

# *E-Commerce Application For Farmers*

## *Using WEB Technology*

Bhavana . R

Dept of CSE, KSIT

Bangalore , India

[Speak2bhavanaramesh@gmail.com](mailto:Speak2bhavanaramesh@gmail.com)

Sindhushree

Dept of CSE, KSIT

Bangalore, India

[sindhushreegowda779@gmail.com](mailto:sindhushreegowda779@gmail.com)

Sushma Basavaraj Nidoni

Dept of CSE, KSIT

Bangalore, India

[sushmanidoni@gmail.com](mailto:sushmanidoni@gmail.com)

Shruthi D N

Dept of CSE, KSIT

Bangalore, India

[Shruthigowda349@gmail.com](mailto:Shruthigowda349@gmail.com)

Mr. Krishna Gudi

Asst profesor,CSE KSIT

Bangalore,India

**Abstract—In today scenario Indian farmers are not aware of current market prices of their products. Thus, they have accepted any unremunerative price for their products as offered by traders. In Agricultural Marketing transportation cost, inadequate market infrastructure, lack of market information, lack of processing units, storage facility, price fluctuation, etc., are the major problems. The objective of this Project is to ensure fair price to the farming community who are left behind in**

**the competitive marketing scenario, An application, that serve as a platform for movement of agricultural products from the farmers directly to the consumers or retailers. This web application provides privilege for both farmers and consumers or retailers to buy and sell the required farm products without the involvement of a middleman at its right profitable price**

**Keywords---Web application, Agriculture Marketing, Producer, Consumer**

## 1. INTRODUCTION

Agriculture is an essential livelihood for 2/3rd population in India. Farmers do this agriculture not only for their survival but also to serve their country. Majority of the farmers are economically backward due to several reasons. One among them is being misled by fraud agents by buying agricultural products at lower rates and letting them to be in loss.

After yielding crop/product farmer has a limited amount of time to find out nearest market, current stock details & to determine which market will be more profitable for his crop. The study of market situation takes a lot of time. In traditional marketing scheme, farmers had limited option for selling their crops/product due to which they cannot optimize their crop profit at optimum level. When government set minimum price for maximum

quality of crop/product, it's quite difficult to set and implement such rules and regulations. It is difficult for government to handle overhead raised price due less availability of stocks in markets as well as fill up the necessity of crop/product in the market. Because government do not have necessary data to predict such conditions before facing actual problem & figure out possible solutions. Thus it becomes necessary to establish such system which will help to resolve farmer's problem time to time using digital platform and technologies in order to remain updated with changing requirements.

## 2. LITERATURE SURVEY

### A. An Android Agriculture Commodity Price Information Application by Utilizing Restful Web Services

This paper proposes the utilization of information mining to supply recommendations to farmers for crops rotation and identification of acceptable plan. The Android Application only uses HTTP GET method because the current Android application is only used to view agricultural commodity price information[1].

### B. Agriculture Marketing Using Web and Mobile Based Technologies

This paper involves necessary reforms coupled with proper price discovery mechanism through regulated market system will help streamline and strengthen agricultural marketing. Through this web Application we can make sure it is profitable for both the farmers and consumers[2].

### C. An Effective Agriculture Marketing By Using Android Based Application

This android based application on agricultural marketing is a very effective way for farmers to sell and buyers to buy their products. This application is portable and can be easily installed and used on any mobile phones supporting Android OS. The use of this application can result in a reduction of fraud agents who try to get the products from farmers without proper intimation. It also provides an interface between the farmers and buyers where the communication is done directly. This is the easiest way of agricultural marketing[3].

### D. Digital Market : E-Commerce Application For Farmers

Analysis of Market location, stock details and its demand can be done within less time and with less effort. Crop profit can be optimized to maximum level due to multiple options, modern marketing methods and market analysis details that is available for the study. Government module has the authority to set the minimum price for minimum quality of product/crop[4].

### E. Web-based Agricultural Support Systems

Web-based agricultural support systems are based on the combination of agricultural science and computer science. By synergizing computer technology and agricultural science, we examine the characteristics of agricultural support systems with focus on the assembling and integration of existing computer systems to agricultural support system. Some preliminary and scattered ideas on the topic were discussed. The WASS may play a significant role in agriculture development in future[5].

