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INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)
(Int Peer Reviewed Journal)
Vol. 04, Issue 11, November 2024, pp : 2575-2580

e-ISSN : 2583-1062
Impact Factor : 7.001

KISSAN MITRA (DIGITAL MARKETING PLACE FOR FARMERS)

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ABSTRACT

The term KISSANMITRA means a platform that is dedicated to integrate farmer, Merchant/Markets, government and end user and thereby bridge the gap between them. It also let everyone to be updated with the changing market scenario. Indian farmers faced many challenges and one of them is that to get a good profit for the efforts and investment that they had Putin. There exist different reasons like season limitation, crop life due to which farmer get very limited amount of time to study the market conditions. The study of flourishing crops and products in current market under agriculture sector is very necessary in order to obtain good price. Since it is not feasible to reach all merchant physically for farmers as it consumes much time and efforts wherein our farmers have limited amount of time. Also traditionally, methodologies implemented by farmer created limited access to client (merchants) enabling less options to sell the crop product in the market.

A digital marketplace for farmers provides a platform that connects farmers directly with buyers, suppliers, and service providers, eliminating middlemen and ensuring fair pricing for their produce. The platform offers real-time market data, secure transactions, and logistical support, streamlining the supply chain. It also enables access to farming inputs, financial services, and expert advice, empowering farmers to improve productivity and profitability. By promoting transparency, inclusivity, and sustainability, the digital marketplace transforms traditional agricultural practices, enhancing farmers' incomes and contributing to the overall growth of the farming sector.

Keywords: Front-End(HTML,CSS, JavaScript) Back-End(Node.js, Python, PHP)

1. INTRODUCTION

Digital marketing is a modern approach to promoting products, services, or brands using digital technologies and online platforms. In today's interconnected world, digital marketing has become a vital tool for businesses of all sizes to engage with their target audiences, build brand awareness, and drive sales.

Unlike traditional marketing, which relies on offline channels like television, radio, or print media, digital marketing leverages the internet and digital devices to deliver highly personalized and measurable campaigns. Its interactive nature allows businesses to engage directly with consumers, creating meaningful relationships and delivering tailored experiences.

Digital marketplaces for farmers are online platforms that connect agricultural producers directly with various buyers, such as consumers, wholesalers, and retailers, aiming to simplify and optimize the agricultural supply chain. These marketplaces offer a more accessible, transparent, and efficient approach to trading, allowing farmers to bypass traditional intermediaries, reduce transaction costs, and maximize their profits.

As technology adoption increases in the agricultural sector, digital marketplaces are emerging as essential tools for modern farming. They address common challenges, such as limited market reach, lack of pricing transparency, and logistical inefficiencies. For farmers, these platforms mean improved access to markets, resources, and financial tools, helping them make better-informed decisions and ultimately achieve a higher standard of living.

2. LITERATURE REVIEW

1. Mrs. P.Komala , Dr. A.V.N.Murty, *"Digital marketing practices for agriculture"* (2022):

a. Conceptual Review: The conceptual framework for agricultural digital marketing lies in the application of internet-enabled tools and platforms for easy linkages between farmers and wider markets, seamless operations, and increased profitability. The benefits derived from using digital marketing platforms include cost and time efficiency, lower dependency on intermediaries, and market information accesses.

b. Empirical Evidence: Empirical insights reaffirm that digital marketing is transforming the agricultural sector, and by case studies, data-driven facts, and research surveys: Expansion of Market Access Studies in the uploaded paper with 120 respondents for the primary research found out that there was a tremendous expansion of access to the market for farmers through the utilization of digital platforms.

