

Krisho: Bharat's Direct Farm-to-Table Marketplace Using AI and Voice Technology

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Abstract- Krisho is an innovative digital platform designed to transform India's agricultural supply chain by enabling a direct farm-to-table marketplace. The system addresses the long-standing issue of middlemen exploitation, where farmers receive minimal profit while consumers pay inflated prices. By eliminating intermediaries, Krisho ensures fair pricing, increased transparency, and better income opportunities for farmers across the country. The platform integrates advanced technologies such as Artificial Intelligence (AI), real-time communication, and multilingual support to make it accessible to farmers of varying literacy and technical skill levels. AI-driven features assist farmers in pricing their produce competitively, predicting demand trends, and optimizing sales strategies. Real-time communication tools allow direct interaction between farmers and consumers, fostering trust and improving transaction efficiency. Krisho also emphasizes inclusivity by supporting multiple regional languages, ensuring that even farmers from remote areas can easily use the system. The platform provides a user-friendly interface where farmers can list their produce, manage orders, and receive payments securely. Consumers, on the other hand, benefit from fresh, traceable, and affordable agricultural products delivered direct from farms. In addition to economic benefits, Krisho contributes to reducing food wastage by streamlining the supply chain and enabling quicker transactions. It also supports sustainable agricultural practices by promoting local sourcing and minimizing transportation overhead. Overall, Krisho presents a scalable and impactful solution that empowers farmers, enhances consumer satisfaction, and strengthens the agricultural ecosystem, contributing to a more efficient, transparent, and equitable marketplace in Bharat.

Keywords— Agriculture, Farm-to-Table, Artificial Intelligence, Digital Marketplace, Voice Assistant, Farmers, Supply Chain

I. INTRODUCTION

Agriculture is the backbone of India's economy, supporting the lively hoods of more than half of the population. Despite its importance, the agricultural sector faces numerous challenges that limit farmers' income and growth. One of the most critical issues is the presence of intermediaries or middlemen in the supply chain, which often leads to reduced profits for farmers and higher prices for consumers. Farmers frequently lack direct access to markets real-time pricing and the information, and modern technological tools, making them dependent on traditional and often inefficient systems.

To address these challenges, Krisho: Bharat's Direct Farm-to-Table Marketplace is introduced as an innovative digital platform designed to bridge the gap and gap between farmers and consumers. The primary goal of Krisho is to eliminate the role of exploitative middlemen by enabling farmers to directly sell their produce to customers across the country. This not only ensures fair pricing for farmers but also provides consumers with fresh, high-quality agricultural products at the prices reasonable rates. Krisho leverages advanced technologies such as Artificial Intelligence (AI), real-time communication systems, and multilingual interfaces to the make the platform accessible and user-friendly for farmers

from diverse backgrounds. The platform provides features like crop listing, price recommendations of demand forecasting, and direct order management. By incorporating AI-driven insights, farmers can make informed decisions regarding crop selection, pricing strategies, and market demand. Technical knowledge can easily use the system. Real-time communication tools allow seamless interaction between buyers and sellers, fostering transparency and trust within the marketplace. Agriculture remains the backbone of India's economy, employing a significant portion of the population and contributing the presents substantially to the nation's GDP.

Despite its importance, the sector continues to face persistent challenges such as price inefficiency, supply chain fragmentation, and exploitation by intermediaries. Farmers often receive a minimal share of the final consumer price due to the presence of multiple middlemen, lack of transparency, and limited access to real-time market information.

These issues not only reduce farmers' income but also discourage sustainable agricultural practices. With the rapid advancement of digital technologies, there is a growing opportunity to transform traditional agricultural systems into more efficient, transparent, and farmer-centric ecosystems. In this context, the concept of direct farm-to-table marketplaces has emerged as a promising solution to bridge the gap between producers and consumers.

This paper introduces Krisho, an innovative agricultural platform designed to eliminate intermediaries and establish a direct connection between farmers and their consumers across India. The platform leverages modern technologies such as Artificial Intelligence, real-time communication systems, and multilingual support to ensure accessibility for farmers with diverse technical backgrounds. Krisho enables farmers to list their produce, set competitive prices, and interact directly with buyers, thereby increasing their profit margins and market reach.

