

Project Report
on
E-Godam
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STUDENT'S DECLARATION

I hereby declare that the work being presented in this report entitled "E-Godam" is an authentic record of my own work carried out under the supervision of Dr.BP Sharma".

The matter embodied in this report has not been submitted by me / us for the award of any other degree.

Dated:

Signature of students

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Information Technology

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.

Signature of HOD

Prof. Amit Sinha

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TABLE OF CONTENTS

Topic Name	Page No.
Project Description	5
Problem Introduction	6
Motivation	7
Project Objective	8
Scope of the Project	9
Conclusion	10

Project Description

E-Mandi is an online fruits & vegetable store dedicated towards providing services to people in making online marketing accessible to them. E-Mandi is an online store which allows the people to buy the Vegetables and Fruits with ease and maintains a transparency between the whole seller and retailer. With this application the customer can buy the vegetables and fruits at best value. One can easily browse through the various items using the well defined interfaces provided by the system.

Literature survey is the most important step in software development process. Before developing the tool it is necessary to determine the time factor, economy and company strength. Once these things are satisfied, then next steps are to determine which operating system and language can be used for developing the tool. Once the programmers start building the tool the programmers need lot of external support. This support can be obtained from senior programmers, from book or from websites. Before building the system the above consideration are taken into account for developing the proposed system.

- Building a web application which gives information about vegetables and fruits.
- Designing an application with which user can feel free to know the details

Problem Introduction

At E-Mandi we believe in complete customer satisfaction. The online retail market has grown tremendously over the last decades, with sales and consumer adoption increasing every year. However, this growth has been highly heterogeneous across retail segments. The online fruits and vegetables business, in particular, has witnessed a difficult start in Europe and the U.S., with the online operations of established retailers and click-only E-mandi stores struggling to survive. Consequently, the scope of previous academic research related to online shopping and consumer behaviour has seldom addressed the grocery retail market, with the few existing studies focusing only on consumers' adoption and general attitudes and motivations towards online vegetables and fruits shopping. As a result, not much is known about how exactly consumers shop online for fruits and vegetables. In this contemporary society, bounded by the search of constant technological advances and innovations, consumers are becoming less and less loyal to any specific brand or retail format and increasingly focus on the satisfaction of immediate goals and needs. Consequently, online shopping has become a highly profitable retail format, achieving high sales values across much of the developed world. Although yet far from reaching its full potential in several markets, the current percentage of online fruits and vegetables sales is certainly something to follow closely. As traditional and click-only retailers begin to learn from past errors and learn to take better advantage of the technological innovations developed for the digital world, more companies are venturing into this segment with improved business models and service levels. Concurrently, Western consumers are experiencing increasing time and budget constraints, both of which are impacting considerably their shopping behavior. Namely, they are becoming more value-conscious due to the current economic crisis, which together with the time scarcity felt, leads to an increasing demand for lower search costs, higher shopping convenience, better price deals and more rewarding purchase experiences.

Motivation

1. Low marketable surplus of Agricultural goods

The number of small and marginal farmers is more in India. These farmers hardly produce for the market. The market, therefore, depends more on big farmers. The output of these few big farmers will have to reach different markets. The net result is that the quantity of agricultural goods available will be inadequate in relation to the demand.

2. Producer does not determine the price

In the case of consumer and industrial goods, it is only the producer who determines the basic price of the product. He is also sure of his margin.

In contrast to this, the producer of agricultural goods does not know the price at which his produce would be sold to the ultimate consumer. It is not something decided by the farmer. It is only the intermediaries who determine the final price in marketing agricultural goods. The grower, in fact, is not sure of his revenue also.

3. Lack of storage

Agricultural goods are easily perishable. Their production is also seasonal. But they are demanded throughout the year. This means that agricultural goods need to be stored in warehouses so that they can be made available at the right time in the market.

4. Problems in Transportation

Most of the villages in India do not have proper roads. The farmers, as a result, have to rely mainly on bullock carts and such other conventional mode to transport their agricultural goods. This leads to delay in the produce reaching the market.

Project Objective

The General objective of this dissertation is to portray a complete and detailed picture of overall purchase decision making process of consumers shopping online for fruits and vegetables.

Although several studies have looked at online fruit and vegetable shopping at various levels, such as adoption profiling of consumer segments or relationship with situational variables very few have investigated the actual purchase decision making processes of online fruits and vegetable shoppers. Since vegetable and fruit shopping involves purchase decisions that are markedly different from those in other product categories such as apparel or technology for instance, it is crucial for retailers to learn how their customers shop online for fruits and vegetables if they want to tap into this market's potential and thrive in the highly competitive online environment. It becomes, therefore, necessary for retailers and managers to better understand not only what motivates their consumers to shop for fruits and vegetables online in the first place, but also how online consumers go about making buying decisions in a digital environment. This dissertation intends to contribute to the growing body of knowledge of the consumer decision making processes in online vegetable and fruits shopping environments. Namely, it will seek to explore, in as much detail as possible, how consumers purchase supermarket products in online retail stores and uncover the main features of the buying decision processes involved in this type of consumer behavior.

Scope of the Project

This Project is used by two kinds of modules:

1) Administrator

2) User

- Administrator:Manages the entire application and also manages the customer details Adds the vegetables and fruits details to the website – Publish the details in website and to the people Updates the vegetables and fruits details to the website Adds and updates the prices of vegetables and fruits to the website
- User: The user can register into the system and can get all the information about vegetables, fruits and their prices User can give the feedback User can give the complaint

CONCLUSION

Conclusions With regard to the requirements specified, we completed the project. This system satisfies the users and it is a user–friendly application which is easy to operate. The hypothesis was that EMandi would last the longest in all of the devices tested. My results do support my hypothesis. 8.2

Scope for future work The system is developed in such a way that it can be further modified & new update can be added to the system. So that the system can have flexibility. The following enhancements that the system provides compared to the exist in gone:

- Technologies used for the entire system improves the efficiency.
- It provides a friendly user interface which proves it better when compared to existing system.
- System security, data security are provided