IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
Impact Factor: 7.53
Volume 4, Issue 2, February 2024

Virtual Fruits Market An Application ForFarmer

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Abstract: *Today mobile devices are used commonly by everyone, including the farmers and countryside people. Agriculture is the support of Indian economy so information sharing to the knowledge intensive agriculture area is upgraded by mobile-enabled information services and speedy growth of mobile telephony. Mobile application provides varied information services to farmers which are helpful for management, controlling and monitoring of the farm. Mobile app is very helpful for farmers to increase their farming to yield more profit. This paper explores how Mobile Apps of agricultural services have impacted the farmers in their farming activities and which more innovative agriculture services will provide through Mobile App.*

India is one of the world's biggest producers of fruits and vegetables but its share in the global horticulture market is insignificant. The fragmented supply chain and inadequate health, safety and quality mechanisms (means the quantity and quality of fruits and vegetables) often do not meet the demands of high-end or international markets. Moreover, Indian farmers receive less than a fifth of the end price for the fruits and vegetables they produce, while a long line of middlemen, transporters, wholesalers and retailers get the rest. So, the aim behind developing this app is to give India's huge farming community a fair and consistent price for their produce. Using this android based app "Virtual Fruits Market", will help some of the farmers to overcome this problem. Using these app farmers can directly connect with the end users and supply the product directly to them. This will increase the profit of the farmers and also end users can get good quality product in fewer prices as they will directly buy from farmers.

Keywords: Mobile application; Agricultural marketing ; information Management; Farmer, Rural Development, Consumer

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