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Farmer to Retailer Android Application for Direct Sales of Agricultural Product

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ABSTRACT: In the agricultural sector agricultural products are harvested from the farms for production by consumers or producers. The profitability and resilience of Farm Progress can be increased by assisting farmers in improving sales practices, expanding market access, and reducing price distribution between producer and consumer. The solution to this problem is direct marketing of farms, which provide a link between urban consumers and rural farmers. The paper mainly focuses on direct sales, its profitability to farmers and direct marketing strategies. In direct sale of farm products or farm products are sold directly to consumers without the use of a mediator. Direct marketing helps to ensure greater income for farmers and improves consumer satisfaction. It is also helpful for the local economy by providing other marketing channels. The paper highlights the importance of direct sales and remove to the mediator. Using this Android application, farmers directly communicate with the retailers. The importance of Farm Era using Android application is farmers directly communicate and sell them at the right price.

KEYWORDS: Android Application, Security, Retailer App, Harvesting application, Broker

I. INTRODUCTION

There are huge variety of apps to help farm management more efficient and effective. The successful farmer of the modern era will make use of wide variety of record keeping, information, agriculture apps and management tools to make the most of their time. The fact that small farmers suffer from many production risks like drought, flood, lack of adequate use of inputs, poor extension leading to large yield gaps, lack of assured and adequate irrigation, crop failure. Many reports claims that the average income of Indian farmer is only Rs 10,000. The problem even get worst the production does not get adequate market value. This reduction in the profit will lead to borrowing of loans and as a result, the farmer will not be able to pay those loans. But what if their crops will directly reach to the local retailers without giving commission to various agents in the market. The solution is our application. The farmer will be able to directly list down his/her crops on the platform and will directly sell to the local retailers.

## II. LITERATURE REVIEW

Survey 1:
After visiting to the various farms we have come to know that there is a high demand for such application that would be easily sell their agricultural products to the current market. The intermediatory agents takes high amount of profit by their internetworking in the market. This should be stopped at a certain point for the survival of good agricultural practices.

Survey 2:
There are some software applications available in the market at the current time like AG mart. But there is a lack of the connectivity with the farmer. Some distributorstakes a large amount of products and eventually sell them to the local retailers at a high price range, the local market and the farmer directly gets affected by these acts. We need an application which will directly connect farmer to retailer for direct sells.

III. METHODS

- The Farmer and The Retailer has to create a profile and register themselves on the application platform.
- Then the farmer module will be able to add crop details and will add the tentative arrival in the market through our application.
- The details entered by the farmer will be visible to the Retailer about their crops and will be able to add to the cart and then purchase after.
- This whole data will be able to see through our company module.
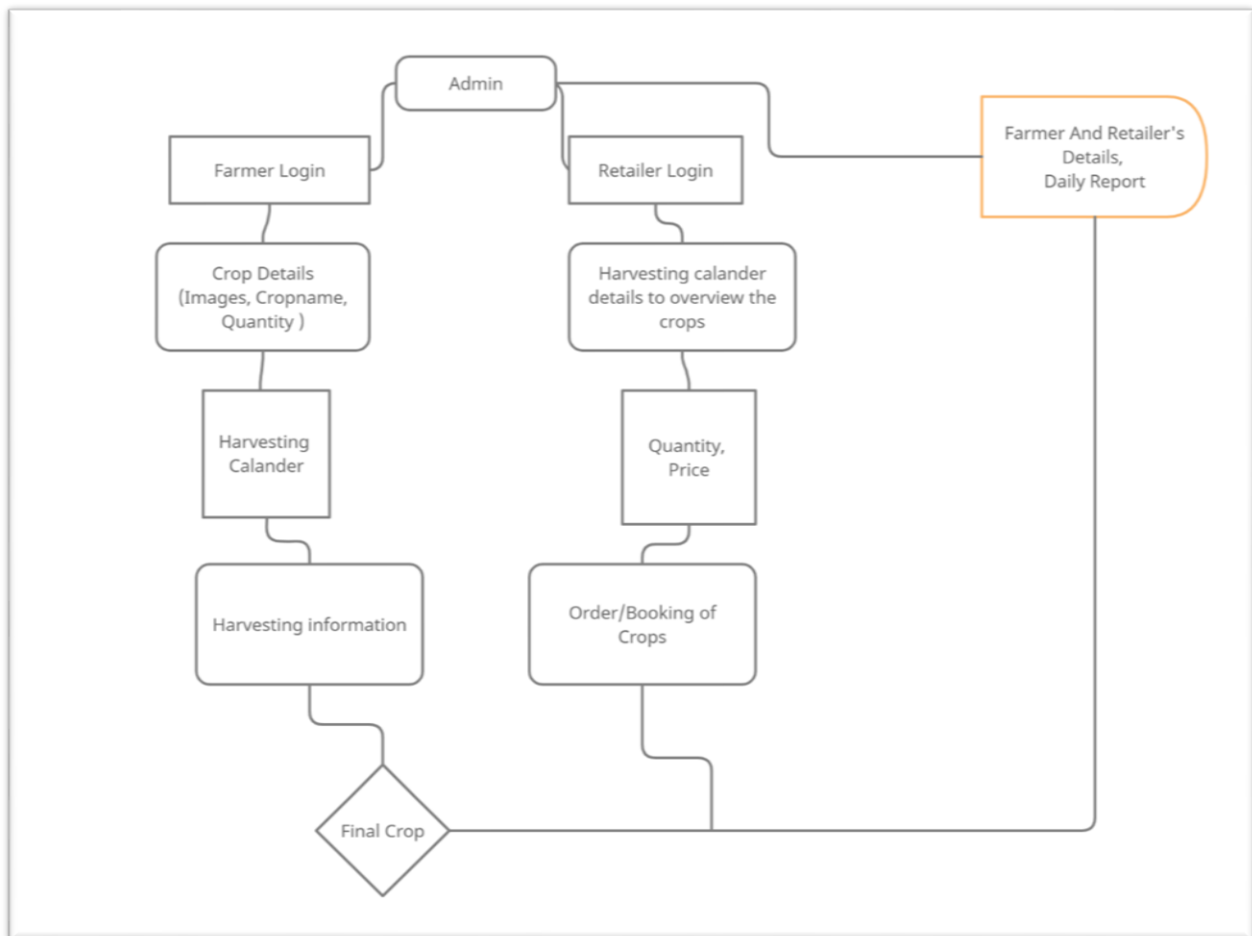
Architectural Design

