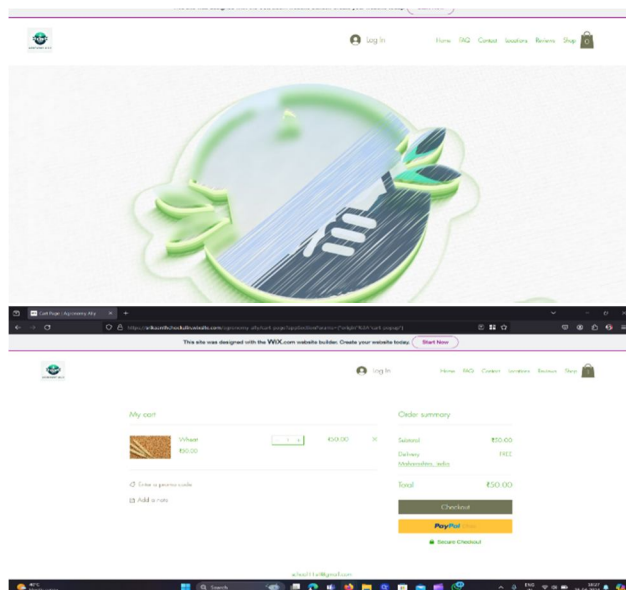
### D. Requirement Analysis

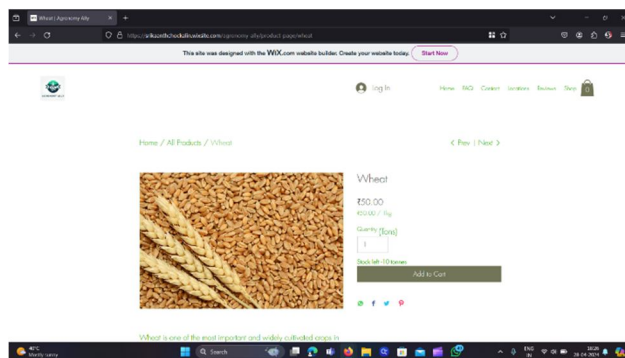
The project's foundation was solidified during a comprehensive requirement analysis. Stakeholder interviews and surveys provided insights, guiding the prioritization of features. Simultaneously, performance metrics, security protocols, and scalability requirements were meticulously defined, creating a blueprint for the project's development.

### E. Design Phase

With the requirements in place, the design phase focused on the intricate interplay between components. The architectural design elucidated the role of the Java backend, ensuring robust data handling. Database design prioritized efficiency, and user interface design aimed at intuitiveness and responsiveness, contributing to an optimal user experience.

### F. Development





The subsequent development phase adhered to best practices, particularly in the Java backend. The objective was to ensure robust data handling, security, and seamless API integrations. The integration of the AI chatbot within the Wix platform was a dynamic process, involving development tools and iterative refinement based on testing and user feedback.

### G. Testing

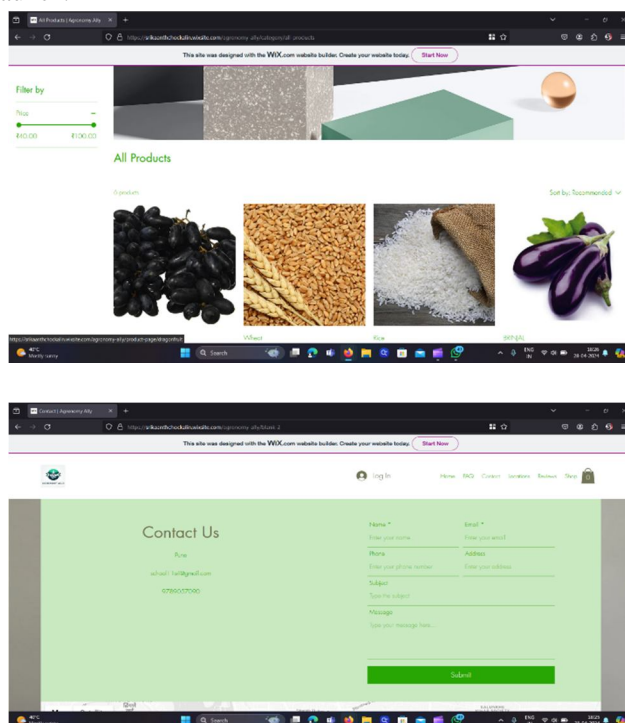
The testing phase was comprehensive, encompassing usability, functional, and performance testing. Rigorous usability tests informed iterative interface refinements, and functional testing identified and rectified any bugs. Performance testing ensured optimal speed and scalability, priming AgronomyAlly for a seamless user experience.