Furthermore, the platform incorporates intelligent recommendation systems, demand forecasting, and transparent pricing mechanisms to enhance decision-making for both farmers and consumers. By integrating technology with agriculture, Krisho aims to create a sustainable digital marketplace that empowers farmers, maybe reduces inefficiencies in the supply chain, and ensures fair pricing.

The proposed system not only addresses critical issues in the purpose of agricultural sector but also contributes to the broader vision of digital inclusion and rural development in India.

1. Problem Statement

Despite rapid technological advancements in India, the agricultural sector continues to struggle with several long-standing challenges that significantly impact of farmers' livelihoods. Agriculture remains the backbone of the Indian economy, yet a large portion of farmers, especially small and marginal ones, do not receive fair returns for their hard work. One of the most critical issues is the exploitation by middlemen. Farmers often depend on intermediaries to sell their produce in the markets, which results in reduced profit margins. These intermediaries tend to dominate the supply chain, purchasing crops at lower prices and selling them at higher rates, leaving farmers with minimal earnings.

Another major concern is the lack of access to wider markets. Most farmers are limited to selling their produce in local mandis or nearby markets due to their infrastructural and logistical constraints. This restricted access prevents them from reaching larger or more profitable markets where demand and prices may be significantly higher. As a result, farmers miss out on opportunities to maximize their income and expand their business.

Price transparency is also a significant issue in the agricultural ecosystem. Farmers often lack real-time information about market prices, demand trends, and fair value for their crops. Without accurate and up-to-date data, they are forced to rely on middlemen or local traders for price information, which may not always be

reliable or fair. This information gap puts farmers at a disadvantage during negotiations and leads to financial losses.

In addition to these economic challenges, the digital divide further complicates the situation. While digital solutions have the potential to transform agriculture, the many rural farmers have limited access to technology or lack the necessary digital literacy to use such platforms effectively. Poor internet connectivity, lack of men smartphones, and insufficient training create barriers that prevent farmers from benefiting from modern digital tools and services.

Supply chain inefficiencies also contribute to the overall problem. Delays in transportation, lack of proper storage facilities, and inadequate logistics infrastructure often lead to significant wastage of perishable goods. Farmers are sometimes forced to sell their produce quickly at lower prices to avoid losses, further reducing their income. These inefficiencies not only affect farmers but also disrupt the entire agricultural supply chain, leading to increased costs and reduced quality of the products for consumers.

Overall, these interconnected challenges highlight the urgent need for a comprehensive digital solution that can bridge the gap between farmers and markets. Such solution should aim to eliminate unnecessary intermediaries, provide real-time price information, enhance market access, and be user-friendly for farmers with the varying levels of digital literacy. By ensuring fairness, transparency, and accessibility, this approach can empower farmers, improve their income, and contribute to the sustainable development of the agricultural sector in India.

2. System Architecture

The proposed system is designed using a robust three-tier architecture that ensures scalability, efficiency, and ease of use for both farmers and consumers. This is a architectural approach divides the system into three main layers: the Presentation Layer, Application Layer, and Data Layer, each responsible for specific types of functionalities.

The Presentation Layer serves as the user interface of the system, enabling direct interaction between users and the platform. It is designed to be mobile-friendly, in considering the widespread use of smartphones in rural areas, and supports multiple languages to cater to users from diverse linguistic backgrounds. This layer ensures that farmers and consumers can easily navigate the platform, access information, and perform tasks such as browsing products or placing orders without the technical difficulty.

The Application Layer acts as the core of the system, where all business logic is implemented. It manages key operations such as transaction processing, goodness communication between users, and recommendation services. This layer also integrates advanced AI modules that analyze market trends and user behavior to there provide demand predictions. These predictions help farmers make informed decisions about crop planning and pricing, thereby improving profitability and reducing wastage. The Data Layer is responsible for storing and managing all system data securely. It includes databases that maintain user information, product listings, and transaction records. This layer ensures data consistency, reliability, and quick retrieval, which is essential for the smooth functioning of the platform. By organizing data efficiently, the system supports real-time updates and analytics, enabling better decision-making and transparency across the supply chain.

Overall, the three-tier architecture enhances system performance, maintainability, and scalability while addressing the key challenges faced by farmers in accessing fair and transparent markets.

