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Development of Web Based System for Farmer to Consumer Product Selling Through Direct Marketing

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Abstract: Agriculture is a top priority in India but today the people involved in agriculture are of a lower class and face a lot of trouble in their day to day life due to extreme poverty. In India about 15% of GDP (Good Domestic Product) comes from agriculture but the employers in this work are 50% of our working population. Income generation is one of the biggest causes of Farm Suicide in India. Due to lack of awareness of modern technology or advanced techniques it leads to Farm poverty. Even after all the hard work and produce done by the farmers, in today's market the farmers are urged by the Agents, which leads to poverty. Middleman's role in marketing the farm product is necessary to remove in order to provide direct sales between farmers and customers. The area will guide farmers in all aspects, current market value of different products, total market value and profitability of products sold, access to new e-learning farming techniques, various agricultural related issues and an in-house view of various agricultural government strategies including agricultural compensation schemes. This website helps farmers ensure maximum profitability by using direct farmer to customer and language communication with farmers. This optimization site allows for better communication between the farmer and the customer.

Index Terms **- Agriculture, Website, GDP (Good Domestic Product), Farmer, Agents, Customer.**

I. INTRODUCTION

Farmer E-Marketplace is web application that will help farmers create agricultural marketing that leads to increased success and increased their standard of living. The Marketing Center will allow farmers to view orders made and related information on their accounts. The administration will serve as a way for farmers to sell their produce in the market. The mid-market committee will administer to Admin the review of business operations. The website will provide clever commercial, commodity reports and practical farming practices. The website will also provide content such as Tips for Farming, Agricultural News and Government Schemes to the Farmer through the System Blog. A farmer can add his own blog or gardening tips. Government will prioritize new farmers' programs. A unique application interface for application and viewing systems will be provided. Farmers and Customers will be provided with a separate ID to access their accounts which leads to secure access. In this web-based system every registered Farmer can build their own store and the customer can easily follow them. Every order made on the site has a unique ID that results in secure sales.

The main purpose of the project is to create a website that will help farmers from the Indian subcontinent to sell their products to various city markets directly to customers without the help of intermediaries or agents. It is a computerized system for better and clearer sales. Farmers will find a unique interface where they will be able to get everything right from reading market information to marketing, managing product status, checking product ratings and reviews, seeing monthly sales, collecting different program information and working. Families can read various blogs such as gardening tips, news, inventing new things, etc. This website will serve as a unique and safe way to do agricultural marketing.

II. LITRATURE SURVEY

[1] "Sustainable E-Agriculture Knowledgebase for Information Dissemination to Develop Indian Agriculture Sector and Empower Rural Farmers",Rahul Singh Chowhan, Purva Dayya, Dr. U.N. Shukla
The goal of E-Agriculture is to enhance agricultural in addition to rural improvement by using various facts and verbal exchange techniques. The inspiration to use full-fledged potential of ICTs for agriculture capability building, and marketing has existed for a long time. It's far just most currently the dissemination of records started out harnessing ICTs extra efficaciously for better provider delivery to the farmers.

[2] "Farming Assistant Web Services", D. Magheshkumar, M. Pavithra
It is a Web Project to help the farmers working with the motive of greater profitability by direct communication between; farmer-to-supplier and farmer-to-farmer mobile phone usage in third world countries is playing a vital role for the enhancement of farmer's business towards agriculture. Recently, communication through mobile phones is considered very important in enhancing farmers' access to better understand agricultural market situation. The use of mobile phone also keeps them aware for weather forecast for agriculture input application like fertilizer and pesticides.

[3] "E-Farming",Sindhu M R, Aditya Pabshettiwar, Ketan.K.Ghumatkar, Pravin.H.Budhehalkar, Paresh.V.Jaju
Farming is the Prime Occupation in India in spite of this, today the people involved in farming belongs to the lower class and is in deep poverty. The Advanced techniques and the Automated machines which are leading the world to new heights, is been lagging when it is concerned to Farming, either the lack of awareness of the advanced facilities or the unavailability leads to the poverty in Farming. Even after all the hard work and the production done by the farmers, in today's market the farmers are cheated by the Agents, leading to the poverty.

