

GREEN MARKETING
PROJECT REPORT

Submitted by
S.BHAVADARANI [17-BC-099]

Under the Guidance of
Mrs. R. ARTHI MCA.,

A project report submitted to the

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (Autonomous)

Affiliated to Bharathiyan University, towards partial fulfillment of the
requirements for the award of the degree of

Bachelor of Computer Applications



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UG DEPARTMENT OF COMPUTER APPLICATIONS
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous, ISO 9001-2000 Certified Institution)

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Pollachi-642001

CERTIFICATE

CERTIFICATE- I

I hereby declare that the project work entitled "GREEN MARKETING" is the original work done by me.

Date: 07.11.19

Place: Pollachi

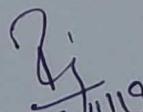
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This is to certify that project work entitled "**GREEN MARKETING**" is a record of the original project work done by **S.BHAVADARANI [17-BC-099]**, under the supervision and guidance of me and it does not form the basis for the award of any other Degree/Diploma in any other University/Institution.

Date: 07.11.19

Place: Pollachi

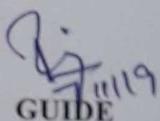


Signature of the guide

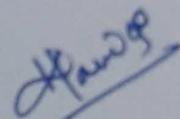
Mrs. R. ARTHI MCA.,

CERTIFICATE - III

This is to certify that, this is a project work done by R.HARISANJEEVI [17-BC-071], pursuing final year BCA., submitted for the **Nallamuthu Gounder Mahalingam College**, affiliated to **Bharathiyar University** in partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications and it does not form the basis for the award of any other degree/diploma in any other University/Institution.



GUIDE



HEAD OF THE DEPARTMENT

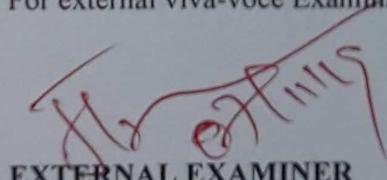
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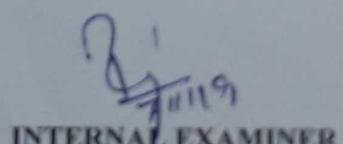
Submitted by,

S.BHAVADARANI [17-BC-099]

For external viva-voce Examination held on07.11.19.....



EXTERNAL EXAMINER



INTERNAL EXAMINER

PRINCIPAL

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ACKNOWLEDGEMENT

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SYNOPSIS

SYNOPSIS

The title of the project is “Green marketing”.

Farmers are adding the different products in this web application and maintained by unique user name and password.

Users view the products and maintained by separate login.

Admin maintain the farmer registration, user registration, product information and order details.

MODULES:

1. Admin login
2. Farmer registration
 - Farmer login
 - Add product
 - View order
3. User registration
 - User login
 - View product
 - Order details
4. Product details
5. Order details

INTRODUCTION

1. INTRODUCTION

1.1 OVERVIEW OF THE PROJECT

Green marketing is an oldest and the largest industry of the world and dynamic, rapidly changing industry that have an exciting future. The farmer used the traditional knowledge for agricultural production and animal husbandry because agricultural education and research activity was very slow. To discuss the trends and challenges of indian agricultural sector. In this project is overall maintain the farmer and user details. Farmers are adding the different products in this web application it used unique user name and password. Users are view the products and buy the item in separate login. Admin maintain the farmer registration, user registration, product information and order details.

Green marketing is a portal to help farmers to purchase. They provide selling agricultural products and giving solution to the farmers. They organize the green marketing team to give solution to the farmers and salting product name, description, quantity and amount.

The business of marketing agriculture products to consumers. The trends of the crop act so that will be pretty important to the users who access these via the Internet.

The main Features of the information system includes information retrieval facilities for users from anywhere in the form of obtaining statistical information about product name, description, quantity and amount.

1.2 MODULE DESCRIPTION

Admin login

In this module maintain the admin login details. Admin is overall maintain in this project, they are used unique user name and password. Admin is only access in this module such as add, update and delete.

Farmer details

In this module maintain the farmer's details. It contains farmer id, farmer name, mobile number, address, district, pin code and date etc. Farmers are the registered users whom have the privilege to sell the item with them. Once the order is fixed and if the deal is done, then the item will reduced from the product.

User registration

User registration details are maintain the user information. Registered users are premium users. He or she can only participate in the order. Registered users also can rate the farmers for their products quality. It contains user id, user name, mobile number, address, district, pin code and date etc.

Product details

This module allows categorizing the different products by their characteristics. This module also allows the different statistical analysis of the orders and products selling. Farmers are add the different products in this module which like product id, product name, product description, category, quantity, price and farmers id etc.

Order details

In this module maintain the order details such as order id, user id, product id, price, quantity and date etc. User are view the products and buy the particular products in this application. The registered farmers can have an option to arrange an order with their products in project.