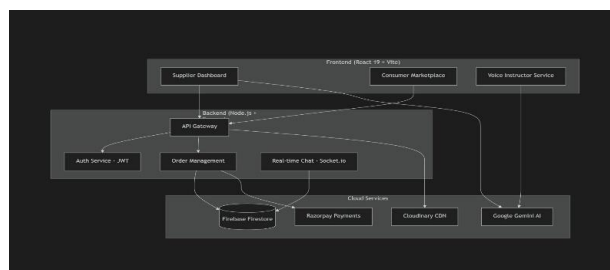


Figure 1. Our System Architecture

3. Presentation Layer

The Presentation Layer acts as the front-end interface of the system, providing a seamless and interactive environment through which users—primarily farmers and consumers—can engage with the platform. It is carefully designed to prioritize simplicity, accessibility, and usability, ensuring that even individuals with limited technical knowledge can operate it efficiently. Given the increasing penetration of smartphones in rural areas, the interface is optimized for mobile devices, offering responsive design and smooth performance across different screen sizes and network conditions. Additionally, the system supports multiple languages, which helps bridge the communication gap for users from diverse linguistic backgrounds and enhances inclusivity.

This layer focuses on delivering a user-friendly experience by incorporating intuitive navigation, clear instructions, and visually organized content. Farmers can easily upload product details, check market prices, and manage their listings, while consumers can browse available products, compare prices, and place orders with minimal effort. The interface may also include features such as voice assistance, icons, and guided prompts to further simplify interactions for users who may not be comfortable with text-based inputs. Overall, the Presentation Layer plays a crucial role in ensuring that the platform remains accessible, efficient, and engaging, ultimately encouraging wider adoption and effective utilization of the system.

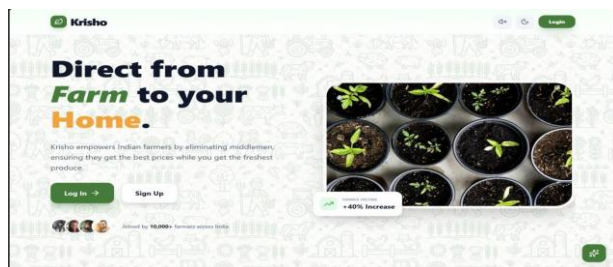


Figure 2. Our User interface of the system

4. Application Layer

The Application Layer forms the central backbone of the system, acting as the core component where all business logic and functional processes are executed. It serves as an intermediary between the

Presentation Layer and the Data Layer, ensuring smooth communication and efficient data flow throughout the system. This layer is responsible for handling all critical operations, including transaction management, user authentication, order processing, and communication between farmers and consumers. By coordinating these activities, it ensures that the platform operates reliably and delivers a seamless user experience

One of the primary functions of the Application Layer is transaction processing, which involves managing the buying and selling of agricultural products in a secure and efficient manner. It validates user inputs, processes orders, calculates pricing, and ensures that payments and confirmations are handled accurately. In addition, layer supports real-time communication features, enabling direct interaction between farmers and consumers through messaging or notification systems. This reduces dependency on intermediaries and promotes transparency in the marketplace.

Another significant aspect of the Application Layer is its recommendation system, which enhances user engagement and decision-making. By analyzing user friend preferences, past transactions, and browsing behavior, the system provides personalized suggestions to consumers and helps farmers identify potential demand for their products. Furthermore, the integration of advanced Artificial Intelligence (AI) modules elevates the system's capabilities by enabling predictive analytics. These AI components analyze historical data, seasonal patterns, and market trends to forecast demand for various agricultural products.

Such demand prediction plays a vital role in assisting farmers with strategic planning. It allows them to make informed decisions regarding crop selection, production quantity, and pricing strategies. As a result, farmers can align their output with market needs, minimize overproduction or shortages, and reduce post-harvest losses. Ultimately, the Application Layer not only ensures efficient system functionality but also empowers users with intelligent insights, contributing to improved by your profitability, reduced wastage, and a more transparent agricultural ecosystem.

