

Implementation of Agri-Marketing E-Commerce Platform

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Abstract: *In recent years, e-commerce has revolutionized various industries, and agriculture is no exception. This paper explores the integration of e-commerce within the agricultural sector, highlighting its potential to enhance productivity, market reach, and sustainability. The study examines the unique challenges and opportunities that arise from the digital transformation of agricultural commerce, including logistical hurdles, the digital divide, and the need for tailored technological solutions. By analyzing case studies and leveraging data analytics, we propose a framework that enables farmers to optimize supply chain management, access real-time market information, and engage directly with consumers. This framework not only facilitates a more efficient and transparent marketplace but also promotes sustainable agricultural practices by reducing waste and improving resource management. Our findings suggest that a well-implemented e-commerce platform can significantly contribute to the economic viability of small and medium-sized farms, fostering rural development and food security. This paper contributes to the growing body of knowledge on digital agriculture and offers practical insights for policymakers, developers, and stakeholders aiming to harness the full potential of e-commerce in agriculture*

Keywords: e-commerce, agriculture, digital transformation, supply chain management, sustainability, rural development, food security