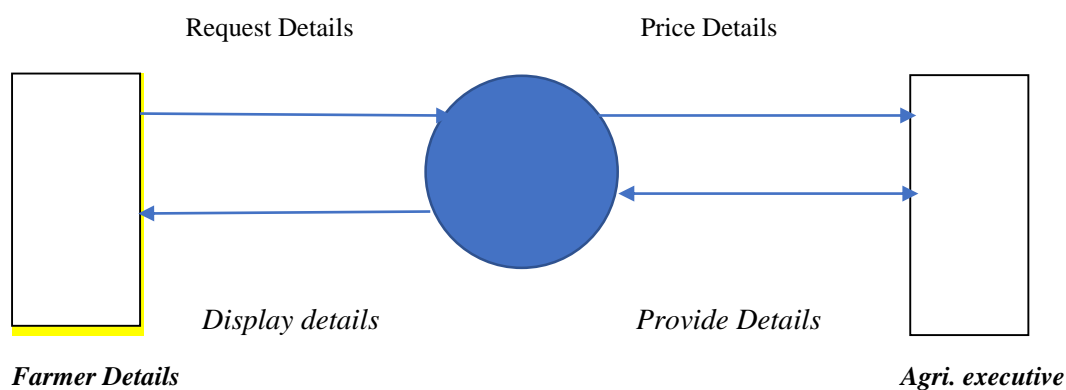
### F. Development of Purchasing Module for Agriculture E-Commerce using Dynamic System Development Model

This study concludes that: 1) Dynamic System Development Method (DSDM) is successfully applied by perform two main steps, namely functional model iteration and design and build iteration incrementally. Meanwhile the first two steps, feasibility and business study are done by referring the result of previous research; 2) Purchasing module for agriculture e-Commerce has two main users: purchasing system management and reporting management; and 3) Testing results shows that module prototype runs well in according to defined functions[6].

### 3. DESIGN AND DEVELOPMENT OF AGRICULTURE MARKET APPLICATION

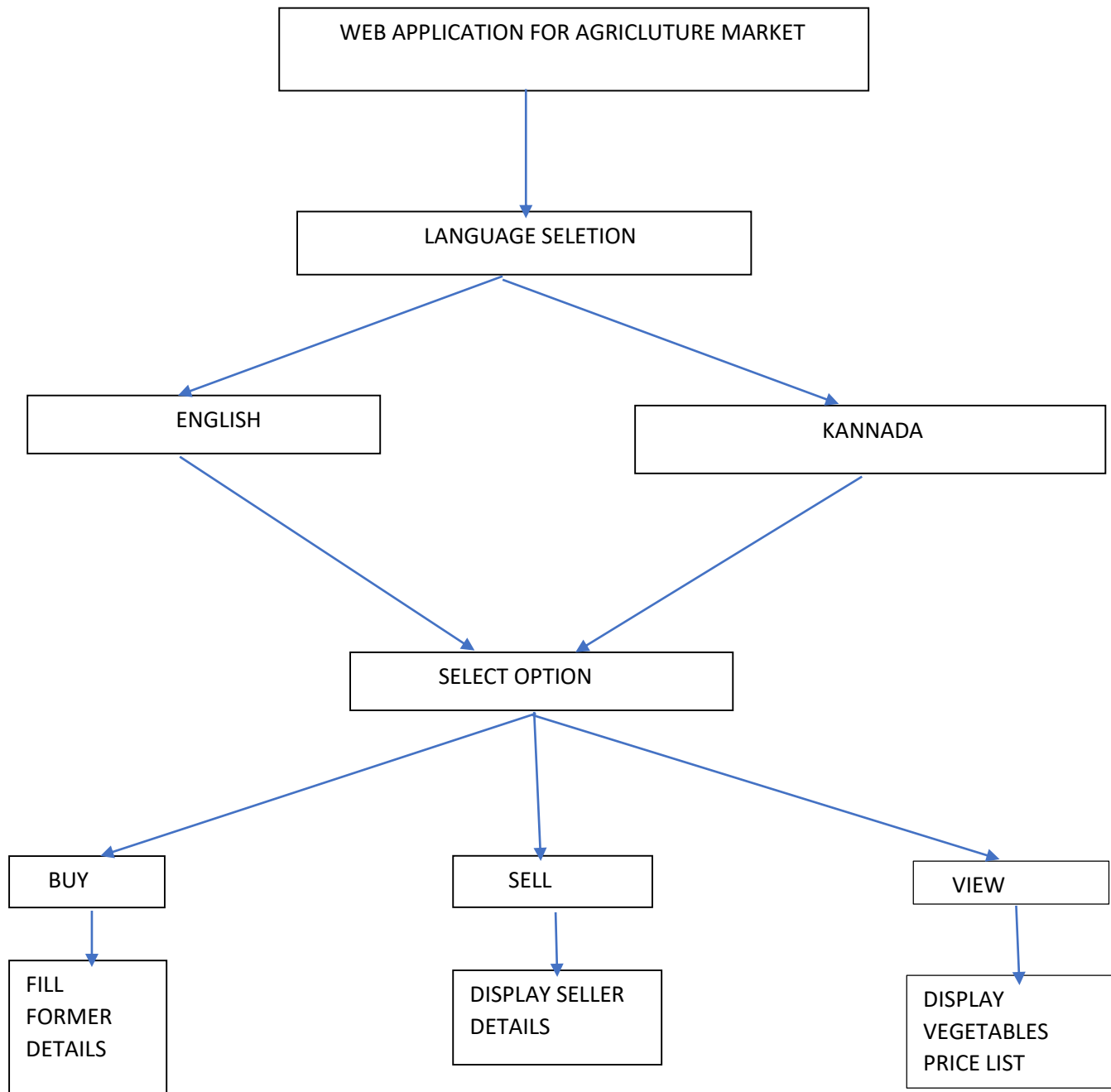
The mobile application is constraint to particular markets within the mobile phone. Since there are multiple markets the prices may vary for particular product. As the number of farmers who sell the product are also different. Their price and quantity constraints differ from others. Mobile application will be constrain by the Capacity of the Data Base, It May Be Forced To Queue Incoming Requests Which Increases The Time To Fetch The Data.