SYSTEM STUDY

2. SYSTEM STUDY

2.1 EXISTING SYSTEM

In present system every green market work such as sales and view green market information is carried out manually. The present system is much time consuming. Hence for that more human resource is needed and a huge amount of time is needed for it. In present system user have to walk in market to get correct price of the product and get the product .This system does not have any facilities to view item price and order of item. The main drawbacks of the existing system farmer have to go market for sell their agri product this is more tedious task to farmer.

2.1.1 DISADVANTAGES OF EXISITNG SYSTEM

- Time consuming process.
- Needs of man power.
- Difficult to get item information.
- Farmer to sell agri product is very difficult.
- Every time they have to go market to sell a product.

2.2 PROPOSED SYSTEM

The drawbacks, which are faced during existing system, can be eradicated by using the online green Marketing. The main objective of the proposed system is to provide a user-friendly interface. The system, which is proposed, now computerizes all the processes involved in agri product. Project proposes a new technique to farmer can sell the item in this application farmer can arrange an order of the item with a certain time limit.

2.2.1 ADVANTAGES OF PROPOSED SYSTEM

- This application will reduce manual work and maintain updates in database from time to time.
- Less Time consuming process.
- No Needs of man power.
- Easy way to get item information and price details.
- Farmer to sell agri product is very easiest way.
- No need to go market to sell a product.
- Easy report generation.

2.3 SYSTEM SPECIFICATION

2.3.1 HARDWARE SPECIFICATION

Processor	:	Pentium III or Higher
Memory	:	128 MB RAM or More
Hard disk Requirement	:	Free 500MB on installation drive
Monitor Resolution	:	800x600 resolutions or higher

2.3.2 SOFTWARE SPECIFICATION

Operating System	:	Windows7
Scripting Language	:	PHP
Database	:	MYSQL

SOFTWARE FEATURES

About PHP

PHP is a powerful server-side scripting language for creating dynamic and interactive websites. PHP widely used; free and efficient alternative to competitors such as Microsoft's ASP. PHP is perfectly suited for Web development and can be embedded directly into the HTML code. The PHP syntax is similar to pearl and C.

PHP is open source that it is readily available and absolutely free. Stability, flexibility and speed are chief qualities that attract to choose PHP. PHP have multiple extensions and is extremely scalable.

Server-side scripting

This server-side scripting is the most traditional and main target field for PHP. Programmer needs three things to make this work. Programmer need to run the web server, with a connected PHP installation. Programmer can access the PHP program output with a web browser, viewing the PHO page through the server. All these can run on your home machine if programmers are just experimenting with PHP programming.

Command line scripting

Programmer can make a PHP script to run it without any server or browser. Programmers only need the PHP parser to use it this way. This type of usage is ideal for scripts regularly executed using croon (on*nix or Linux) or Task Scheduler (on Windows). These scripts can also be used for simple text processing tasks.

Features of PHP

- PHP runs on different platforms (Windows, Linux, UNIX, etc.)
- PHP is compatible with almost all servers used today.
- PHP is free to download from the official PHP resource: www.php.net.

About MYSQL

MYSQL is an open-source relational database management system (RDBMS) is developed, distributed and supported by MYSQL AB. MYSQL is a popular choice of database for use in web applications. MYSQL can be scaled by deploying it on more powerful hardware, such as a multi-processor server with gigabytes of memory. MYSQL is easy to use, yet extremely powerful, secure, and scalable. And because of its small size and speed, it is the ideal database solution for Web sites.

MYSQL is a database management system

A database is a structured collection of data. It may be anything from a simple shopping list to a picture gallery or the vast amount of information in a corporation network. To add, access and process data stored in a computer database we need a database management system such as MYSQL server. Since computers are very good at handling large amount of data, database management system plays a central role in computing.

MYSQL is a relational database management system

A relational database stores separate data in separate tables rather than putting all the data in one big storeroom. This adds speed and flexibility. The SQL part of “MYSQL” stands for “Structured Query Language”. SQL is the most common standardize language used to access database and is defined by the ANSI/ISO SQL standard. The SQL standard has been evolving since 1986 and several versions exist.

MYSQL software is open source

Open source means that it is possible for anyone to use modify the software. Anybody can download the MYSQL software uses the GPL (GNU General Public License), to define what we may and may not use do with the software.

MYSQL Server works in Client/ Server or embedded systems

The MYSQL database software is a client/server system that consists of a multi-threaded SQL server that supports different backend, several different client programs and libraries, administrative tools and a wide range of Application Programming Interface(APIs). A large amount of contributed MYSQL software is available:

Modern day websites seem to be relying more and more on compel the Structured Query Language is a very popular database language, and its standardization makes it easy to store, update and access data. One of the most powerful SQL servers out there is called MYSQL and surprisingly enough, it's free.

Some of the features of MYSQL include: Handles large databases, in the area of 50,000,000+records. No memory leaks. Tested with a commercial memory leakage detector (purify). A privilege and password system which is very flexible and secure, and which allows host-based verification. Passwords are secure since all password traffic when connecting the server is encrypted.

Features of MYSQL

Client/server Architecture: MYSQL is a client/server system. There is a database server (MYSQL) and arbitrarily many clients (application programs), which communicate with the server. The clients can run on the same computer as the server or on another computer.

