Farm Go-Rapid Direct Marketing

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ABSTRACT: Presently a day's Agricultural promoting framework is an effective path by which the ranchers sell their yields and arrange their surplus produce at a reasonable and sensible cost. The principle disadvantage that the ranchers face is that they offer their harvests to distributers and other centre men and lose a considerable amount of benefit .Our primary intend to manufacture this application is to take out the moderate individuals (centre men) in offer of items to the purchaser to profit the rancher purchase straightforwardly reaching the customer and furthermore to give voice input office for the portrayal of the yield and furthermore for the dealings as ranchers are agreeable in vernacular dialects. On the off chance that The web of ranchers flops On agrarian promoting System, We have a large group of administrations where ranchers can converse with networks, clients and ranchers can purchase and sell neighbourhood items and purchasers can even get day by day value refreshes.

KEYWORDS: Sell Tab, Buy Tab, Mandi Price, Multi language Input, Crop Information

I. INTRODUCTION

India is presently the quickest developing significant PDA showcase on the planet. By 2020, it is assessed that versatile web entrance rate will arrive at 44% of the populace. With expanding advanced mobile phone appropriation making a base of potential new versatile web clients, there is a huge open door for specialist organizations to broaden the incentive of significant worth included administrations (VAS) past essential voice and content channels. For the provincial populace, the capacity to access and utilize rich media substance can help address education issues and convey data in a progressively customized and connecting way.

Agrarian MARKETING Agricultural promoting framework is an effective path by which the ranchers can arrange their surplus produce at a reasonable and sensible cost. Improvement in the state of ranchers and their horticulture depends to a huge degree on the intricate game plans of farming promoting. The term farming advertising incorporate every one of those exercises which are generally identified with the obtainment, evaluating, putting away, moving and selling of the horticultural produce .

In India, Five unique frameworks of rural showcasing are:

Deal in Villages: The first technique open to the ranchers in Quite a while is to sell away their surplus produce to the town moneylenders and brokers at a low value, The moneylender and brokers may purchase freely or function as an operator of a greater dealer of the almost mandi. In India more than 50 percent of the horticultural produce are sold in these town advertises without composed markets.

Deal in Markets: The second strategy for arranging overflow of the Indian ranchers is to sell their produce in the week after week town advertises prevalently known as 'cap' or in yearly fairs

Deal in Mandis: The third type of horticultural advertising in India is to sell the surplus produce however mandis situated in different little and huge towns. There are almost 1700 mandis which removed spot, subsequently the ranchers should convey their produce to the mandi and offer those produce to the wholesalers with the assistance of intermediaries or 'dalals'. These wholesalers of mahajans again sell those ranch produce to the plants and industrial facilities and to the retailers who thus offer these products to the shoppers legitimately in the retail showcases

Co-Operative Marketing: The fourth type of showcasing is the co-usable promoting where advertising social orders are shaped by ranchers to sell the yield on the whole to exploit aggregate expecting getting a superior cost.

Managed Markets: Organized advertising of rural items has been advanced all through the nation through a system of controlled markets, whose fundamental goal is to guarantee sensible costs to the two ranchers and shoppers by making a helpful market condition for reasonable play of supply and demand. Non transient Agricultural items, for example, nourishment grains that arrive at structure ranchers to clients: Here the ranchers offer their produce to the neighbourhood mandi buy focuses then either to commission specialists or vendors then to retailers at last arriving at the customers where the ranchers loses a lot of benefit by offering it to centre men.

II. LITERATURE SURVEY

Agricultural Marketing System is an efficient way by which the farmers can sell their crops and dispose their surplus produce at a fair and reasonable price, the main drawback that the farmers face is that they sell their crops to distributors and other middlemen and lose their fair share of profit.