[4] "Android Based ICT Solution in Indian Agriculture to Assist Farmers", Arpit Narechania
Average yield in India is quite low compared to other countries. Advances in Information and Communication Technology (ICT) and the government initiatives in e-governance are only promoting e-agriculture in India. This cannot only improve the condition of Indian agriculture but also the life and working conditions of the farmers. This paper proposes KisanVikas (Farmer Development), a mobile application, using ICT and promoting e-governance by provide continuous information pertaining to agriculture- weather forecast, crop prices, news, government help lines, and an inventory database manager.

[5] "E-Agriculture Information Management System",Sumitha Thankachan, Dr. S. Kirubakaran
Technological importance has been a great support for making decisions in various fields especially in agriculture. The development of agriculture has been on under development for the past few years due to lack of Agriculture knowledge and environmental changes. The main aim of this paper is to reach farmers for their awareness, usage and perception in e-Agriculture. The study used statistical survey design technique to collect data from farmers for their awareness in e-Commerce.

[6] "A Web System for Farming Management",Glaubos Climaco, Fernando Chagas, Valéria M. Silva, Gentil V. Barbosa, and Patrick Letouze
This paper presents a web system for farming management that implements a conceptual framework for modeling the production system at a farm scale. The web system supports the design of the production system, which is logically split in three parts: the decision supports sub-system the technical sub-system, and the bio-physical sub-system. Additionally, the web system was designed using interdisciplinary research project management (IRPM) concepts.

[7] "ICT for Indian Agricultural Informatics Developments",Dr. Deshmukh Nilesh Kailasrao
It aims to focus on key factors discovered for effective utilization of Information Communication Technology for agricultural boost up, at least on the surface, with supportive of evidence herein. Some issues discussed concern with how information technologies contribute to the wide sphere of agricultural and rural developments, as they are two sides of a coin. Provide IT- ICT based services in Asian region.

III. PROBLEM DEFINATION

Today the technology developed rapidly but there is a computer program for the farmer to sell their produce. Currently, a farmer goes to a nearby market and offers his or her product to a specific agent or agent, asking the farmer to visit the market after a certain period of time to collect the proceeds from the sale. The agent sells the product to another agent or seller at a market price. Every Agent is trying to cut his commission on this. There is no way for a farmer to know this payment and for the exact price of its product. The middle-class job is a very big problem from farmers. Nothing is obvious. There is no facility for farmers to connect their consumers directly to markets where they can sell their products for maximum profit.

Most of the time, farmers do not even know the issues, plans and compensation provided by the government. On top of all the opportunities that open the door for farmers to benefit from. The current system does not provide an e-learning method for the farmer that will provide information on new agricultural techniques. Therefore, he does not get the maximum benefit with the current system. Farmers may have a lot of experience with gardening but they will not be able to express their knowledge and other farming tips.

IV. PROPOSED SYSTEM

In this proposed system we developed Application for Farmer. The main purpose of the proposed Website for Farmers to Sell Vendors Directly is intended to provide an online platform that will help farmers from Indian cities sell their products directly to customers without the help of intermediaries or agents. It is a computerized system for better and clearer sales. The system provides a better way of storing farmer information in the database, assuring the accuracy of data and data integrity .The firearms will find a unique and effective interface for marketing their product easily. This website will serve as a unique and safe way to do agricultural marketing.

This is a Web-based program to help farmers ensure maximum profit by using a direct farmer to partner with farmers to communicate with farmers. This service enhances business communication and brings transparency to the program. The program eliminates the middleman's role in selling farmers' products. Different locations for logging in with functionality assigned to farmers, customers. A separate page where farmers and customers can submit different types of information such as news, gardening tips, inventions, etc. and only assigned managers can read and edit this page. This new site allows good farmer, sellers and sellers to communicate. It allows farmers to log in and sell a product published by other farmers. Farmers can add a location for their stores that show up on a map that offers customers an effective source for searching the nearest farmer to deliver products easily. When an administrator publishes an advertisement or offer, the relevant farmers are notified by SMS. The customer can also submit their complaints and complaints to farmers or authorities using the farmer login using the report abuse feature found on the same product page and management will receive that abuse report regularly using their login id and passwords.

V. RESULT AND DISCUSSION

Snapshot of designed system is given below which shows interface of various modules of system along with their functionalities.

Fig. 6.1. Home Page

Above snapshot is of Homepage which consist ‘Shop Now, button for customer and ‘Sell Now’ button for farmer. It also contains Featured products, latest products and latest posts done site.