System is providing Platform Such As Android App And Website App At Government Level Wherein Farmer Can Sell His Crop Products At Different Layer Of Marketing Chain (Market, Merchant Or End User) With Multiple Option. This Platform Will Help Farmers To Find Out Nearest Markets, Its Current Stock Details And Its Demand For Particular Product Within Less Time & With Less Effort. This Analysis Will Thereby Help To Determine Which Market Will Be More Profitable For His Crop/Product. Here We Are Providing A Complaint Box For Farmers To Launch Complaint, e.g. :- suppose any merchant offers less price than the government's specified price for minimum quality of crop/product then farmers can directly launch complaint against him via the complaint box. This complaint will be registered in government's database so that government can take action on it.



This diagram is for better understanding for Agricultural Marketing. Mainly intended for Farmers, Buyers, Admin and Products. This detail given above guides every normal user to how to go through this document for better understanding. The sequence to follow for better understanding is here purpose, scope, features, operating requirements. Modules present in.

#### 4. ARCHITECTURE OF A AGRICULTURE MARKET



The Main functionality of this application is to display in various markets of Karnataka and the prices of the every agriculture product. It provides a best interface for the farmers to sell their products through android

mobile phone application. Quantity, buyer and seller information. The app contains different components such as Buyer, Seller, and Agricultural Marketing Executive, Administrator and Product price, quantity details. This app functions can be described in the below lines.

**Sellers:** The sellers are the farmers who are producing the variety of food grains for mankind. Produced items can be selling through mobile phone which gives complete information about the market place and their product cost.

**Buyers:** The buyers are the customer who wants to purchase food grains from farmers. Buyers can contact these farmers using the details provided in mobile app. They can access farmer's details by clicking the buy option seller's details

**Market Executive:** The Market Executive is a government employee who decides pricing of every agricultural product. He updates time to the rates of products on daily basis and made available to the farmers. He also gives price list the administrator to provide these details on the online portal.

**Administrator:** The role of administrator is to add the buyers and sellers, and provides the price list to both buyers and sellers. He controls and monitors the system. The app provides the options for language selection like Kannada and English for registering the product and buying the product. It also provides the list of item available in the market and their price list. It can intimate to buyers and sellers about the stock details at various market Places in Karnataka.

This application is constraint to particular markets within the mobile phone. Since there are multiple markets the prices may vary for particular product. As the number of farmers who sell the product are also different. Their price and quantity constraints differ from others. Mobile application will be constrained by the capacity of the data base, it may be forced to queue incoming requests which increases the time to fetch the data.

## 5. CONCLUSION

This web based application on agricultural marketing is a very effective way for farmers to sell and buyers to buy their products. This application is portable and can be easily installed and used on any mobile phones supporting Android OS. The use of this application can result in a reduction of fraud agents who try to get the products from farmers without proper intimation. It also provides an interface between the farmers and buyers where the communication is done directly. This is the easiest way of agricultural marketing. This application can be further enhanced and several other functionalities can be added. The system can be made login independent. The present system logs in using Internet all the times. We can enhance the system by implementing offline also.

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