[1] , Rapid growth in the field of ICT helps in basic aspects of mankind like-agriculture, education, healthcare etc. However, the moderate technical growth of ICT applications is confined to the community of a limited number of people, who live in digital pockets. The illiterate people like - farmer, shopkeeper etc. are unable to take the advantages of the ICT revolution. According to the UNESCO report, population of such people in the globe is 64% who are unable to use the technology either language or technical barrier. Moreover the percentage (76%) must be increased in the context of developing countries. The essential agriculture information is very useful to a farmer for taking effective decision thus we proposed to develop an iconic interface which is integrated with speech based interaction in Indian languages. The proposed interface is critically evaluated with the farmer from different states of India. The evaluation results proved the effectiveness of the proposed interface. [2], has concluded that we experience a radical change in India towards the digitization, the consumer are 100 king and searching more on interest to find the best deal from the sellers around India as compared to traditional or conventional methods.[3], The literature suggests that there is limited research in developing economy such as Bangalore, for several years, tourism industry in India have tried to introduce internet based e-marketing systems to improve their operations and to reduce costs of advertisement, despite all their efforts aimed at developing better and easier marketing system, these system remained largely unnoticed by tourists and certainly were seriously underused in spite of availability as a result, there is a need to understand users of social network sites, and a need to identify factors that can affect their intention to use social network sites, this is important because the outcomes will help the business organization to formulate their marketing strategies to improve their operations at present and in the future.[4], Marketing infrastructure includes all those facilities needed for the smooth conduct of marketing in the country, in this paper an attempt has been made to examine the status of different agricultural marketing infrastructures, their geographical spread in the different states of India and also the policy measures for strengthening of these infrastructural facilities, the infrastructural facilities in development are as necessary as foundations of a building. [5], Agricultural in India has directly or indirectly continued to be the source of livelihood to majority of the population, Indian agriculture has seen a lot of changes in its structure, India predominantly an agriculture economy, it can be balanced and made efficient through proper and better management practices, the present study brings out past and present scenario of agricultural marketing previlage in India.

III. PROPOSED WORK

In the proposed framework to dispose of the mediators in order to help the ranchers we have built up an application called the FARM GO where we have a large group of administrations wherein ranchers can post their produce postings in the application alongside their harvest photographs to networks and users(buyers) and haggle with the purchasers. Our fundamental plan to assemble this application is to kill the transitional individuals (centre men) in offer of items to the buyer in order to profit the rancher purchase straightforwardly reaching the purchaser and furthermore to give voice input office for the portrayal of the harvest and furthermore for the arrangements as ranchers are agreeable in vernacular dialects. The web of ranchers fizzles while utilizing application, We have a large group of administrations

where ranchers can converse with networks, clients and ranchers can purchase and sell neighbourhood items and purchasers can even get day by day value refreshes. To guarantee a reasonable and agreeable market for agrarian produce, end of brokers is particularly required. Such brokers between the ranchers and a definitive purchasers typically upset the ordinary working of the market The application underpins direct advertising which furnish balanced association with the client on a worldwide scale. So as to keep away from go betweens, the amount that can be most extreme sold is 15kg which is sufficient for a family to hold up under for a month. This additionally supports and draw in for ordinary clients. As said over the one of a kind element that features our application is that we are utilizing voice contributions to request to give portrayal of the item and for arrangements purposes and in general making the application easy to understand.

HARDWARE
Processor : Intel
Hard Disk : 20GB+
Main Memory : 2GB+

SOFTWARE
Language : java xml
Platform : android studio
Operating System : Windows 7 and mac

Data flow Diagram

Login/Register Tab: Give username and phone number credentials.

Main Screen Activity Contains:

Sell Tab: Contains the type of crop that the farmers want to sell here in our app we have taken a 16 crop list as prototype. The farmer selects the type of crop from the lists posts the contact information, quoting quantity and price that he wants to sell along with that he uploads the photo and description of the crop with help of *voice inputs*. Here we have restricted the quantity to a maximum of 15kg or so.

Buy Tab: Here the listings are sorted based on the category of the crop mainly fruit, vegetables and cereals.