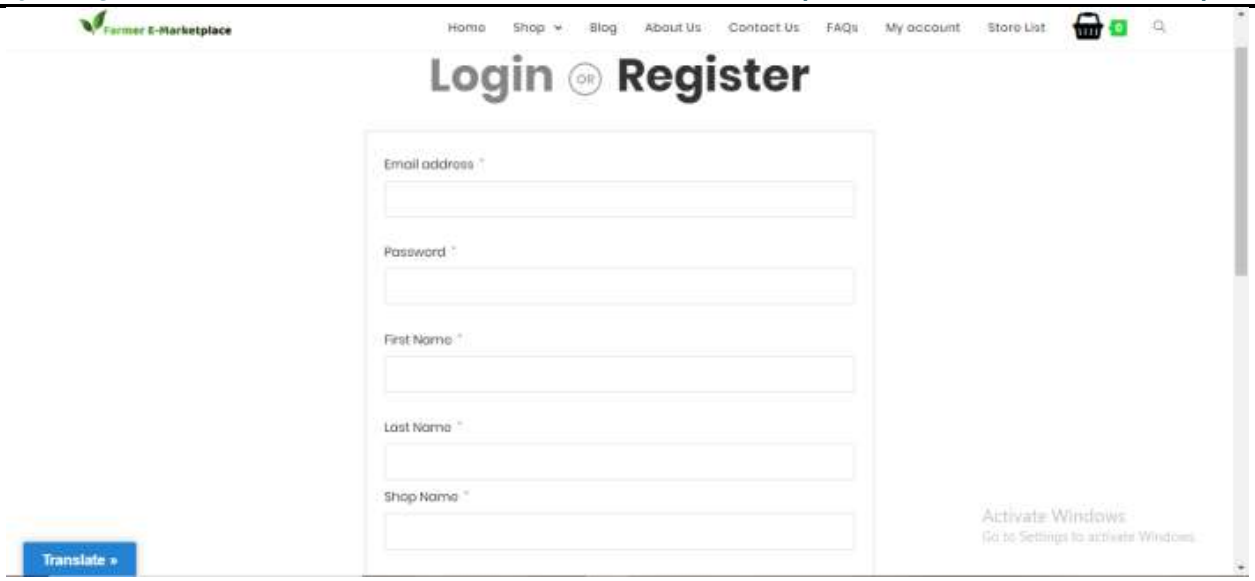

Fig.6.2. Registration and Login Page

Figure 6.2 shows registration and login page. Farmer as well customer can login through username and password. If the customer or farmers haven't registered they can register by clicking on the Register. Once the Farmer enter personal details in the registration page, all the details will be stored in the database and after registration.