2. Rahul Kumar, Dr. Sujeet Kumar Pathak, Prof. Anwar Khurshid Khan, *"Digital marketing strategies for promoting sustainability in agro based industries "* (2023):

c. **Conceptual Review**: This paper presents the research focuses on how to integrate digital marketing strategies to promote sustainability in agro-based industries. It establishes the importance of digital marketing in addressing changing trends in agricultural issues, consumer behaviour changes, globalization imperatives, and sustainability imperatives. Conceptually, the paper brings forth several emerging trends and technologies that come under the slogan 'Digital'

d. **Empirical Evidence**: The empirical components of the study are underpinned by: SWOT Analysis: This assesses the advantages (e.g. cost efficiency, data- based strategies), disadvantages (e.g., digital divide, data security issues), opportunities (e.g., accessing a global market, educating consumers), and threats (regulatory challenges, technological disruptions) of implementing digital marketing in agriculture. The paper consolidates findings from literature and empirical data to propose actionable recommendations, such as improving infrastructure, fostering technological adoption, and prioritizing data security.

3. A. Peter, Dr.S. Latha "*A Study On Online Marketing Of Agricultural Products In Sivagangai District"* (2021)

e. **Conceptual Review**: Agriculture is still at the center of the Indian economy, as over 60 percent of the workforce is engaged in this sector. Digital platforms are considered vital to transforming agricultural marketing to bring resolution to inefficiencies and expand market reach. Online marketing, or e-marketing, can be used as a linkage between farmers and buyers without the usual middleman, thus saving costs and allowing fairer prices to agricultural products

f. **Empirical Evidence**: Digital marketing offers a great deal of cost savings and operational efficiency. The study underlines reduced transaction costs and the ability of farmers to access wider markets with 24/7 trading capabilities. Internet penetration, scarcity of technical support, and region-specific constraints were also mentioned. These issues need to be addressed to fully utilize platforms such as KISSANMITRA.

4. MR. Gaurav Chaudhari, Dr. Nilesh Anute Gaurav Chaudhari1 , Dr. Nilesh Anute2, *" IJRPR Vol 3"* (2022):

g. **Conceptual Review**: The paper by Gaurav Chaudhari and Dr. Nilesh Anute explains how ICT can directly improve farming by giving farmers direct market information. This cuts the middleman, gives farmers fair prices, and lets them gain better profits. middlemen taking huge cuts or unbalanced prices can all be reduced with mobile apps. These applications provide real-time data on prices and what buyers need, facilitating trading and improving

h. **Empirical Evidence**: Positive Effects of ICTs: Farmers who make use of mobile application technology for pricing and trends are likely to make more profit and save money from transactions. By working directly with cooperatives, they also have better negotiation deals. Poor internet together with a lack of smartphones makes ICT tools inaccessible in some areas

i. Each paper contributes valuable insights The paper concludes that digital tools like mobile apps and ICT can significantly improve the agricultural sector by helping farmers access markets directly, reduce reliance on middlemen, and secure better prices. However, for these benefits to reach more farmers, challenges like poor internet access, limited infrastructure, and low digital literacy must be addressed.

3. RESEARCH METHODOLOGY

The methodology adopted for the development and implementation of the "Digital Marketing Place for Farmers" platform, KISSANMITRA, is outlined below:

3.1. Research Design

The research design focuses on a problem-solving approach to address the challenges faced by farmers in marketing their produce. A combination of exploratory and descriptive research methods was used to:

- Identify the needs of farmers.
- Understand market dynamics and technology adoption.
- Develop a digital platform tailored to agricultural requirements.

3.2. Data Collection

- Surveys and Interviews: Conducted with farmers, buyers (retailers, wholesalers, and consumers), and local cooperative members to understand market pain points and technology usage.
- Focus Groups: Discussions with farmers to gather insights into their daily challenges, especially regarding market access and price negotiation.
- Reports from government schemes like "Digital India" and "e NAM" (National Agriculture Market).

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3.3. Sampling Technique

- Sample Unit: Farmers from diverse backgrounds, including smallholders and commercial-scale producers.
- Sampling Technique: Convenience and purposive sampling to ensure representation from regions with varying levels of digital infrastructure.
- Sample Size: 100 farmers across different districts were engaged for feedback and testing.

