INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN COMPUTER & COMMUNICATION ENGINEERING

INTERNATIONAL STANDARD SERIAL NUMBER INDIA

Impact Factor: 8.165

Agricultural Marketing System for Rural Farmers Development

[1]CHETAN KUMAR H S, [2]USHA C

[1]Student of Master of Computer Applications, University B.D.T College of Engineering,Davangere, Karnataka, India

[2]Assistant Professor, Department of Master of Computer Applications, University, B.D.T College of Engineering,

Davangere, Karnataka, India

ABSTRACT: Agricultural marketing system is an application designed for farmers to provide online market facility. Buyers can buy agricultural products just by clicking few buttons in app. It is application which acts as communication bridge between for farmers and buyers".

The agro-marketing strategic vision and effectiveness can be achieved with electronic commerce-related concepts and tools are applied as directed by a thorough and systematic approach. The site helps the farmers to sell their perishable agricultural product online and suggests best-in-practice farming processes. It providing a wider market and helping them to not restrict themselves to the local market. It helps the wholesalers and retailers in buying produce from a larger number of farmers. It enables wholesalers and retailers in expanding their business. It features online shopping for farming products.

I. INTRODUCTION

Agriculture is a source of livelihood for 85% of rural people in India and it provides 1.3 billion jobs for smallscale farmers and workers. Today's agricultural marketing has to undergo a series of exchanges or transfers from one person to others before it reaches the customer. The productivity and income of the poor farmers have stagnated due to the middlemen who have no hesitation in taking advantage of the farmer's dependence upon them.

The majority of the farming community are not getting upper bound yield, because of the appropriate and timely advice about the latest farming technology is not reaching the Farmers properly

Using this system, the excess supply can be sent to other markets by correlating the available supply and demand and hence there is no wastage of the products. The Centralized Cloud storage maintains the Database of the Farmers,Transport,Wholesaler, Crops, Weather details and the Views of the Domain Experts.

Similar problems are apparent in the trading of highly perishable agricultural products (PAP) (e.g., vegetables, fruits, plants, flowers) with a short period of availability. Difficulties, due mainly to the lack of communication and cooperation among market participants, and inadequate distribution programming exist. It delays in distribution and reduction in quality occur. Therefore, innovation concerning agricultural business processes for PAP should focus on reducing the time required to react to customers, increase the level of quality of PAP offered to customers, accelerate the flows of trading information and services, and synchronize the operations made by different trading partners involved in the supply chain, resulting, for instance, in making transport firms more efficient

II. LITERATURESURVEY

Johnston and Mellor (1961) in their paper stated that commercial demand for agricultural produce increases due to income and population growth, urbanization, and trade liberalization. Marketed supply simultaneously rises due to productivity improvements in production, postharvest processing, and distribution systems[1]

Kashyap and Raut (2006) in their paper suggested that, marketers need to design creative solutions like emarketing to overcome challenges typical of the rural environment such as physical distribution, channel management promotion and communication. The "anytime-anywhere" advantage of e-marketing leads to efficient price discovery, offers economy of transaction for trading and more transparent and competitive setting.[2]

Reardon et al. (2003) in their study documented that private firms now play a dominant role in countries such as China, India, South Africa in developing of improved seed varieties producing and distributing inputs, post harvesting operations and retailing through super markets.[3]

III. METHODOLOGY

• Account Generation: It includes the creation of account, in which basic information of user, type of user, whether he is farmer, agent is submitted.

• Marketing: The Pricing will show the farmer at what price the commodity has been sold to the customer. It will create the bill after getting request from farmer for bill creation. Created bill will be displayed on the page. Bill for the products of the Farmer can download or print the bill for future reference. One should be log in for using this facility.

• Market Information: Farmer can know the market information of nearby market. This will consist of selling rates of different product, today's turnover, product-wise details like quantity, grading, selling cost, etc. It will give commodity and market-wise daily report, commodity wise price during last week, date wise prices for specified community. Farmer can also search for specific product in particular duration of specific market on the desired location.

• Compensation: It lists the packages provided by government to the farmers of various natural calamities like heavy rain, drought etc. They can apply for the same and can check the status of their application. Farmer can apply only after log in.