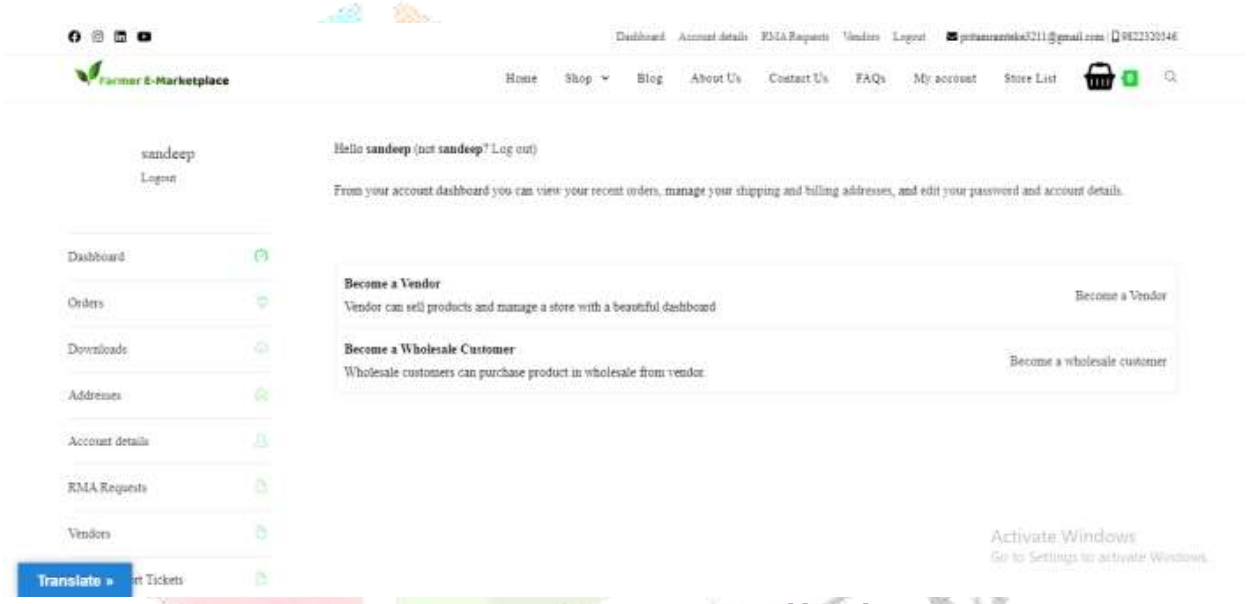

Fig.6.3.Customer Dashboard

Above Snapshot is of Customer Dashboard, after login Customer will be directed to the Dashboard where customer manage their shopping. Customer can also apply for vendor registration as well as for wholesale Customer.

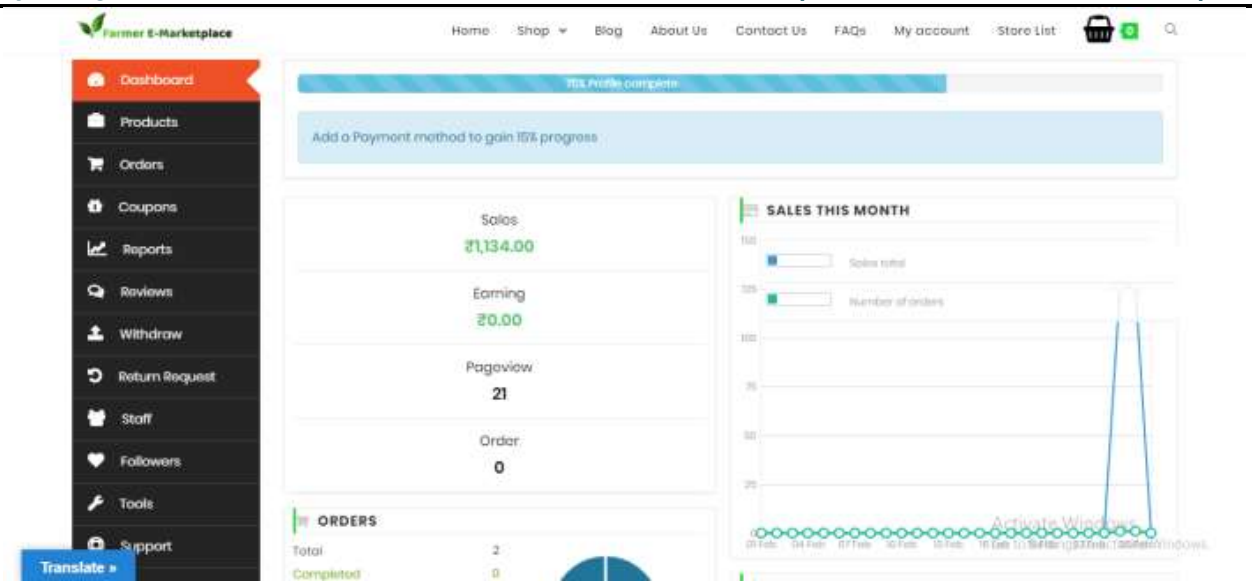

Fig.6.4.Farmer Dashboard

Above Snapshot is of Farmer Dashboard, after login Farmer will be directed to the Dashboard where Farmer manages their Virtual Shops. Farmer can check their monthly sales as well profit generated.