IV. MODULES

A.   ADMIN MODULE:
- An admin module in this system will make sure that the user that is acting as an admin of the system can cooperate and easier to manage.
- This admin module also will make farmer who is using this system caneasily manage their product such as adding product, edit the product price, create new catalogueandcategory, viewing retailersorder, passing customers order to the employee module and also can keep track with business flow.
- There are two system management that admin will control. First, the product management system, purchase management system. For the product management system, admin can edit all the product details and also can add a new category and add new catalogue.
- For the purchase, management system, admin can view all the purchasing process that is made by the retailer and admin also will take action when retailer made an order.

B.   FARMER MODULE:
- Each seller has a separate seller profile page & can edit their profile page on their own. The seller will have own dashboard to manage orders.
- The sellers can use the price alert feature for their products. The sellers can set the product price and quantity restrictions for the customers.
- The sellers can create and manage the reasons which are to be selected while adding or updating a product.
- The seller can also use his company logo on the shipping label, if allowed by the admin.
- In the seller panel, the seller can add new orders on behalf of the retailer in the seller panel itself.

C.   RETAILER MODULE:
- For the retailer module, it will make this system more user friendly because almost 100% of this module will be interacting with retailer.
- The payment will be done when the products arrive at their house.
- The second type of this module is registered retailers. Retailers who are already registered with this system can log in and view products, purchase product, leave comments or feedback, tracking their history transaction and make reservation order.
- These registered users did not need to enter information each time they buy the product because the system has already had their information.

V. ADVANTAGES

a)   Advatage to Farmer:
- Farmer face may problem while selling their goods and products.
- This app helps framers to cut the middleman out.
- This mobile application treats farmers as a seller and a buyer.
- The intention behind this paper is to help farmer so they can buy or sell their agriculture goods and products.
- Farmer face may problem while selling their goods and products this system promises to provide an easy and recreational way to sell the products.
- The system lets the farmers to sell goods at reasonable price and makes business even fair and transparent.

b)   Advatage to Retailer:
- Retailers are at the opposite side of the same coin.
- This system lets retailers to choose from a wide variety of products, select the products as per their requirement and also apply price filters.
- Location is a one of parameter for consumer and producer while selling or buying their product nearby their location.
- The basic objective of the system is to considers every one need and fulfil their requirements with fair and transparent agriculture business.

VI. CONCLUSION

Farmer to retailer Android application will help farmers in every way. Because of middle persons in markets Farmers get very less profit so our project will increase their profit and makes their agricultural products sell directly to the consumer as we know farmers are doing suicides every year because of less profit so this project will be the more advantage to the farmers.

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