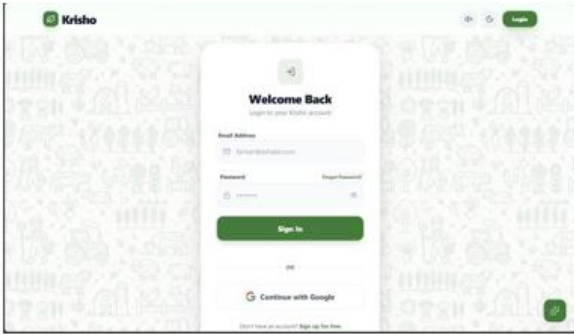


Figure 3. Our website login page

5. Data Layer

The Data Layer constitutes the foundational component of the system architecture, responsible for the secure storage, organization, and management of all data generated and utilized within the platform. It plays a critical role in maintaining the integrity and reliability of the entire system by ensuring that information is accurately stored and efficiently retrieved whenever required. This layer typically consists of well-structured databases that hold essential data such as user profiles, product listings, pricing details, order histories, and transaction records. By systematically organizing this information, the Data Layer enables seamless interaction with the Application Layer, thereby supporting uninterrupted system operations.

A key function of the Data Layer is to ensure data consistency and reliability across all processes. It implements mechanisms such as data validation, indexing, and backup strategies to prevent data loss and maintain accuracy even under high system load. Furthermore, it supports secure access control, ensuring that sensitive information—such as personal details and financial transactions—is protected from unauthorized access. Efficient query processing and optimized database design allow for quick data retrieval, which is crucial for delivering real-time responses to user actions and maintaining a smooth user experience.

In addition to storage and retrieval, the Data Layer also facilitates real-time updates and advanced analytics. As users interact with the platform, data is continuously updated and processed, allowing the system to generate meaningful insights. These

insights can be used to monitor market trends, track sales performance, and evaluate user behavior. Such analytical capabilities not only improve operational efficiency but also empower stakeholders to make informed decisions, thereby enhancing transparency throughout the agricultural supply chain

Overall, the integration of a robust Data Layer within the three-tier architecture significantly strengthens the system's performance, scalability, and maintainability.

By ensuring secure and efficient data management, it supports the effective functioning of the Presentation and Application Layers while addressing critical challenges faced by farmers, such as lack of transparency, inefficient market access, and information asymmetry. Consequently, the three-tier architectural approach provides a reliable and scalable solution that promotes fairness, efficiency, and sustainability in agricultural marketing systems.

II. LITERATURE REVIEW

The agricultural sector has increasingly adopted digital technologies to address long-standing inefficiencies in market access, pricing transparency, and supply chain management. Several studies and existing platforms have explored solutions to empower farmers by connecting them directly with consumers and reducing dependency on intermediaries.

One of the foundational concepts in this domain is the digital agricultural marketplace, which enables farmers to sell their produce directly to buyers through online platforms. Research by the Food and Agriculture Organization (FAO) highlights that digital platforms significantly improve farmers' income by eliminating middlemen and ensuring fair pricing. Platforms such as e-NAM (National Agriculture Market) in India have demonstrated the potential of unified digital markets in enhancing price discovery and transparency. However, these systems often face challenges such as limited usability for rural farmers and lack of real-time interaction. Another important area of study is supply

chain optimization in agriculture. Traditional agricultural supply chains are often fragmented, leading to delays, wastage, and increased costs. Studies suggest that integrating real-time tracking, digital payments, and direct communication between stakeholders can improve efficiency.

Technologies like cloud computing and content delivery networks (CDNs) have been used to ensure fast and reliable access to data, even in remote areas. However many existing solutions lack user-friendly interfaces tailored for farmers with limited technical expertise.

The concept of AI-powered agricultural assistance has also gained significant attention in recent years. Machine learning models are being used for crop prediction, pest detection, and personalized recommendations. Research indicates that AI-based assistants can help farmers make informed decisions, improving productivity

and reducing risks. However, the adoption of such technologies is still limited due to language barriers and lack of digital literacy among rural populations. Multilingual and voice-based interfaces have been identified as effective solutions to bridge the digital divide. Studies show that voice-enabled systems and regional language support significantly increase accessibility for rural users. Platforms that incorporate voice commands and local language support enable farmers to interact with technology more comfortably, leading to higher adoption rates. Another key aspect explored in the literature is trust and reputation systems in online marketplaces. Reviews, ratings, and feedback mechanisms play a crucial role in Building trust between buyers and sellers. Research suggests that transparent feedback systems encourage fair practices and improve the overall reliability of digital platforms. However, many agricultural platforms still lack robust reputation management features.