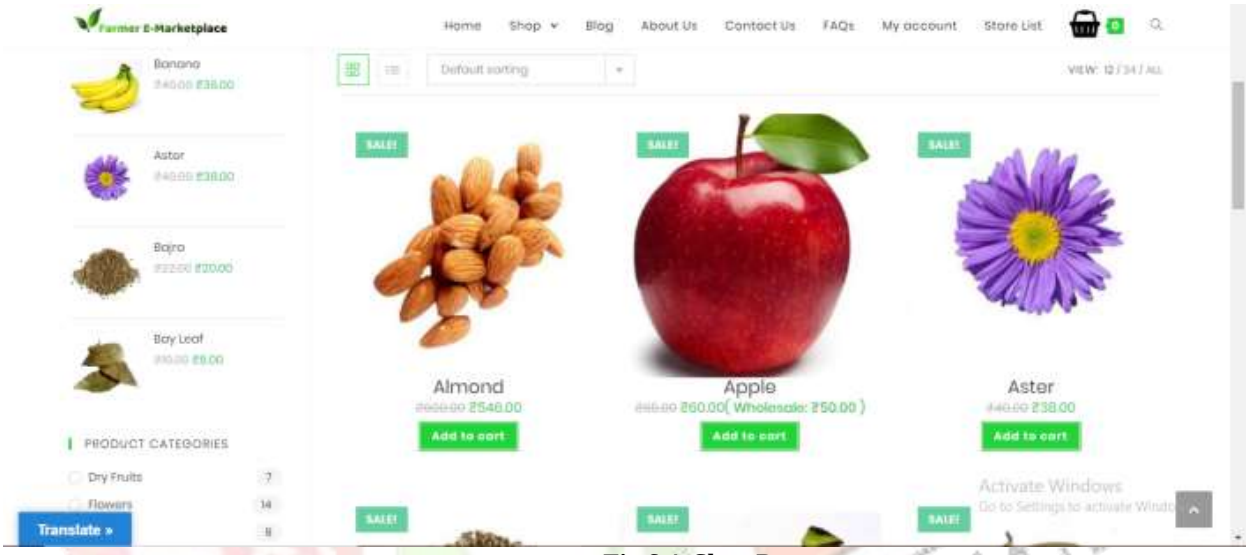

Fig.6.4. Shop Page

Here customer can be able to view and buy various types of farm products by using filters to search desirable product. Customer can check product details simply by clicking on product.

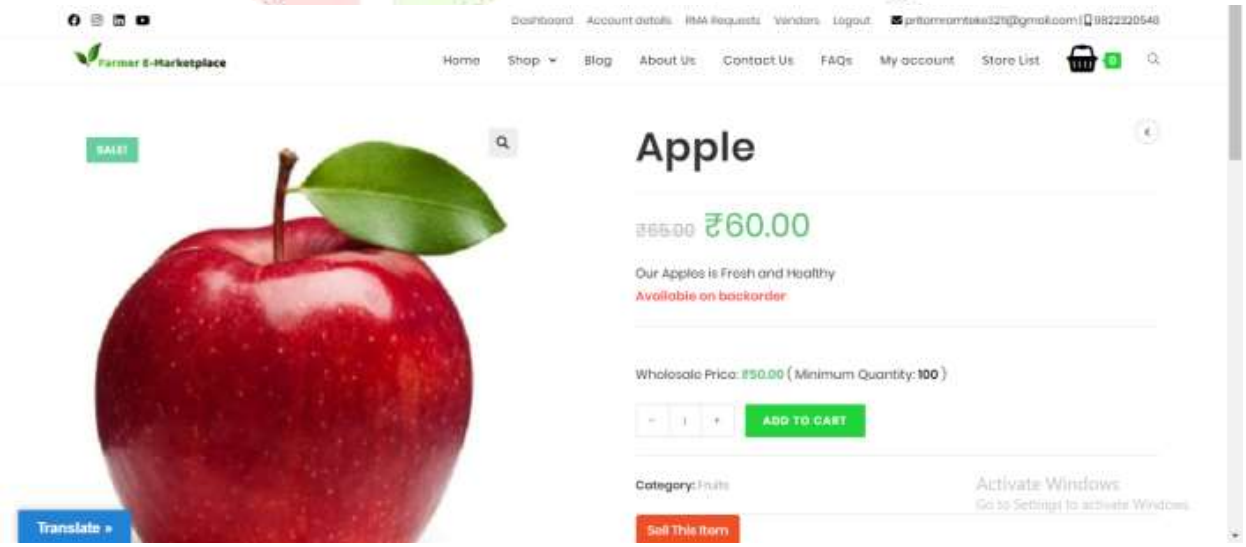

Fig.6.5. Single Product

After Clicking on product customer will redirect to above where customer can check all the details about product and farmers who sell that product. Customer can give reviews on product as well as add report abuse if any.