The buyer can click on the desired listing according to his requirements see the crop latest photo and

negotiate for a deal with the farmer.

Mandi price: Providing latest crop price in the market and ongoing trends.

Multi language inputs: Giving multi language inputs for the use of the application

Price: It gives us the daily price of the crops and seeds including comparison with previous day's price.

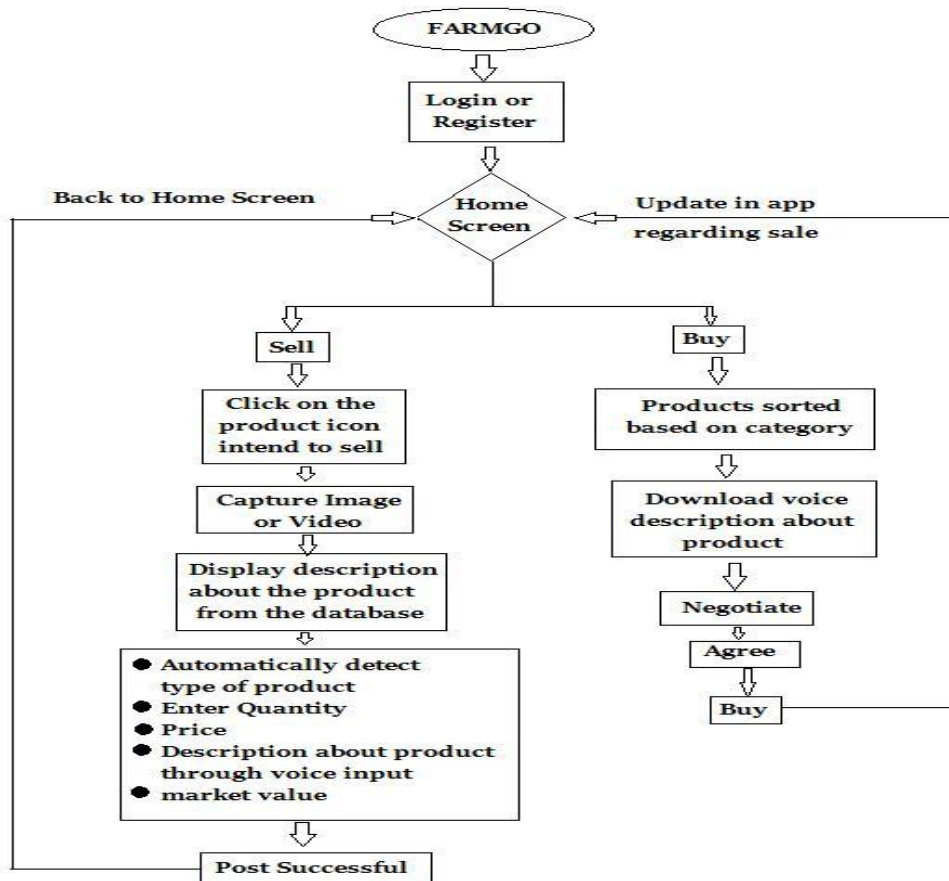**Crop information**: Details and description of a particular crop.

FIG : DATA FLOW DIAGRAM

IV.   CONCLUSION AND FUTURE WORK

Through our FARM GO app it will help the farmers to get the crop delivered to correct buyer for a proper justified price, This app is User-friendly for Farmers and Buyers, we are providing two main languages for all crop descriptions, that it can be easily understandable ,the farmer can earn his fair share of profit ,we can avoid bargaining capacity, Both farmers and buyers can gain knowledge about Android Use, and also here we are completely eliminating middle man, Hence indirectly boosting the Gross Domestic Product(GDP) of a country. The Future work may include the addition of many Agricultural products, in which farmer can post their new products, In future they can use multiple languages in which both Farmer and Buyer can understand their own languages, and also they can add web applications for the future development

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