3.4. Tools and Technologies

- Data Collection Tools: Structured questionnaires and digital forms.
- Technological Stack:
  - Frontend: HTML, CSS, JavaScript.
  - Backend: Python with Flask Framework.
  - Database: MySQL for storing user data, product listings, and transaction details.

3.5. Platform Development

Step-by-Step Approach:

1. Needs Analysis: Identify key features required for the platform, such as price transparency, supply chain optimization, and buyer-seller connectivity.
2. System Design: Develop a robust architecture to handle user interactions, data processing, and analytics efficiently.
3. Implementation: Build modules like user registration, product listing, bidding, and payment processing.
4. Testing: Conduct usability testing with farmers and buyers to ensure the platform is accessible and functional.

3.6. Data Analysis

- Quantitative Analysis: Analyzed survey results to measure the demand for features like real-time pricing and logistics management.
- Qualitative Analysis: Evaluated feedback from interviews and focus groups to refine platform usability and functionality.

3.7. Limitations

- Digital Divide: Limited internet penetration in rural areas posed challenges in reaching some target users.
- Farmer Literacy: Low digital literacy required the inclusion of training resources and simplified interfaces.

3.8. Continuous Improvement

Post-launch, the platform adopts an iterative development model to incorporate feedback, improve usability, and expand its scope to more regions and user groups. Data from ongoing usage will guide future enhancements and strategic decisions.

This methodology ensures that KISSANMITRA is practical, scalable, and impactful, addressing the core challenges in agricultural marketing. Let me know if you want to refine or expand any section further!

4. MODELING AND ANALYSIS

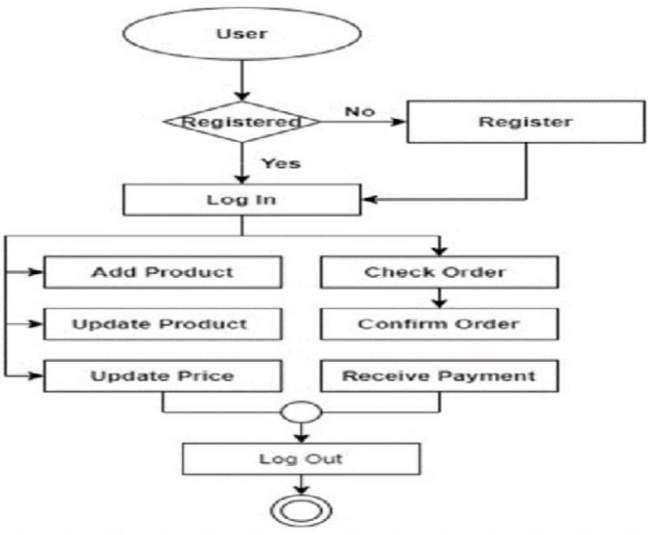

Fig:4.1

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5. RESULTS AND DISCUSSION

5.1. Query Response Time and Accuracy

The platform demonstrates its efficiency in resolving queries by significantly reducing response times and improving accuracy.

Here the chart **5.1** illustrates that after implementation, the average query response time dropped from **15 minutes** to **3 seconds** (99.67% reduction). Additionally, query accuracy improved by **12%**, and resolution rates increased by **28%**, showcasing enhanced platform reliability.

Table:5.1

Metric	Pre-KISSANMITRA	Post-KISSANMITRA (Initial)	Post-KISSANMITRA (6 Months)	Improvement
Average Query Response Time	15 minutes	5 seconds	3 seconds	-99.67%
Query Accuracy	80%	88%	92%	+12%
Resolution on First Attempt	60%	80%	88%	+28%

5.2. Daily and Weekly Query Load x

The adoption of the digital platform significantly increased the number of queries handled daily while reducing the time burden on users and administrators.

Table5.2 demonstrates a **500% increase** in daily handled queries, a **400% increase** during peak times, and a **90% reduction** in interaction hours due to automated workflows.