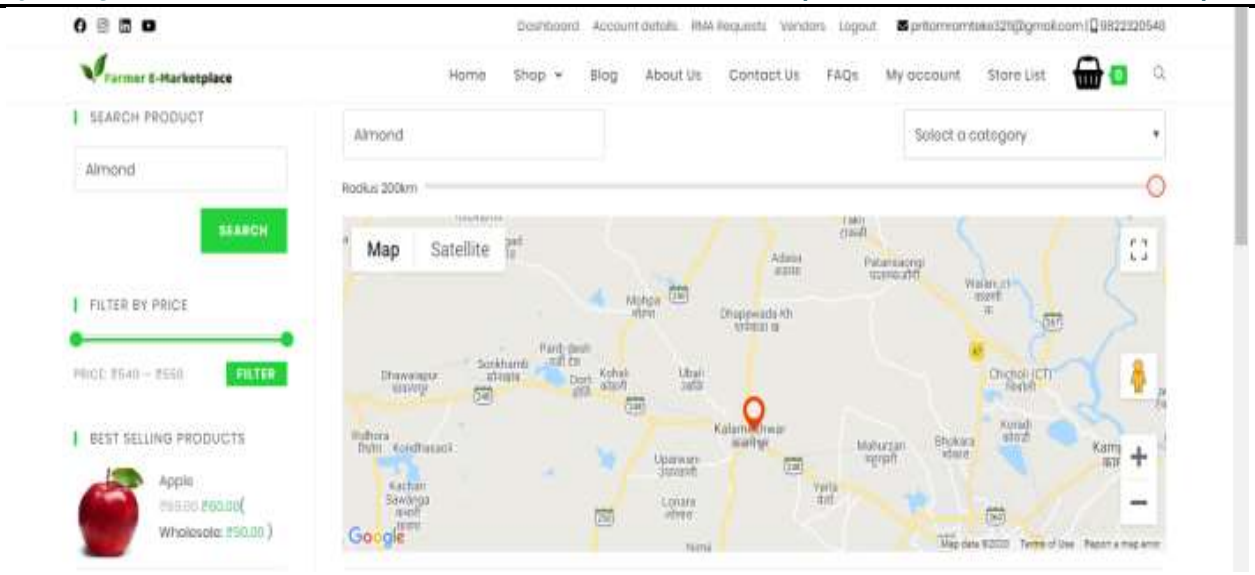

Fig.6.6. Map

Customer can also view product according to location of farmer using map which locate exact location of farmer shops on map.

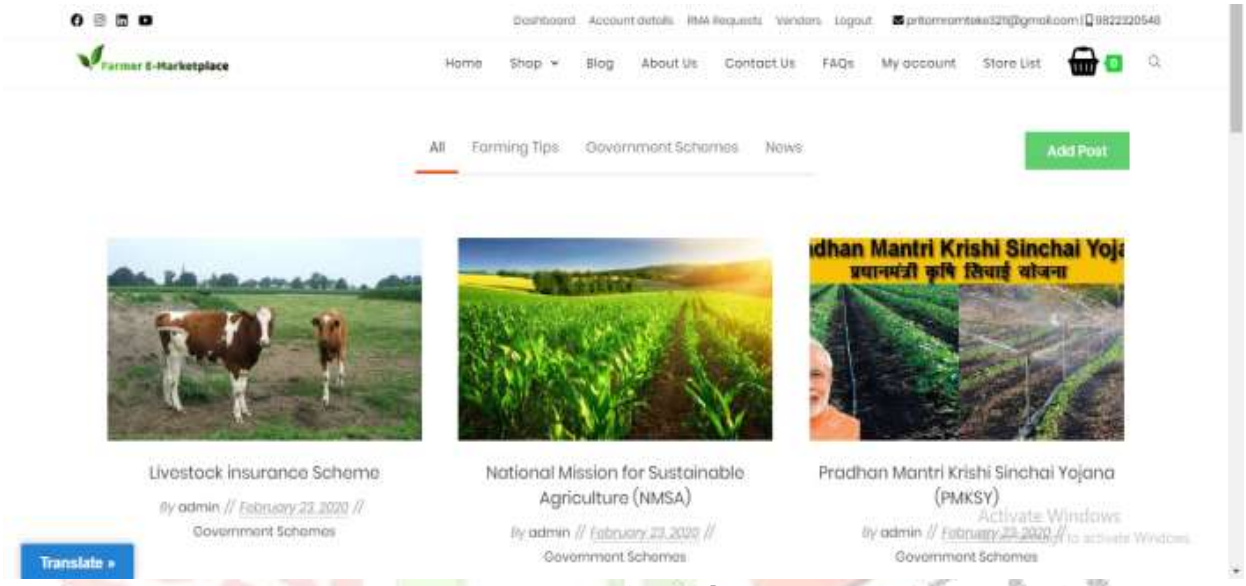

Fig.6.7.Blog Page

Here customer as well as farmer views various types of blogs like Government Schemes, Farming Tips, News, etc. They can also able to add blogs which publish after confirmation of Admin.