SQL Compatibility: As before said SQL is a standardized language for querying and updating data and for the administration of a database. Through the configuration setting `sql-mode` we can make the MYSQL server behave for the most part compatibly with various database systems.

Stored procedures: Stored procedures (SPs for short) are generally used to simplify steps such as inserting or deleting a data record.

Triggers: Triggers are SQL commands that are automatically executed by the server in certain database operations `INSERT`, `UPDATE`, and `DELETE`. MYSQL has supported triggers.

Replication: Replication allows the contents of a database to be copied (replicated) onto a number of computers to increase protection against system and to improve the speed of database queries.

Platform independence: MYSQL can be executed under a number of operating systems. The most important are Apple Macintosh OS X, Linux, Microsoft Windows, and the Unix.

Speed: MYSQL is considered a very fast database program.

SYSTEM DESIGN

each row can be viewed as record that consists of related information and column can be viewed as field of data of same type. The table is also designed with some position can have a null value.

The database design of project is designed in such a way values are kept without redundancy and with normalized format. Refer the appendix for screen shots of database design.

C. TABLE DESIGN

Table name : Admin login

Primary key: aid

Description : This table is used to store the admin login details.

Field name	Data type	Width	Description
aid	varchar	10	Admin identification
uname	varchar	15	User name
pwd	varchar	15	Password

Table name : Farmer details

Primary key: farid

Description : This table is used to store the farmer registration details.

Field name	Data type	Width	Description
farid	varchar	10	Farmer identification
fname	varchar	15	Farmer name
mob	Int	13	Mobile number
address	varchar2	40	Address of the farmer
district	Varchar	15	District of the farmer
pincode	Int	06	Pin code
date	date/time	-	Updation date

Table name : User details

Primary key: uid

Description : This table is used to store the user registration details.

Field name	Data type	Width	Description
uid	Varchar	10	User identification
uname	Varchar	15	User name
mob	Int	13	Mobile no
address	Varchar	20	Address of the user
district	Varchar	15	District of the user
pincode	Int	06	Pin code
date	date/time	-	Updation date

Table name : Product details

Primary key: pid

Foreign key: farid

Description : This table is used to store the product details.

Field name	Data type	Width	Description
pid	Varchar	10	Product identification
pname	Varchar	15	Product name
pdescp	Varchar	15	Product description
categ	Varchar	20	Category
price	Int	05	Price
qty	Int	05	Quantity
farid	Varchar	10	Farmer id

Table name : Order details

Primary key: oid

Foreign key : uid, pid

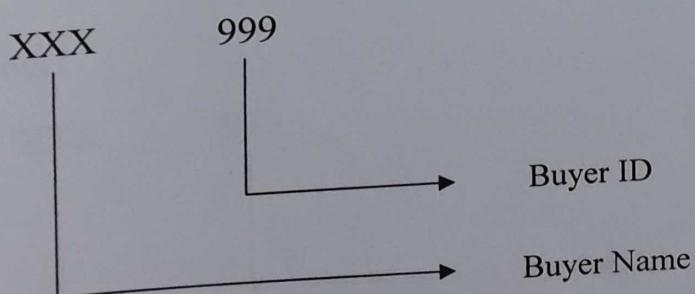
Description : This table is used to store the admin login details.

Field name	Data type	Width	Description
oid	Varchar	10	Order identification
uid	Varchar	10	User identification
pid	Varchar	10	Product identification
qty	Int	05	Quantity
price	Int	05	Price
date	date/time	-	Updation date

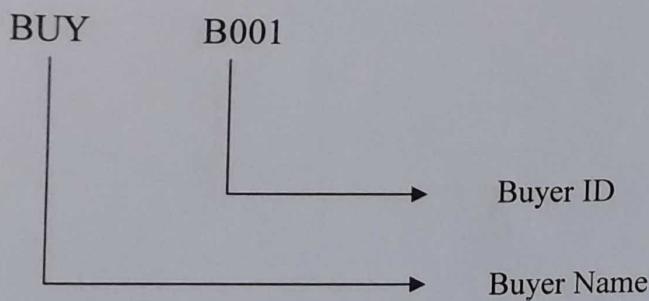
3.4 CODE DESIGN

The main purpose of code design is to simplify the coding and to achieve better performance and quality with free of errors. The coding is prepared in such a way that the internal procedures are more meaningful validation manager is displayed for each column. The coding of the variables is done in such a way that one other than person who developed the packages can understand its purpose. To reduce the server load, the project is designed in a way that most of the Validation of fields is done as client side validation, which will be more effective.

