E-FARMING- BASED APPLICATION OF AGRICULTURAL PRODUCTS FROM FARM TO CUSTOMER

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ABSTRACT

Marketing is one of the most important factors in determining the success of any product farming enterprise. Marketing includes all the operations and decisions made by producers. These decisions range from deter-mining the most marketable crops for production to deciding how to best deliver quality produce to the consumers at a profit. However, contrary to popular belief, marketing does not begin after a crop is produced. Instead, marketing alternatives need to be considered even before production takes place. After producing products they need to transfer to terminal markets. Terminal markets are assembly and distribution centers located in metropolitan areas .They encounter problems in meeting volume, timing, containers, delivery schedules, marketing experience and product quality. Although terminal market buyers do some business with small firms, many have tended to bypass these firms in favor of large producers located in established product producing areas. But some problems will be aroused such as Buyers usually accept only consistently high quality produce.

Buyers usually have very strict packaging requirements. Prices are based on current retail market prices, so they can fluctuate widely over time. Producers must provide transportation to the terminal market for their produce. Producers must deliver produce to terminal markets in relatively large quantities . So the existing problems are solved by Current market information is usually available at terminal markets. Growers have opportunities to contact many potential buyers. Growers may sell large quantities fairly quickly. Finally the effective communication will be made between former and consumer as well as dealer and consumer.

KEYWORDS: JSP Servlet,MySql.

INTRODUCTION

Website development is a way to make people aware of the services and/or products you are offering, understand why your products are relevant and even necessary for them to buy or use, and see which of your company's qualities set it apart from competitors. Displaying this information with high-quality images and thought-out presentation will have a large influence on customers, and it is important to strive towards making your product as relatable and appealing as possible. Additionally, with website development you can:

1.Communicate with your visitors effectively. Interacting with your audience is vital when it comes to generating more business. It is viable to make a website that enables you to get in touch with your customers and prospects, and you can produce valuable content for the audience associated with the industry or business you're in. Afterwards, post the content on your blog, share it on social media networks and respond to customers' comments and feedback promptly. This will show your clients the extent to which you're concerned about their satisfaction and responsive to their needs.

2.Improve your connectivity. A website will facilitate things like expanding your reach and attracting more visitors to your business. Planning to make a responsive website design for your site will help make it accessible to an extensive range of users spanning several devices, such as tablets or smartphones. This will increase both your site's exposure and organic traffic.

3.Prove your reliability. A website offers a straightforward method of showing the credibility of a business, and the way a person represents his business online is vital for attracting more customers or visitors. Therefore, your website design should be handled

in the best possible way, because a professional presentation speaks volumes as testimony to your business. With the help of website development, you can add your skills, credentials, experience, expertise and more in a single place. These details help you earn the trust and confidence of your visitors and serve as a reference point for customers interested in your business, making it easy for you to produce.

E-agriculture offers strong potential for driving economic growth and raising incomes among the rural poor through increased efficiency of agricultural production, improved livelihoods and value chain development. It can also play an important role in addressing some of agriculture's most pressing challenges, which include climate change, loss of biodiversity, drought, desertification, promoting agricultural trade, high individual risk and inefficient supply chains

EXISTING SYSTEM

A comparison of the small farmer's situation and the terminal market buyer's needs suggests that small farms do encounter problems in meeting many of the needs of terminal market produce buyers. These needs include volume, timing, containers, delivery schedules, marketing experience and product quality. It also includes most of the decisions made by producers. These decisions range from determining the most marketable varieties to produce to deciding how to deliver high quality products and goods to consumers at a profit . So they need a Terminal market to sell that.

Traditionally some of problems and efforts needed over the Terminal market.

- Producers must usually transport their produce to the terminal market.
- Producers must deliver organic produce to terminal markets in relatively large quantities.
- Buyers usually accept only consistently high quality produce.
- Buyers may sometimes have very strict packaging requirements.
- Prices of organic produce are based on current retail market prices so they can fluctuate widely over time.

Disadvantages of Physical Market Place
- Limitation in Audience Reached
- High Marketing Cost
- Limited Accessibility
- Time

PROPOSED SYSTEM

The buyer agrees to supply the required farm inputs at the required time. In this process farmers are assured of an established market and a fixed price for their produce. The buyers would be able to procure the produce of a specified quality at much cheaper rate.It leads to the following features:

- Make the marketing channel shortest
- Reduces marketing cost and maximizes farmer's share in consumer rupee
- Eliminate middle men
- Direct communication with consumer / buyer
- Requires minimum infrastructure
- Understanding of consumer requirement

Advantages of Online Marketing

Online marketing is a form of marketing that uses different forms of internet marketing such as pay-per-click, search engine optimization campaigns, email marketing campaigns and banner advertising. Many small businesses advertise the traditional way, but are looking to expand and explore online marketing. Online marketing is different from traditional marketing because you have the potential to reach people globally.