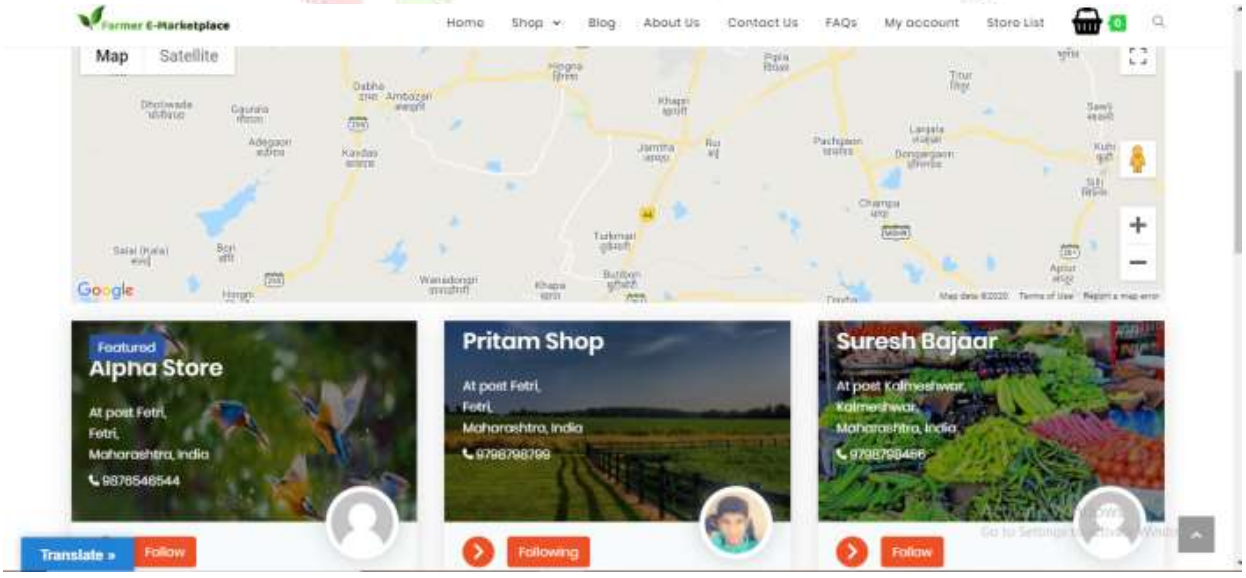

Fig.6.8.Store List Page

Here customer can search and view registered farmer's shops. Customer can follow farmer as well as check their shops details.

VI. CONCLUSION

In This web-based program will help farmers know more about market information. Farmers can get more profit than any other pre-existing program because of the simplicity of the program. It will work as a separate look for plans and compensation. During this time they will keep in touch with new methods and techniques. Farmer's performance changes in the quality of their products as each customer wants from them. Overall this system is faster, secure and comfortable.

The proposed system can guarantee to keep the records are safe and privacy which is stored in the database. It converts unstructured data into structured data and sorted format. It is very helpful, reliable and performs well functional to get an alert message and emails on cell phone or by emails. Also, this system helps us to take the record of Farmers.

VII. FUTURE SCOPE

- Creation of infrastructure to provide services to the agricultural community.
- Development of Databases and Information Systems to provide online services and information access services through the services described above.
- Strengthening of Stakeholders (Government Authorities, Researchers, Education and Extension, farmers and other service providers such as Public Information Centers.
- Human Resources, financial planning and asset management system.
- Development of Information Management, Decision Support and Counseling Systems to strengthen Extension Services.
- Development of Farmers Redressed system.
- Creation of Content on Portal.
- Access to improved information and service delivery to the agricultural community.
- Establishing Agriculture online.
- An effective and enhanced communication system for all government departmental offices in the state through email services.

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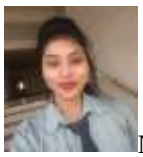

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