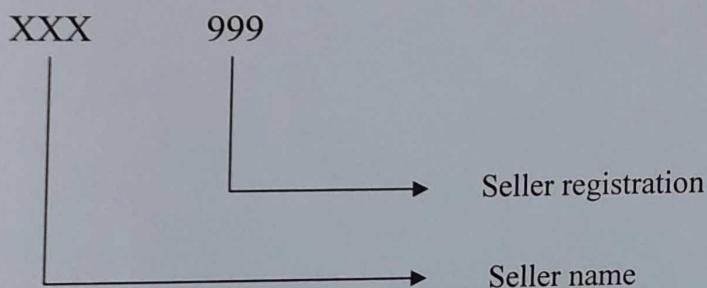
1. Buyer registration



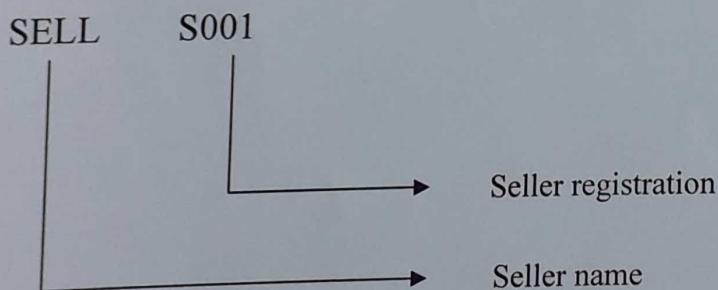
EXAMPLE



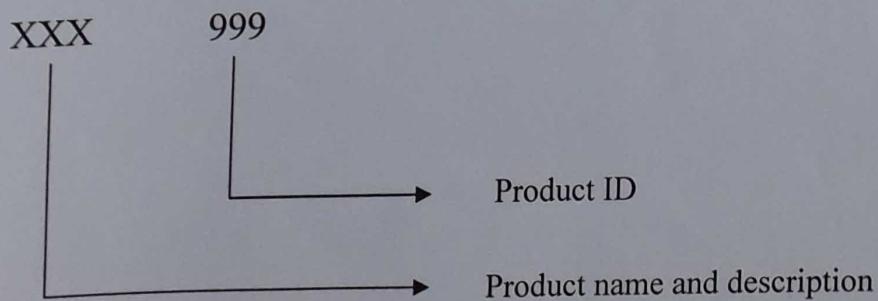
2. Seller registration



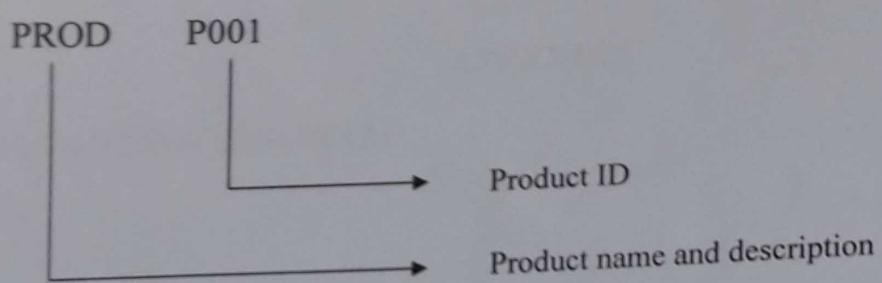
EXAMPLE



3. Product



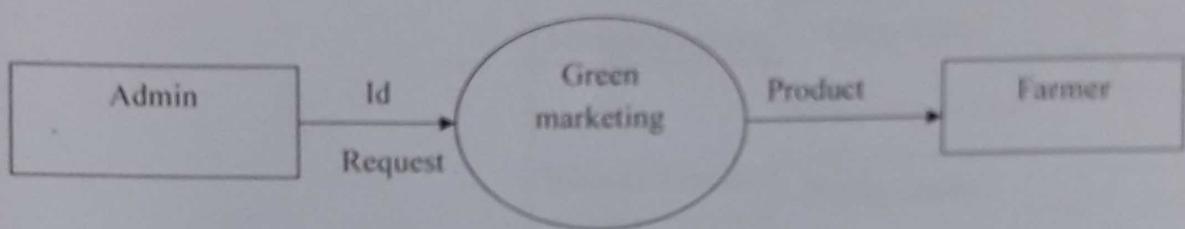
EXAMPLE



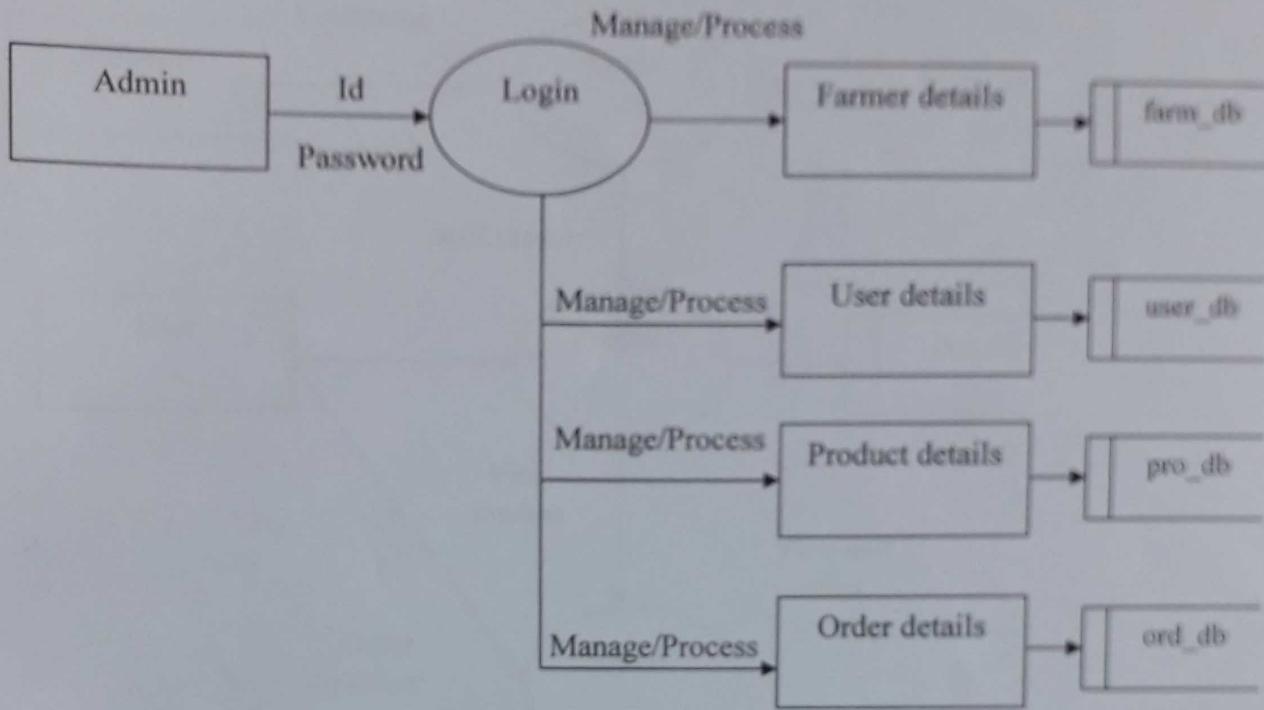
APPENDIX

A. DATA FLOW DIAGRAM

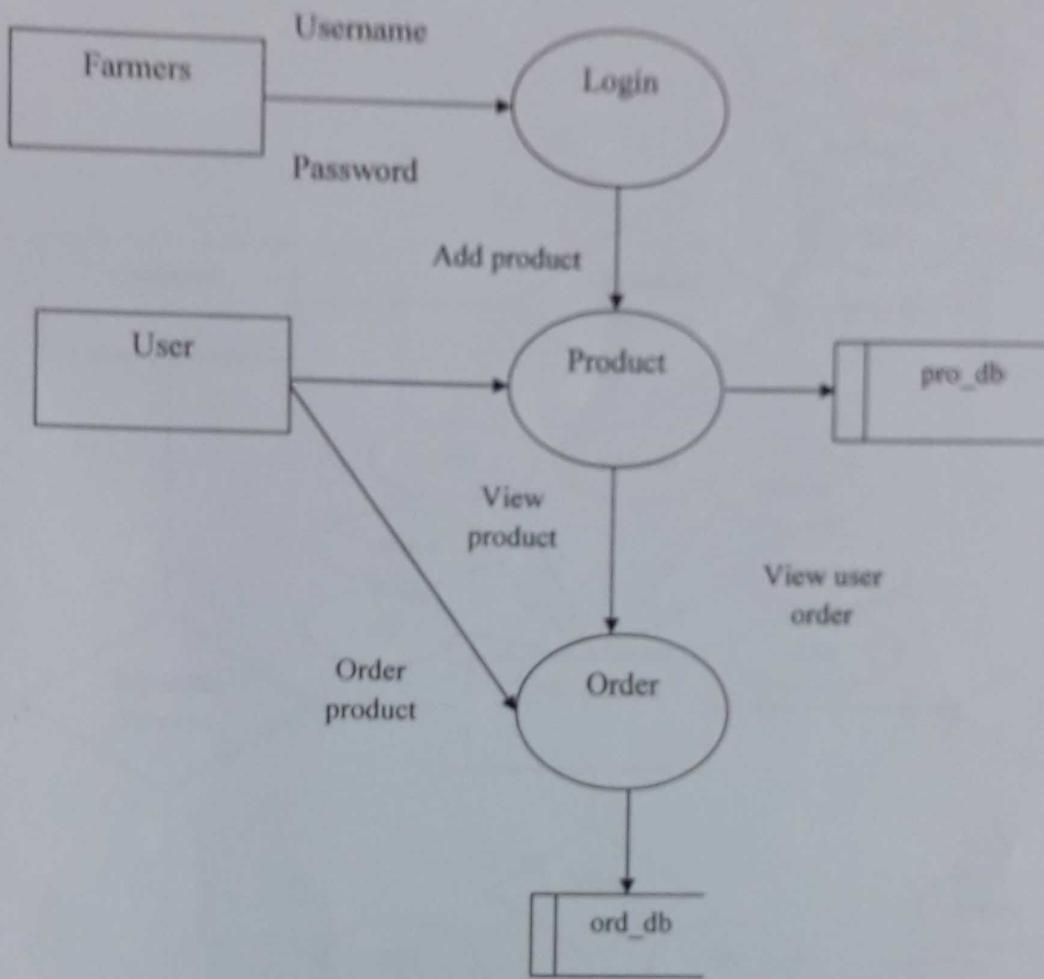
Level 0



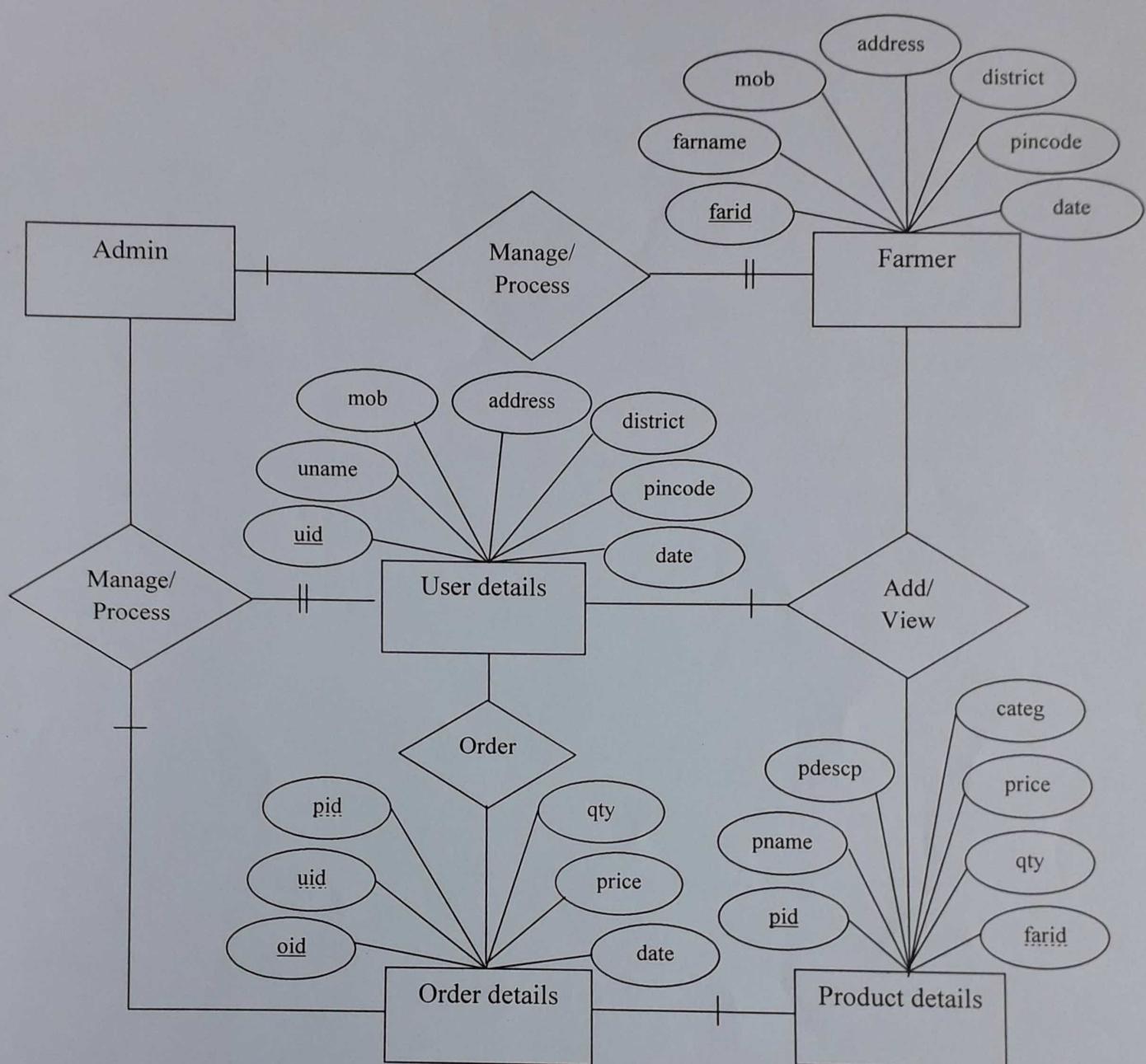
Level 1



Level 2



B. ER DIAGRAM



**SYSTEM TESTING AND SYSTEM
DEVELOPMENT**

4. SYSTEM TESTING AND IMPLEMENTATION

4.1 SYSTEM TESTING

Testing is a series of different tests that whose primary purpose is to fully exercise the computer based system. Although each test has a different purpose, all work should verify that all system element have been properly integrated and performed allocated function. Testing is the process of checking whether the developed system works according to the actual requirement and objectives of the system.

The philosophy behind testing is to find the errors. A good test is one that has a high probability of finding an undiscovered error. A successful test is one that uncovers the undiscovered error. Test cases are devised with this purpose in mind. A test case is a set of data that the system will process as an input. However the data are created with the intent of determining whether the system will process them correctly without any errors to produce the required output.

Types of Testing

- Unit testing
- Integration testing
- Validation testing
- Output testing
- User acceptance testing

Unit Testing

All modules were tested and individually as soon as they were completed and were checked for their correct functionality.