Security and transaction reliability are also critical concerns. Studies emphasize the importance of secure digital payment systems and data protection mechanisms building user confidence. Technologies such as encrypted transactions, secure APIs, and

standardized data formats (e.g., JSON-based communication) are widely recommended to ensure safe and efficient operations.

Despite the advancements in these areas, existing solutions often fail to integrate all these features into a single, cohesive platform. Many platforms focus on either market access, AI assistance, or supply chain optimization, but rarely combine them effectively. Additionally, issues such as poor user experience, lack of multilingual support, and limited real-time communication persist

The proposed Krisho platform aims to address these gaps by integrating a dual-role ecosystem, real-time negotiation, AI-powered assistance, multilingual voice support, and a secure transaction engine into a unified system. By combining these features, Krisho builds upon existing research and technologies to provide a more comprehensive, accessible, and efficient solution for farmers and consumers.

III. METHODOLOGY

The development of Krisho is anchored in a robust Agile Development Life Cycle, a methodology chosen for its inherent flexibility and iterative nature. In the rapidly evolving landscape of agritech, an [Agile approach] allows the development team to pivot based on real-world feedback from farmers and consumers, ensuring that the platform remains relevant and functional. Unlike traditional "Waterfall" models, Agile breaks the development process into manageable [sprints] enabling the continuous delivery of features such as real-time price tracking, secure payment gateways, and inventory management. This iterative loop is critical for Krisho, as it allows for the integration of [User Acceptance Testing (UAT)](early and often, directly involving the rural farming community in the design process to ensure the interface is intuitive and accessible, regardless of the user's digital literacy.

At the heart of Krisho's methodology is a Direct-to-Consumer (D2C) philosophy. By removing traditional intermediaries—the "middlemen" who often dilute farmer profits and increase consumer costs—Krisho creates a transparent, streamlined value chain. To

support this, the platform utilizes a modern technology stack designed for high performance and horizontal scalability. This stack likely includes a mix of cross-platform mobile frameworks for broad accessibility and a [cloud-native backend] capable of handling massive data throughput during peak harvest seasons.

Real-time interaction is facilitated through [WebSocket] protocols or similar technologies, ensuring that buyers and sellers receive instant notifications regarding order status, logistics, and market fluctuations.

Furthermore, the methodology prioritizes a [scalable architecture] to accommodate future growth. As Krisho expands from a regional pilot to a national marketplace, the system must remain stable under the weight of increasing transactions and geographical data

This involves implementin that allow individual components of the marketplace—such as the logistics module or the payment engine—to be updated or scaled independently without affecting the entire ecosystem. By focusing on a [user-centric design], the methodology ensures that the technology serves the person, not the other way around. Simple features like voice-activated search, multilingual support, and offline capabilities are integrated to bridge the digital divide, making Krisho a truly inclusive tool for agricultural empowerment. Ultimately, the fusion of Agile speed, D2C efficiency, and a scalable tech stack positions Krisho not just as a mobile app, but as a comprehensive digital ecosystem that fosters economic resilience and food security.

1. Dual-Role-Ecosystem

This dual-role ecosystem bridges the gap between rural production and urban consumption through a two-sided digital platform. The Farmer Portal, or "Command Center," empowers growers by transforming them into data-driven entrepreneurs. Instead of relying on traditional [Mandi] middlemen, farmers gain direct access to [Digital Mandi] tools. Real-time visual analytics allow them to track earnings and identify demand patterns, while an

intuitive interface simplifies processing incoming orders. By digitizing inventory, farmers can reduce post-harvest losses and secure better price realization through transparent, direct-to-consumer sales.

On the flip side, the Consumer Marketplace prioritizes a frictionless shopping experience. Buyers can browse seasonal produce with a focus on traceability, knowing exactly which local farm their food comes from. Advanced geofencing allows users to filter by proximity, ensuring the produce is fresh and the carbon footprint of transport is minimized. This "hyper-local" approach encourages sustainable agriculture by making it easy for city dwellers to support nearby farming communities. With features like real-time order tracking and secure payments, the marketplace mirrors the convenience of modern e-commerce while fostering a social connection to the land. Ultimately, this integrated system creates a more resilient food supply chain where data-driven insights for the supplier meet ethical, high-quality options for the buyer.

