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Agricultural Market on E-Platform

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ABSTRACT-The internet has changed the world. Inline with other sectors, retail business have taken up e internet marketing, expanding outreach to customers beyond their conventional shopping places. Farmers can use internet on many possible ways to products. Using internet as a way of selling agricultural products is changing marketing channels in the agribusiness industry. Agricultural markets are characterized by poor competitiveness, fragmentation, in efficiency, presence of executive middlemen and frequent price manipulations. E-Marketing of Agricultural Products is an electronic trading portal for agricultural products through which many of the farmer's problems will be solved.

KEYWORDS-Agricultural marketing, marketing cooperatives, HTML, contract farming, commercialization, foreign direct investment (FDI)

I. INTRODUCTION

It has been problem of farmers , they are not getting the best value for their yield. Middleman i.e. Merchant is getting all the benefits . And our farmer who is working in farm, producing the crops he is getting the Low Prices for his own crops.

As a result since the Independence our farmers are below poverty line . They are not able to even fulfill their basic needs. It is need of the time that we should come with proper solutionfor farmers. And give him the best price for his crops.

Institutional Approach-The institutional approach for market analysis refers to the study of various institutions and agencies which perform various marketing functions. Whereas the functional approach helps to answer the "what" in the question "who does what," the institutional approach focuses on the "who". Marketing institutions and agencies are the wide variety of business organizations that operate the marketing machinery. The institutional approach focus on human element by investigating the nature and characteristics of various middlemen and related agencies and how they are related and organized to operate marketing machinery. Middlemen includes all individuals or businesses who specialize in performing various marketing functions along the agricultural value chains from

producers to consumers. For doing business, these middlemen may organize themselves in various forms such as sole proprietors, partnerships, or cooperative or non-cooperative corporations.

II. RELETED WORK

Farmers are facing a time of predicament to cope with the growing demand of consumption and irregular soil content, rainfall and many such conditions, at this time incorporating IOT in the field of agriculture will modernize it at the higher pace [1]. During the researching process, we discuss the construction approach of customer segmentation model, the correlation analysis between customers and products, and between products and products. The clustering algorithm and association rule algorithm for product marketing are also analyzed. [2]. In this paper, we will propose a novel solution that allows consumers to track their products through agricultural diaries recorded by farmers every day. The key difference of the proposed solution is to leverage Blockchain technology advantages in authenticating and protecting the integrity of information. [3]. This paper's focus is on developing Agriculture Market Information System (AMIS) using Information and Communication Technology (ICT) and low cost Internet devices, which is suitable for small-scale farmers' even at rural communities without electricity connection. [4] In this paper we take a case in Gunung Kidul District. Currently in marketing part, the Aspemako puts its products in a tent in front of the Department, so the market is very small and the business becomes sluggish. In that way Aspemako needs a new means to expand the market to increase their business. [5]. The current paper is focused on the main hardware solution developed and tested, discussing advantages and disadvantages compared to other existing modules on market [6]. In this paper, three primary indexes and eleven secondary indicators were selected to build the evaluation system based on the weighted average method. In the empirical study part, we simulated three authorities for agricultural products management to test the established model. The results showed that the model works well in calculating the evaluation values of the docking effect and sorting results [7]. It is very important to pay enough attention to managing mechanism reformation; the main risks in non-routine bonded agriculture include invalid supervision, harmonizing mechanism not working, foreign merchants breaking contracts, force majeure, price wave, etc. [8]. We employed theory deduction method to analyze the object and requirement of agriculture tourism sustainable development based on sustainable development theory, includes increasing agriculture benefits, improving agriculture environment, and developing healthy country culture. Second, we advanced agriculture tourism development should take enhancing productivity as the core, emphasize making use of local materials, and follow the lead of market. At last, we induced some developing suggestion based on existing problems of agriculture tourism, such as government should give strong support, the basic establishment need big improvement, the management must pay attention to meet above object and requirement, and it needs scientific plan to enhance characteristic for supporting sustainable development. [9]. It helps to provide scientific decision support for retail market by mining association rules among items people purchased together. In this paper, we propose an innovative market basket analysis method by mining association rules on the items' internal characteristics which are obtained by using automatic words segmentation technology. The method has been applied to a dynamic dishes recommend system and validated by the experimental results. [10].

IV. EXISTING SYSTEM/OPEN ISSUES

Existing System: In the agriculture system is aims to increasing consumer demand for organic products, and favorable government policies promoting biocontrol products are some factors driving biopesticides market growth.