Integration Testing

The entire project was split into small program; each of these single programs gives a frame as an output. These programs were tested individually; at last all these programs where combined together by creating another program where all these constructors were used. It give a lot of problem by not functioning in an integrated manner. The user interface testing is important since the user has to declare that the arrangements made in frames are convenient and it is satisfied. When the frames where given for the test, the end user gave suggestion. Based on their suggestions the frames where modified and put into practice.

Validation Testing

At the culmination of the black box testing software is completely assembled as a package. Interfacing errors have been uncovered and corrected and a final series of test i.e., Validation succeeds when the software function in a manner that can be reasonably accepted by the customer.

Output Testing

After performing the validation testing the next step is output testing of the proposed system. Since the system cannot be useful if it does not produce the required output. Asking the user about the format in which the system is required tests the output displayed or generated by the system under consideration. Here the output format is considered in two ways. One is on screen and another one is printed format. The output format on the screen is found to be corrected as the format was designed in the system phase according to the user needs. And for the hardcopy the output comes according to the specifications requested by the user.

White box testing

White box testing (also known as Clear Box Testing, Open Box Testing, Glass Box Testing, Transparent Box Testing, Code-Based Testing or Structural Testing) is a software testing method in which the internal structure/design/implementation of the item being tested is known to the tester. The tester chooses inputs to exercise paths through the code and determines the appropriate outputs.

Programming know-how and the implementation knowledge is essential. White box testing is testing beyond the user interface and into the nitty-gritty of a system. This method is named so because the software program, in the eyes of the tester, is like a white/transparent box; inside which one clearly sees.

Definition by ISTQB

- **White-box testing:** Testing based on an analysis of the internal structure of the component or system.
- **White-box test design technique:** Procedure to derive and/or select test cases based on an analysis of the internal structure of a component or system.

Black box testing

Black box testing, also known as Behavioral Testing, is a software testing method in which the internal structure/design/implementation of the item being tested is not known to the tester. These tests can be functional or non-functional, though usually functional.

This method is named so because the software program, in the eyes of the tester, is like a black box; inside which one cannot see. This method attempts to find errors in the following categories:

- Incorrect or missing functions
- Interface errors
- Errors in data structures or external database access
- Behavior or performance errors
- Initialization and termination errors

Definition by ISTQB

- **Black box testing:** Testing, either functional or non-functional, without reference to the internal structure of the component or system.
- **Black box test design technique:** Procedure to derive and/or select test cases based on an analysis of the specification, either functional or non-functional, of a component or system without reference to its internal structure.

Acceptance testing

This testing is done to verify the readiness of the system for the implementation. Acceptance testing begins when the system is complete. Its purpose is to provide the end user with the confidence that the system is ready for use. It involves planning and execution of functional tests, performance tests and stress tests in order to demonstrate that the implemented system satisfies its requirements. Tools to special importance during acceptance testing include:

4.2 SYSTEM IMPLEMENTATION

Implementation is the stage in the project where the theoretical design is turned into a working system and is giving confidence on the new system for the users that it will work efficiently and effectively. It involves careful planning, investigation of the current system and its constraints on implementation, design of methods to achieve the change over, an evaluation of change over methods. Apart from planning major task of preparing the implementation are education and training of users. The implementation process begins with preparing a plan for the implementation of the system.

According to this plan, the activities are to be carried out, discussions made regarding the equipment and resources and the additional equipment has to be acquired to implement the new system. In network backup system no additional resources are needed. Implementation is the final and the most important phase. The most critical stage in achieving a successful new system is giving the users confidence that the new system will work and be effective. The system can be implemented only after thorough testing is done and if it is found to be working according to the specification. This method also offers the greatest security since the old system can take over if the errors are found or inability to handle certain type of transactions while using the new system. As the part of system testing we execute the program with the intent of finding errors and missing operations and also a complete verification to determine whether the objectives are met and the user requirements are satisfied. The ultimate aim is quality assurance.

CONCLUSION AND FUTURE ENHANCEMENT

5. CONCLUSION AND FUTURE ENHANCEMENT

5.1 CONCLUSION

The application works according to the restrictions provided in their respective browsers. The application satisfies the Admin. The speed of the transactions become more enough now. The website creation is the web designing project created for displaying the details about the web portal using the coding languages like Html & Css for designing. The interface are so designed and channeled the admin can never make any mistake while using the application, till the time either they save or cancel the current operation all other operations are blocked. This project has been successfully developed and interpreted and system was developed according to the admin requirements. The system produces accurate results and it also reduces a lot of overheads, which the manual system faced. The information requirements may still increase.

5.2 FUTURE ENHANCEMENT

For future work, we aim to provide a framework to supply a secure cloud database that will guarantee to prevent security risks facing the cloud computing community. This framework will apply multi-clouds and the secret sharing algorithm to reduce the risk of data intrusion and the loss of service availability in the cloud and ensure data integrity.