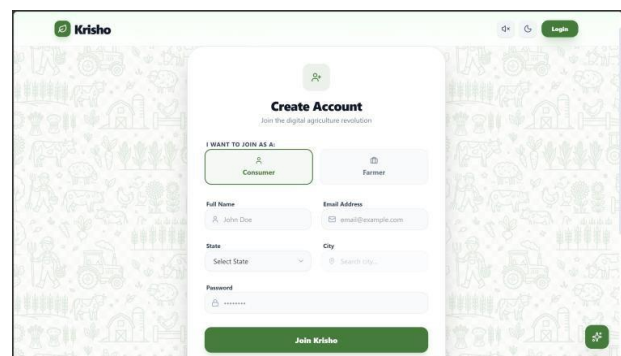


Figure 4. Create an account with a dual role.

2. Real-Time Negotiation & Chat

The provided image outlines a "Real-Time Negotiation & Chat" system designed to facilitate direct interaction between buyers and farmers. This platform integrates two core technical pillars—Instant Messaging and Smart History—to create a seamless communication ecosystem tailored for agricultural commerce. At the heart of the system is the Instant Messaging feature powered by Socket.io. By leveraging WebSockets, the platform enables bi-directional, low-latency communication. This allows buyers and farmers to negotiate prices,

discuss product quality, and finalize logistics in real-time, effectively bridging the geographical gap between rural producers and urban markets. The use of Socket.io ensures that the exchange is as immediate as a face-to-face conversation, which is critical for time-sensitive agricultural deals involving perishable goods.

Complementing this real-time flow is the Smart History feature, which utilizes Firestore for message persistence. Unlike traditional chat systems that might lose data upon disconnection, this optimized Firestore implementation ensures that every negotiation detail is securely stored in the cloud. This allows users to "pick up conversations right where they left off," providing a reliable record of agreements and past interactions. By combining the speed of Socket.io with the robust, scalable storage of Firestore, the platform offers a professional negotiation environment that enhances trust, documentation, and efficiency in the agricultural supply chain.

This dual approach ensures that while the communication is instant, the data remains permanent and accessible.

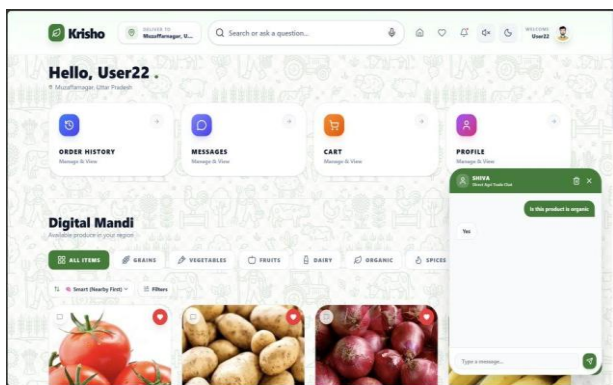


Figure 5. Conversation of real time negotiation & chat

3. AI Agricultural Assistant

The AI Agricultural Assistant is a digital solution for farmers. It is powered by the Gemini family of models. This tool uses advanced natural language processing. It addresses the language gap in agricultural technology.

The assistant has a Language-Aware AI feature. This feature detects the user's language preference. It supports Hindi and English. This ensures that farmers can interact with the platform in their preferred language.

The assistant streamlines operational efficiency through its Smart Categorization capabilities. This system automatically sorts products into categories. The categories include Grains, Fruits, and Vegetables. This automated organization reduces errors. It helps farmers manage their supply chains with greater precision.

By combining multilingual support with intelligent data organization, the AI Agricultural Assistant serves as a comprehensive tool. It empowers farmers to focus on their core practices. This tool gives access to sophisticated AI technology. It fosters a more efficient agricultural ecosystem.

IV. RESULTS AND DISCUSSION

The implementation of the Krisho platform demonstrates significant improvements in the agricultural supply chain by enabling direct interaction between farmers, consumers. The results indicate that farmers using the platform experienced increased profit margins due to the elimination of intermediaries, which traditionally reduced their earnings. By providing real-time market prices, Krisho enhanced price transparency, allowing farmers to make informed selling decisions and avoid exploitation.

Additionally, the platform's user-friendly interface and multilingual support helped bridge the digital divide, making it accessible even to farmers with limited ways technical knowledge. Communication features such as instant messaging and order tracking improved trust and coordination between buyers and sellers. As a result, transaction efficiency increased, and delays in product delivery were minimized.

