

Smart E-Marketing in Agricultural Products

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Abstract - Our proposed idea is E-market is to develop an Application which will help civilian; the farmer will get best from his input. The project “Smart E-Marketing in Agricultural” is Mobile application which maintains a transparency between the Farmer and civilian. This application also makes a selection for civilian for the farmer’s requirement and to make it easy. With the help of this application farmer can be able to know the best value for his products cheat by the marketers. This application makes the farmers requirement become easy . By using this application farmers can get the complete information about eradicating black marketing and inflation. It helps in proper maintenance of data and information. One can easily browse through the various details using the well defined interfaces provided by the system. It is used by all over India’s farmer and the basic advantages are it is feasible in all languages and also including the voice recognition for illiterate farmers . Then finally the payment process will be proceeding in online mode.

Keywords : *E - Market , Mobile application , Farmers ,Civilian , Internet and technology.*

INTRODUCTION:

Now farmers will be able to sell their produce through e-market platform i.e. the National Agriculture Market (NAM) which was launched by our Prime Minister Narendra Modi. Agriculture is the backbone of India. More than 60% of Indian workers are involved in Agriculture. It was the key development in the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that enabled people to live in cities. More than one third of the world’s workers are employed in agriculture. After agriculture second only to the service sector but over the past several

years the number of agricultural workers in developed countries have decreased significantly. There are some applications available in playstore i.e, eFarming, Farmers eMaret, Aggrigate, eNam these all applications have some disadvantages to overcome these problems is our project concept. The eNam was launched by our Prime Minister Narendra Modi, after this eNam all other applications had some more added features and introduces into the society.

BENEFITS OF E-MARKETING:

1. Save effort and time.
2. Good quality at better price along with transparent pricing information
3. Quality and variety segregation for the ease of buying and exploration
4. Eliminate time variable from pricing and quality so that the system becomes more accessible.
5. Destroy dependency on vendors in pricing (increase trust) .
6. Replace bargaining by standardization.
7. regularizing the consumption will help; reduce wastage and betterment of storage on both ends.
8. Encourage formation of cooperatives.
9. Profit for all with minimum wastage by regular buying (on both ends).

SYSTEM EVALUATION:

The purpose of this project is to collect and analyze all assorted ideas that have come up to define the system, its requirements with respect to consumers. Also, we shall predict and sort out how we hope this product will be used in order to gain a better understanding of the project, outline concepts that may be developed later, and document

ideas that are being considered, but may be discarded as the product develops. This project describes the project's target audience and its user interface, hardware and software requirements. It defines how our client, team and audience see the product and its functionality. Nonetheless, it helps any designer and developer to assist in software delivery lifecycle (SDLC) processes.

METHODOLOGY:

DIJKSTRA'S ALGORITHM - This algorithm for finding the shortest paths between nodes in a graph, which may represent. In our project for to find the nearest distance farmer of one district .

MERGE SORT ALGORITHM - This algorithm is used for sorting technique based on divide and conquer technique. This first divides the array into equal halves and then combines them in a sorted manner. In our project this algorithm for to product list ordering ,this ordering is done by the customer.

BINARY SEARCH ALGORITHM - This algorithm for finding an item from a sorted list of items. It works repeatedly dividing in half the portion of the list that could contain the item, until narrowed down the possible locations to just one. In our project for to Search product and category.

WAYS TO SELL AGRICULTURAL PRODUCTS

ONLINE:

- ✓ System that provides farmers an interface to sell their product, and connect with the buyers within a particular kilometres.
- ✓ Simple interface that works on mobile, SMS to upload produce details and respond via phone and SMS Interface for anyone to buy the product/vegetable – initially visit the stock which appear on the android application.
- ✓ Farmers can get a better price for their product, no additional cost spent in marketing and delivery of goods however they can choose to charge more by delivering the items themselves.

- ✓ This application also makes a selection for civilian for the farmer's requirement and to make it easy.
- ✓ With the help of this application farmer can be able to know the best value for his product cheat by the marketers.
- ✓ This application makes the farmers requirement become easy.
- ✓ By using this application farmers can get the complete information about eradicating black marketing and inflation.
- ✓ It helps in proper maintenance of data and information.
- ✓ One can easily browse through the various details using the well defined interfaces provided by the system.

SMART E-MARKETING AGRICULTURAL PRODUCT:

User Registration:

The User Registration Form module helps you to create the perfect user registration forms on our application. You also have the option of redirecting the user to Custom URL, auto-login, and sending an email and messages after successful registration using this module.

Admin/Farmer Registration:

Farmer can be registered using a mobile application on his/her smart phone. There are two ways to open this mobile page. From the above page, an already registered farmer can login using his credentials or a new farmer can be registered by clicking on "Click here to Register" link. Category (Vegetables,fruits,etc..)Vegetables are parts of plants that are consumed by humans or other animals as food. The original meaning is still commonly used and is applied to plants collectively to refer to all edible plant matter, including the flowers, fruits, stems, leaves, and seeds. The alternate definition of the term is applied somewhat arbitrarily, often by culinary and cultural tradition.

Product Sub Category:

A subcategory Enter a Description (optional); some themes display this. This includes both widgets and the category/subcategory views on product pages.

Order Details:

Would like to add the item description to my order details.

I have found some topics on adding some code.

Location settings:

You can control what location information your phone can use. Open your phone's Settings app. Under "Personal," tap Location access. At the top of the screen, turn Access to my location on or off.

Payment mode:

A way of paying for something, such as cash: They were only accepting credit or debit cards as the mode of payment.

Delivery:

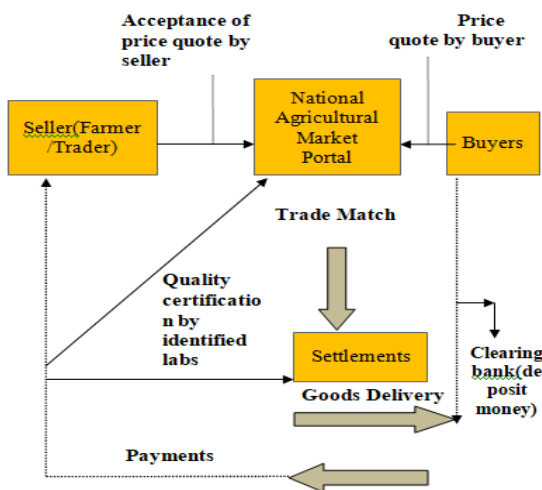
Online ordering provides additional customer service such as delivery to the destination that they have requested for. Customers can view the entire menu and all special offers via official application though online. The system records customers' orders when purchasing has taken place.

- ✓ But middlemen problem is very crucial problem now a day, so to break this chain of middlemen this app will help.
- ✓ Using this app buyer can find particular products and they can directly buy that products from farmers by going there
- ✓ This will beneficial to both buyer & producer.
- ✓ Thus we conclude that , the farmers as well consumer get satisfied by our proposal system.

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ARCHITECTURE DIAGRAM:



CONCLUSION:

- ✓ Various reasons have been conjectured as the causes behind farmer’s empathy, ranging from droughts to debt.