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6. BIBLIOGRAPHY

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4. www.w3schools.com/php/php_mysql_intro.asp

APPENDIX

Green Marketing

[HOME](#) [ADMIN LOGIN](#) [BUYER REGISTRATION](#) [BUYER LOGIN](#) [SELLLER REGISTRATION](#) [SELLLER LOGIN](#) [CONTACT](#)



[HOME](#) [View Product](#) [View Seller](#) [View Buyer](#) [View Invoice](#) [Logout](#) [CONTACT](#)

Fig.4 BUYER REGISTRATION

Fig.5 BUYER LOGIN



Green Marketing

[VIEW ORDER](#)

Product image	Product name	Product Description	Price	Qty	Total Price	Order date

Fig.8 VIEW ORDER

The screenshot shows a web page titled "Marketing" with a sub-section titled "SELLER REGISTRATION". The registration form contains the following fields:

- NAME
- EMAIL ID
- PASSWORD
- CONFIRM PASSWORD
- DATE
- MOBILE NO.

Fig.9 SELLER REGISTRATION

The screenshot shows the same "SELLER REGISTRATION" form from Fig.9, but with more fields added:

- NAME
- MOBILE NO.
- ADDRESS
- CITY
- STATE
- PIN CODE
- POST
- PRODUCT DETAILS
- PRODUCT NAME
- ADD PRODUCT

Fig.10 SELLER LOGIN

SAMPLE DOCUMENT

```
<?php
include "config.php";
include "header.php";
?>
<div class="wrap">
<div class="wrapper">
<div class="main">
<div class="content">
<a href="index.php"><h2>Green Marketing</h2></a>
</div>
<div class="ser-main">
<div class="ser-grid-list img_style">
<h3 class="style"><a href="">Add Product</a></h3>
<div class="contact-form">
<form method="POST" action="" name="add_product" enctype="multipart/form-data">
<div>
<span><label>Category</label></span>
<span><input name="cat" type="text" class="textbox"></span>
</div>
<div>
<span><label>Product name</label></span>
<span><input name="pname" type="text" class="textbox"></span>
</div>
<div>
<span><label>Product Description</label></span>
<span><input name="pdescp" type="text" class="textbox"></span>
</div>
```

```
<div>
<span><label>Product image</label></span>
<span><input name="pimg" type="file" class="textbox"></span>
</div>
<div>
<span><label>Price</label></span>
<span><input name="price" type="text" class="textbox"></span>
</div>
<div>
<span><label>Quantity</label></span>
<span><input name="qty" type="text" class="textbox"></span>
</div>
<div>
<span><input type="submit" value="Add Product" name="submit" ></span>
</div>
</form>
</div>
</div>
<div class="clear"></div>
</div>
</div>
<div class="clear"></div>
</div>
</div>
<?php
if(isset($_POST['submit']))
{
$pimage=$_FILES['pimg']['name'];
$pname=mysql_real_escape_string($_POST['pname']);
$cat=$_POST['cat'];
```

```

$pdescp=mysql_real_escape_string($_POST['pdescp']);
$price=$_POST['price'];
$qty=$_POST['qty'];
$sid=$_SESSION['sid'];
mysql_query("insert into
product(pname,pdescp,cat,price,qty,pimage,sid)values('$pname','$pdescp','$cat','$price','$qty','$pi
mage','$sid')")or die(mysql_error());
move_uploaded_file($_FILES['pimg']['tmp_name'],"upload/$pimage");
echo "<script type='text/javascript'>alert('Product added Successfull');</script>";
echo '<meta http-equiv="refresh" content="0;url=add_products.php">';
}
include "footer.php";
?>
<?php
include "config.php";
include "header.php";
?>
<div class="wrap">
<div class="wrapper">
<div class="main">
<div class="content">
<a href="index.php"><h2>Green Marketing</h2></a>
</div>
<div class="ser-main">
<div class="ser-grid-list img_style">
<h3 class="style"><a href="">ADMIN LOG IN</a></h3>
<div class="contact-form">
<form method="post" action="" name="buyer_login">
<div>
<span><label>USERNAME</label></span>
<span><label>USERNAME</label></span>
<span><input name="username" type="text" class="textbox"></span>

```

```
</div>
<div>
<span><label>PASSWORD</label></span>
<span><input name="password" type="password" class="textbox"></span>
</div>
<div>
<span><input type="submit" value="login" name="login" ></span>
</div>
</form>
</div>
</div>
<div class="clear"></div>
</div>
</div>
<div class="clear"></div>
</div>
</div>
<?php
if(isset($_POST['login']))
{
$username=mysql_real_escape_string($_POST['username']);
$password=mysql_real_escape_string($_POST['password']);
$login_qry="SELECT * FROM admin WHERE fname='$_SESSION[username]' and password='$_SESSION[password]'";
$result=mysql_query($login_qry)or die("cant access");
$count=mysql_num_rows($result);
if($count>0){
//header("location:buyer.php");
$n=mysql_fetch_array($result);
$_SESSION['aid']=$n['aid'];
echo "<script type='text/javascript'>alert('Admin Logged in successful');</script>";
}
}
```