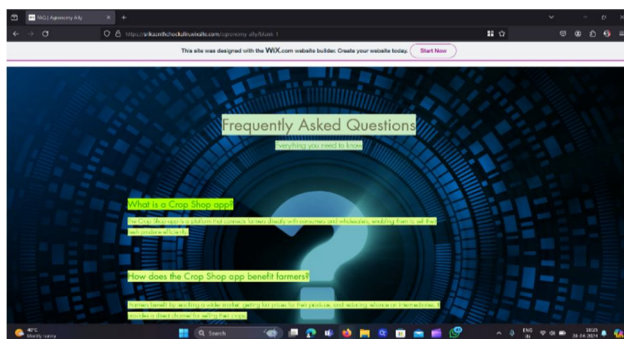
### H. Deployment

The deployment phase was executed meticulously, with a detailed plan facilitating a smooth transition to the production environment. Compatibility and compliance with hosting requirements were ensured, and the launch was followed by continuous monitoring post-launch to optimize performance and address emerging issues.

### I. Evaluation

Continuous evaluation became an integral part of the process. User feedback analysis and performance evaluation ensured a user-centric experience. Adjustments were made based on usability test results, contributing to the continuous optimization of AgronomyAlly's performance post-launch.





#### IV. RESULTS AND DISCUSSIONS

Developing an agricultural-ally app can have various outcomes, and its success depends on several factors such as market demand, usability, features, and the overall effectiveness of the app. Here are some potential results and impacts:

##### A. Increased Efficiency

Farmers and traders can benefit from increased efficiency in the buying and selling of agricultural products. The app can streamline the trading process, reducing the time and effort required for transactions.

##### B. Market Access

The app can provide farmers with better access to a wider market. They can reach buyers beyond their local area, potentially leading to increased sales and better prices for their produce.

##### C. Price Transparency

The app can contribute to price transparency by providing real-time information on market prices. Farmers and traders can make more informed decisions, leading to a fairer and more competitive market.

##### D. Reduced Middlemen

By connecting farmers directly with buyers, the app can reduce the need for intermediaries. This can result in better profit margins for farmers and potentially lower prices for buyers.

##### E. Financial Inclusion

The app can facilitate financial transactions, allowing farmers to receive payments electronically. This can contribute to financial inclusion, especially in regions where traditional banking infrastructure is limited.

##### F. Data-driven Insights

The app can generate valuable data on market trends, trading patterns, and user behavior. This data can be analyzed to provide insights that can be used for business planning, decision-making, and improving the app.

##### G. Challenges in Adoption

Adoption of the app may face challenges such as limited access to smartphones or the internet in certain rural areas. Addressing these challenges is crucial for the widespread success of the platform.

##### H. Regulatory Considerations

Depending on the region, there may be regulatory hurdles to overcome. Compliance with local laws and regulations related to agricultural trading and e-commerce is essential for the app's long-term success.

##### I. User Feedback and Iteration

Continuous user feedback is important for the app's improvement. Regular updates and iterations based on user suggestions can enhance the app's functionality and user experience.

### J. Economic Impact

The success of the app can contribute to the overall economic development of the agricultural sector by fostering a more efficient and connected marketplace.

### K. Environmental Impact

Depending on the nature of the agricultural practices encouraged by the app, there may be environmental implications. For example, if the app promotes sustainable and eco-friendly farming methods, it can have a positive impact on the environment.

In summary, the results of developing an agricultural trading app are multifaceted and depend on effective implementation, addressing challenges, and adapting to the needs of users and the agricultural ecosystem. Regular assessment, updates, and a focus on user satisfaction are critical for sustained success.

## V. FUTURE SCOPE

Beyond the immediate goal of connecting farmers and wholesalers, Agronomy Ally holds immense potential for further development and impact. Here are some exciting opportunities for the project's future Agronomy Ally's future shines bright. Beyond connecting farmers and buyers, it can:

Expand reach: Serve more regions, crops, and languages.

Build an ecosystem: Offer logistics, storage, and financial services.

Harness data: Empower farmers with market insights, precision agriculture tools, and knowledge sharing.

Impact policy: Inform government initiatives and raise public awareness.

From platform to ecosystem, Agronomy Ally holds the power to revolutionize Indian agriculture, one empowered farmer at a time.

This shorter version retains the key points while making it more concise and impactful.