- Lower Operation Cost
- Tracking Results
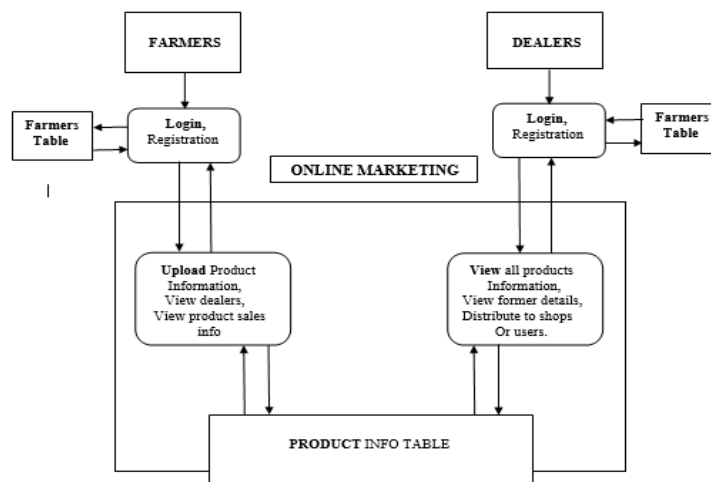- Demographic Targeting
- Global Marketing
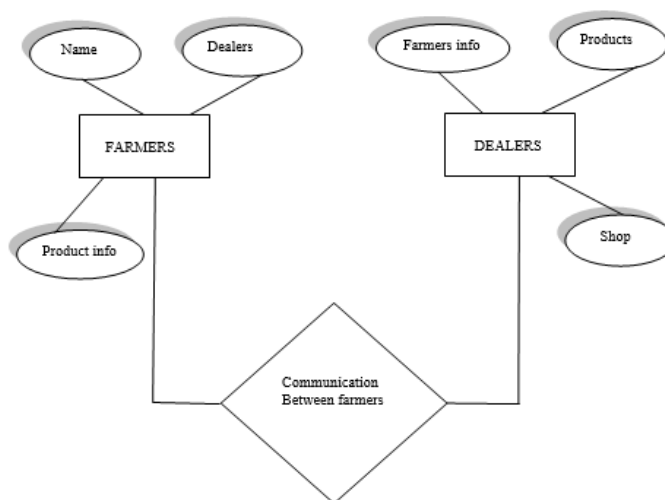
Figure 4.7.1 Data flow diagram

Figure 4.8.1 ER diagram

SYSTEM SPECIFICATION

Software Requirements:

Operating System   : Windows

Technology	: Java and J2EE
IDE	: Netbeans IDE 7.4
Web Server	: Tomcat
Database	: MySql
Java Version	: J2SDK1.6
HTML Designing	: Dream weaver Tool

Hardware Requirements:

Processor	: Pentium IV
Processor Speed	: 1.5-GHz
Main Storage	: 1GB
Hard Disk Capacity	: 40GB

MODULE DESCRIPTION

- Farmer
- Dealer
- User
- Admin

RESULT

CONCLUSION

The very early period of JEE, JSP and Servlets were the only technologies that were part of it. And from a certain version of JEE, other technologies like JSTL, JSF, EL were added. So when were the other technologies added ? Here goes the story... JEE started with Servlets and then JSP was added. EL and JSTL came up later to make the JSP code less complicated so that it be easy to maintain. But they both existed as independent libraries and were not included in the JEE releases. During software development, they had to be separately added to the project in the IDE and to the TOMCAT. (I have used TOMCAT through out this article as a Web/Application Server). NetBeans IDE 6.0 introduced support for developing IDE modules and rich client applications based on the NetBeans platform, a Java Swing GUI builder (formerly known as "Project Matisse"), improved CVS support, WebLogic 9 and JBoss 4 support, and many editor enhancements. NetBeans 6 is available in official repositories of major Linux distributions. NetBeans IDE 6.5, released in November 2008, extended the existing Java EE features (including Java Persistence support, EJB 3 and JAX-WS). Additionally, the NetBeans Enterprise Pack supports development of Java EE 5 enterprise applications, including SOA visual design tools, XML schema tools, web services orchestration (for BPEL), and UML modeling. The NetBeans IDE Bundle for C/C++ supports C/C++ and FORTRAN development.

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