• Government Schemes: It lists all government schemes related to particular product and area and can apply in the same way as for compensation.
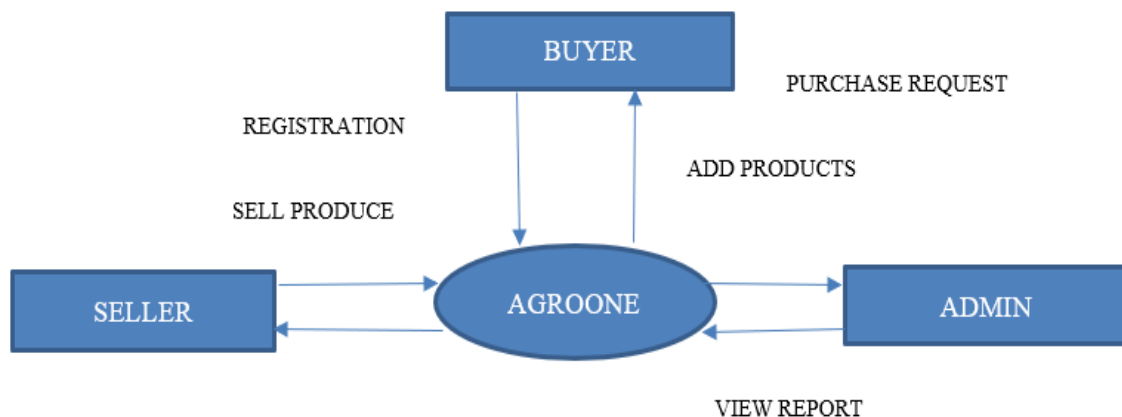

Fig.1.: Schematic Diagram of AGRO-MARKETTING

IV. DIFFERENT TECHNIQUES USED FOR DEVELOPING AGRICULTURAL MARKETING SYSTEM

• **ASP.NET**

ASP.NET is **an open-source, server-side web-application framework designed for web development to produce dynamic web pages**. It was developed by Microsoft to allow programmers to build dynamic web sites, applications and services. The name stands for Active Server Pages Network Enabled Technologies.
For example, the Calendar manipulate or the Grid view manipulate. ASP.NET is a technology, which fits on the .Net

framework that incorporates all net-associated functionalities. The .Net framework is fabricated from an item-orientated hierarchy.

An ASP.NET net software program application is fabricated from pages. When a purchaser requests an ASP.NET web page, The IIS delegates the processing of the net web page to the ASP.NET runtime system. The ASP.NET runtime transforms the aspx internet internet web page into an occasion of a magnificence, which inherits from the bottom type internet internet web page of the .Net framework.

V. CONCLUSION

The Supermarkets,in order to reduce the procurement risks, are associated more with larger farmers, and work with sizable number of small formers though they have small surpluses for the market Another reason for contracts with small formers is their family labourresource, which has advantage in cultivation of labour-intensive crops such has vegetables and in post-harvest activities related to grading, sorting and packaging.This application is effective in helping to post their cultivated crop details with its minimum cost required to be sold, area of land and location so which provides accurate info of the crop. Also helps the buyer to get complete info which make them to buy the correct crop with correct amount.

VI. FUTURE WORK

Agricultural Farm Products application which incorporates some new features is added in the application. Our system consists of a mobile application which will serve as a platform for farmer the growers and retailers or customers to sell and buy their farm products. This system aims at giving a profitable price to farmers to their farm products cutting the middlemen. This allows the retailers or the customers to buy products from the farmers at a lower than the normal price.

REFERENCES

[1]Johnston, B. F., & Mellor, J. W. (1961). The role of agriculture in economic development. American Economic Review, 51(3), 566-593.

[2]Kashyap, P., & Raut, S. (2006). The rural marketing book. Biztantra, New Delhi, India.

[3]Reardon, T., Timmer, P. C., Barret, C., &Berdegue, J. (2003). The rise of super market chains in Africa, Asia and Latin America. American Journal of Agricultural Economics, 85, 1140-1146

[4]Godara, R. (2006). Rural job opportunities agribusiness centres – some realities. Kurukshetra, March, 14-

[5]Grosh, B. (1994). Contract farming in Africa: An application of the new institutional economics. Journal of African Economies, 3(2), 231-261.

[6]Hoff, K., Braverman, A., & Stiglitz, J. (1993). The economics of rural organization: Theory, practice, and policy. Oxford: Oxford University Press.

[7]17Hota, S. K., Kishor, B., & Sharma, V. (2002). Agribusiness cooperatives in 21st century-challenges and opportunities. Agricultural Marketing-A National Level Quarterly Journal of Agricultural Marketing July-Sep., 65(2), pp. 33-38.

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN COMPUTER & COMMUNICATION ENGINEERING

📱 9940 572 462   🟢 6381 907 438   ✉ ijircce@gmail.com