Streamlining Agricultural Supply Chains in India

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ABSTRACT

Indian farmers often lack real-time visibility into market demand for their produce, leading to inefficiencies like crop wastage and suboptimal pricing. This disconnects between supply and demand also negatively impacts consumers who face inflated prices. To address this, we propose a digital platform connecting farmers, transporters, and retailers across India. Farmers can list their available stock and view prevailing market prices nationwide, enabling them to target regions with high demand and negotiate favorable prices, at or above the Minimum Support Price (MSP). Retailers can directly source produce from farmers, optimizing procurement based on their specific needs and location, while also reducing transportation costs. This platform aims to stabilize the supply chain, minimize waste, and ensure fair pricing for both producers and consumers by fostering a more transparent and efficient agricultural market. It will function as a unified digital marketplace, streamlining interactions and promoting sustainable practices within the Indian agricultural sector. Furthermore, the platform can incorporate features like predictive analytics based on historical data and weather patterns to assist farmers in production planning and further optimize supply and demand matching. Integration with existing government initiatives related to agriculture and farmer support can also be explored to maximize reach and impact.

Keywords: Digital Agricultural Marketplace, Supply Chain Transparency, Farmer Empowerment.

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