Open Issues: whenever a new product comes, we have to do a manual entry.

Advantages

- Increase in farm income.
- Growth of Agro-based Industries.
- Time utility.
- Farmer and consumers are required farm products without the involvement of middleman.
- Freedom of access.

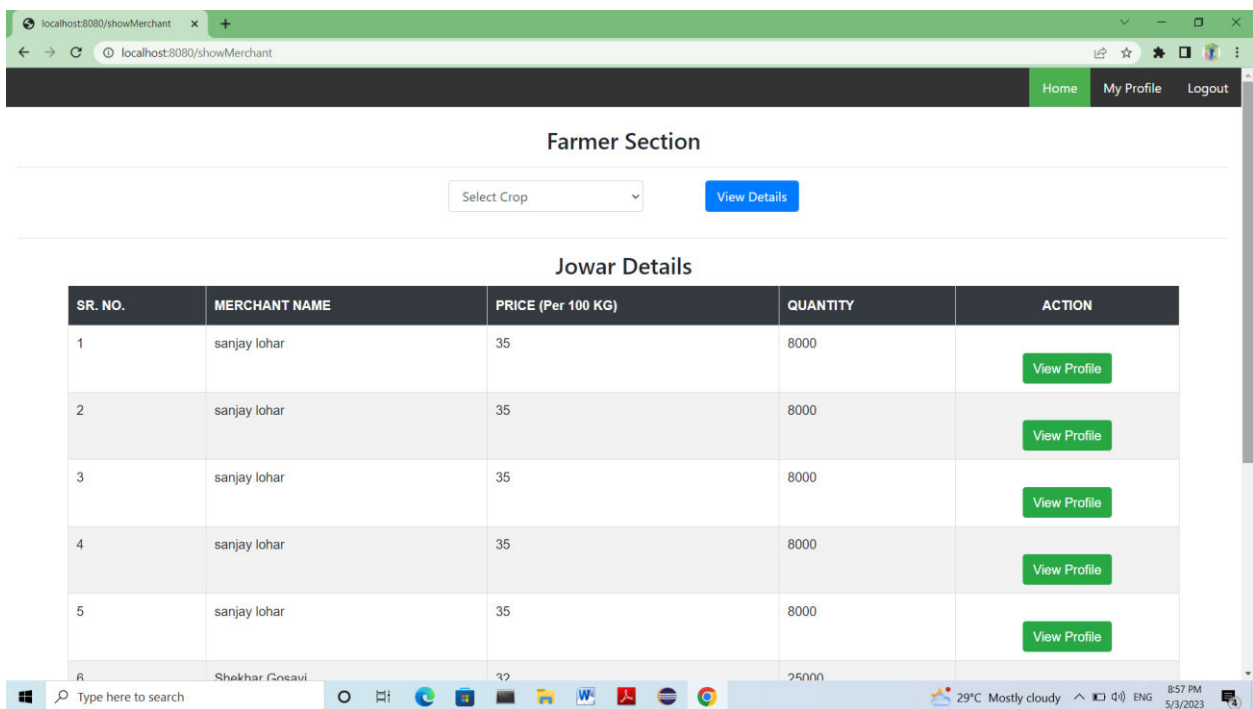
Application

- The Farmer farms and delivers the organic and fresh crop to the customer and gets his pay for this job
- This makes all the available farm products easily accessible.
- Farmer can use it to sell their produce directly to consumers.
- Farmer should have more than one option to sell his crop.

Purposed System

The Indian system of agricultural market suffers from a number of defects as a consequence, the Indian farmer is deprived of a fair price for his produce.

Result Analysis:



SR. NO.	MERCHANT NAME	PRICE (Per 100 KG)	QUANTITY	ACTION
1	sanjay lohar	35	8000	View Profile
2	sanjay lohar	35	8000	View Profile
3	sanjay lohar	35	8000	View Profile
4	sanjay lohar	35	8000	View Profile
5	sanjay lohar	35	8000	View Profile
6	Shekhar Gozavi	32	25000	View Profile

Fig: Farmer Section.

V. CONCLUSION

In agricultural marketing transportation cost, inadequate market infrastructure, lack of market information, lack of processing units, storage facility, price fluctuation are the major problems. Eliminating middlemen, enough storage facility, freedom from money lenders, adequate transportation facilities, availability of loan and training facilities etc. are required for satisfactory agricultural marketing. Some people have suggested that crop insurance and technical guidance should be provided for improvement in agricultural marketing in India. Among all these problems, transportation charges are concerned as a major problem by the maximum number of farmers.

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