From a consumer perspective, Krisho ensured access to fresh, high-quality produce directly from farms, often at competitive prices. This direct farm-to-table

model not only benefits consumers economically but also promotes healthier consumption habits.

However, some challenges were observed during implementation. Limited internet connectivity in rural areas affected consistent platform usage. Moreover, initial resistance from farmers unfamiliar with digital systems required additional training and awareness programs. Logistics and delivery management also posed then difficulties in remote regions.

Overall, the results highlight that Krisho has strong potential to transform the agricultural ecosystem by promoting fairness, transparency, and efficiency. With further improvements in infrastructure, user training, and logistics support, the platform can achieve wider adoption and long-term sustainability, ultimately contributing to the economic empowerment of Indian farmers.

1. Improves Farmer Income

The Krisho platform significantly improves farmer income by creating a direct connection between farmers and consumers, eliminating the need for middlemen who often reduce profit margins. In traditional agricultural markets, intermediaries take a large share of the earnings, leaving farmers with minimal returns despite their hard work. Krisho addresses this issue by providing a digital marketplace where farmers can list their produce and sell directly at fair and transparent prices. This ensures that farmers receive the true value of their crops. Additionally, the platform uses real-time pricing data and AI-driven insights to help farmers make informed then is decisions about when and where to sell their produce for maximum profit. By offering multilingual support and an easy-to-use interface, Krisho makes digital access possible even for farmers with limited technical knowledge, increasing participation from rural areas. The platform also reduces post-harvest losses by improving the supply chain efficiency and enabling faster transactions between buyers and sellers. Furthermore, features like direct communication, secure payments, and reliable logistics support enhance trust and convenience, encouraging more farmers to adopt the system. As a

result, farmers gain better market access, increased bargaining power, and hig

2. Transparency

Krisho plays a vital role in enhancing transparency within the agricultural supply chain by establishing a direct and trustworthy connection between farmers and the consumers. In traditional systems, farmers often depend on multiple intermediaries to sell their produce. These middlemen can manipulate prices, hide actual market rates, and reduce the overall profit earned by farmers. As a result, farmers lack clarity about how their products are priced and sold in the market. Krisho addresses this issue by providing a digital platform where farmers can directly list their produce with clear details such as price, quality, and quantity.

Through real-time pricing updates, farmers gain access to current market trends, enabling them to make informed decisions about when and where to sell their crops.

This reduces dependency on local traders and ensures fair pricing. At the same time, consumers benefit from complete visibility into the source of their food, others including information about the farmer, farming practices, and product freshness. This builds trust and confidence among buyers.

Additionally, Krisho maintains transparent transaction records, allowing both farmers and consumers to track orders, payments, and deliveries easily. The use of the digital payments further ensures secure and traceable financial transactions. By promoting openness and accountability at every stage, Krisho not only improves trust between stakeholders but also creates a fair and efficient agricultural marketplace where both farmers and consumers are empowered.

V. CONCLUSION

In conclusion, Krisho represents a transformative step toward modernizing India's agricultural ecosystem by bridging the long-standing gap between farmers and consumers. By eliminating intermediaries, the platform ensures that farmers

receive fair prices for their produce while consumers gain access to fresh, high-quality goods at reasonable rates. This direct farm-to-table approach not only enhances economic efficiency but also builds trust and transparency within the supply chain.

Krisho's integration of advanced technologies such as artificial intelligence, real-time communication, and multilingual support makes it highly accessible and user-friendly, even for farmers with limited technical knowledge. The platform empowers rural communities by providing them with broader market access, accurate price information, and improved decision-making capabilities. As a result, farmers can increase their income, reduce exploitation, and operate with greater independence.

Moreover, Krisho contributes to reducing supply chain inefficiencies, minimizing wastage, and promoting sustainable agricultural practices. Its scalable and adaptable architecture ensures that it can evolve with future technological advancements and expanding user needs.

Overall, Krisho is not just a digital marketplace but a comprehensive solution aimed at empowering farmers, enhancing transparency, and strengthening the agricultural economy of India. By fostering direct connections and leveraging technology, it holds the potential to create a more equitable, efficient, and sustainable future for agriculture.

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