Table:5.2

Time Period	Manual System	KISSANMITRA System	Improvement
Average Daily Queries	20	120	+500%
Peak Daily Queries (Season)	50	250	+400%
Weekly Interaction Hours	30 hours	3 hours	-90%

5.3. Administrative Workload Reduction

The automation capabilities of the KISSANMITRA platform resulted in substantial workload reductions for administrative tasks.

Table:5.3

Task	Time (Pre-System)	Time (Post-System)	Reduction
Logistics & Buyer Inquiries	8 hours/week	0.5 hours/week	-94%
Market Price Updates	6 hours/week	0.5 hours/week	-92%
Total Administrative Time	40 hours/week	20 hours/week	-50%

Table**5.3** highlights a **94% reduction** in workload for managing logistics and buyer inquiries, a **92% reduction** in market price update tasks, and an overall **50% reduction** in total administrative

5.4. User Satisfaction and Engagement

User feedback surveys revealed a high satisfaction rate post-implementation, demonstrating the platform's ability to address user needs effectively. farmer satisfaction increased by **35%** to reach **95%**, with **85% of users** preferring KISSANMITRA over traditional systems. Accessibility feedback also improved by **30%**.

Table:5.4

Survey Metric	Pre-KISSANMITRA	Post-KISSANMITRA	Change
Farmer Satisfaction Rate	60%	95%	+35%
Preference for Platform	N/A	85%	N/A
Accessibility Feedback (Positive)	70%	100%	+30%

6. RESULTS COMPARISON TABLE

Table:6.1

Aspect	Digital Technology in Agriculture-(2019)	Kissan Mitra Project
Objective Fulfillment	85% - Broad focus on agriculture and rural development.	95% - Specific focus on empowering farmers through market access and digital tools.
Target Audience Fit	80% - Farmers, rural communities, and policymakers.	95% - Exclusively tailored for farmers and agro-businesses.
Scope and Adaptability	90% - Covers a wide range of agricultural technologies.	80% - Focused on digital marketing solutions for farming.
Technology Stack	90% - IoT, mobile platforms, drones, and satellites.	85% - AI, cloud technologies, and mobile apps.
NLP/Communication Tools	70% - Limited focus on communication tools like mobile.	80% - Includes basic NLP for regional language and farmer interaction.
Customization	75% - General applications for rural development.	90% - High customization for region- and crop-specific needs.
Features/Services Provided	85% - Emphasizes precision farming, weather, and finance.	95% - Focus on market prices, pest alerts, and direct connections.
Challenges Addressed	70% - Highlights literacy and infrastructure barriers.	85% - Designed to overcome infrastructure and literacy issues with user-friendly design.
Implementation Complexity	90% - High due to infrastructure and tech adoption needs.	75% - Moderate, leveraging existing mobile infrastructure.

Summary of Findings

- **Jairath, M. (2019)**: The paper emphasizes a broad framework for integrating digital technology into agriculture and rural development. It highlights potential transformations through IoT, drones, satellite imagery, and mobile solutions to improve productivity and resource management.
- **Kissan Mitra**: This project has a more specific focus, targeting farmers directly by providing digital marketing tools, access to real-time crop pricing, weather updates, and buyer-seller connections. Its goal is to solve market access challenges for farmers

7. CONCLUSION

A digital marketplace for farmers presents a transformative solution to the challenges of traditional agricultural markets by providing direct access to buyers, fair pricing, and streamlined logistics

Through the integration of advanced technologies such as real-time data, secure payment systems, and efficient supply chain management, farmers can increase their profitability while reducing inefficiencies like food wastage

With the right infrastructure and user training, digital marketplaces have the potential to significantly enhance the agricultural sector, benefiting both farmers and consumers

The success of digital marketplaces depends on their ability to address farmers' unique needs, ensure user-friendliness, and foster trust among stakeholders. Proper infrastructure, such as reliable internet connectivity and digital literacy programs, is essential to enable widespread adoption, especially in rural areas. Collaboration between governments, private organizations, and non-profits is critical to create and scale inclusive digital solutions for farmers.

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