## VI. CONCLUSIONS

Agronomy Ally stands as a testament to the transformative power of technology in empowering Indian farmers. This platform, built on the user-friendly Adalo platform and supported by the informative Wix website, cuts through the exploitative layers of middlemen, directly connecting farmers to wholesalers. This direct line not only increases market access and price transparency, but also grants farmers greater control over their yield and maximizes their profits. By streamlining the selling process and providing real-time market information, Agronomy Ally empowers farmers with the tools they need to make informed decisions and secure fair deals. This is just the beginning. As the platform scales and integrates with essential agricultural services, it has the potential to revolutionize the entire industry. Imagine a future where farmers are equipped with data-driven insights, efficient logistics, and secure financial services – a future where they are not just producers, but empowered stakeholders in a thriving national economy. Agronomy Ally is not just an app; it is a beacon of hope, paving the way for a more equitable and prosperous agricultural landscape for India.

## VII. ACKNOWLEDGMENT

The authors thank the Vishwakarma Institute of Technology, and Dr. C. M. Mahajan, HOD, DESH who supported us throughout the research.

## REFERENCES

- [1] N. Chauhan et al., "Crop Shop – An application to maximize profit for farmers," 2019 International Conference on Vision Towards Emerging Trends in Communication and Networking (ViTECoN), Vellore, India, 2019, pp. 1-7, doi: 10.1109/ViTECoN.2019.8899389.
- [2] T. Ahmad, D. Zhang, "A critical review of comparative global historical energy consumption and future demand: the story told so far," Energy Reports, vol. 6, 2020, pp. 1973–1991.
- [3] M. Bhende, M. S. Avatade, S. Patil, P. Mishra, P. Prasad and S. Shewalkar, "Digital Market: E-Commerce Application For Farmers," 2018 Fourth International Conference on Computing Communication Control and Automation (ICCUBEA), Pune, India, 2018, pp. 1-7, doi: 10.1109/ICCUBEA.2018.8697615.
- [4] H. Poor, An Introduction to Signal Detection and Estimation. New York: Springer-Verlag, 1985, ch. 4.
- [5] Ayub Sayyed, Kritika Sharma, Kush Mandal, Dipali Bhole, "Application for Farmers to Sell Their Produce at Better Rate".
- [6] Sahil Parmar, K Sai Kishan, Karri Sai Murali, Shantanu Bikram Karki, Shilpa K S, "SELLING & BUYING AGRICULTURAL PRODUCTS USING ANDROID APPLICATION".
- [7] M. Ishak, M. S. Rahaman and T. Mahmud, "FarmEasy: An Intelligent Platform to Empower Crops Prediction and Crops Marketing," 2021 13th International Conference on Information & Communication Technology and System (ICTS), Surabaya, Indonesia, 2021, pp. 224-229, doi: 10.1109/ICTS52701.2021.9608436.



- [6] R. R. Kurada, S. Pattem, R. Y. M. R. VVR, S. N and S. Bonthu, "Raitu Vrudhi – An Android based Mobile Application for Agro-Marketing," 2023 4th International Conference for Emerging Technology (INCET), Belgaum, India, 2023, pp. 1-7, doi: 10.1109/INCET57972.2023.10170078.
- [7] R. Ranjana, T. Subha, P. K. P, S. L, V. S and J. N, "Integrated App for Farmers - Agrelance," 2021 4th International Conference on Computing and Communications Technologies (ICCCT), Chennai, India, 2021, pp. 361-366, doi: 10.1109/ICCCT53315.2021.9711776.
- [8] P. A. M, S. P and A. R H, "AGRIMART: An E-Platform for Agro Products with Voice based Chat Bot," 2022 Second International Conference on Advanced Technologies in Intelligent Control, Environment, Computing & Communication Engineering (ICATIECE), Bangalore, India, 2022, pp. 1-5, doi: 10.1109/ICATIECE56365.2022.10047116.
- [9] K. Saini, I. Mishra and S. Srivastava, "Farmer's E-mart : An E-Commerce Store For Crops," 2021 3rd International Conference on Advances in Computing, Communication Control and Networking (ICAC3N), Greater Noida, India, 2021, pp. 346-350, doi: 10.1109/ICAC3N53548.2021.9725783.
- [10] P. S. Anwesha Borthakur, "AGRICULTURAL RESEARCH IN INDIA: AN EXPLORATORY STUDY," International Journal of Social Science & Interdisciplinary Research, vol. 1, no. 9, pp. 59-74.



10.22214/IJRASET



45.98



IMPACT FACTOR:  
7.129



IMPACT FACTOR:  
7.429



# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24\*7 Support on Whatsapp)