



# FARMER PRODUCT DIRECT SELLING SYSTEM

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## Abstract:

The website for farmer product dealing system that permits a user to submit online orders for items and services from a store that serves both walk-in users and online users. The system accepts the user's submission of an order for the item in response to a time of submission. This electronic website is mainly used to order through online from your home itself. Nowadays the users are don't have time to go to shop and order those things they needed for them this is a mind blowing offer to use to get those and through the internet by using online shopping for farmer product. The internet pages have many types of farmer product related topics to buy and many varieties of product are available and user can view all the kinds of products with the price.

**Keywords:** Consumer, Direct Marketing, Farmers, Product, traditional marketing.

## 1. INTRODUCTION

Website for Farmer product direct selling system is a portal to help users to purchase the farmer products. They provide selling agricultural products and giving solution to the farmers. They organize the dealing system team to give solution to the farmers and salting product name, description, quantity and amount. The business of marketing agriculture products to consumers. The trends of the crop act so that will be pretty important to the users who access these via the Internet.

The main features of the information system includes information retrieval facilities for users from anywhere in the form of obtaining statistical information about product name, description, quantity and amount. This application will reduce manual work and maintain updates in database from time to time. Get item information and price details. Farmer to sell our won product in this web application. The farmer used the traditional knowledge for agricultural production and animal husbandry because agricultural education and research activity was very slow. To discuss the trends and challenges of Indian agricultural sector.

In this diagram is average preserving the planter and stoner details. Growers are including the special merchandise in this net operation it used special stoner title and word. Druggies are view the merchandise and purchase the item in separate login. Admin keep the planter enrollment, stoner enrollment, product records and order details.

## OBJECTIVES

- Chancing blights which may also get created with the aid of the programmer whilst creating the software.
- Gaining self assurance in and furnishing statistics about the role of quality.
- To assist blights.
- To make certain that the cease end result meets the commercial enterprise and stoner conditions.
- To insure that it satisfies the BRS it truly is Business Requirement Specification and SRS it truly is System Demand Specifications.
- To obtain the self belief of the visitors with the aid of furnishing them a first-rate product.

## 2.LITERATURE CHECK

“ Onnon-fixed” merchandising locations and thru the use of face- to- face sells, the product and carrier are vended immediately to the consumers.

” Direct Selling ” as a face- to- face promoting barring restoration merchandising spots.

“ Direct Selling” is a distribution device for consumptive product and provider via assist contact.

Direct Selling is a dealing way that the producer product importer sells the product immediately to the ultimate consumer.

## Farmers Markets

Farmers request friends admire the quality, quantity and range of products, the shopping for ride and normal atmosphere, and the event to exhibit their aid for unique granges and businesses. Communities that host growers requests price the social gatherings and neighbourhood spirit that markets self belief as nicely as the raise to brickand- mortar corporations that compass the requests.

## Farmers-to-Customers (F2C) Direct Selling:

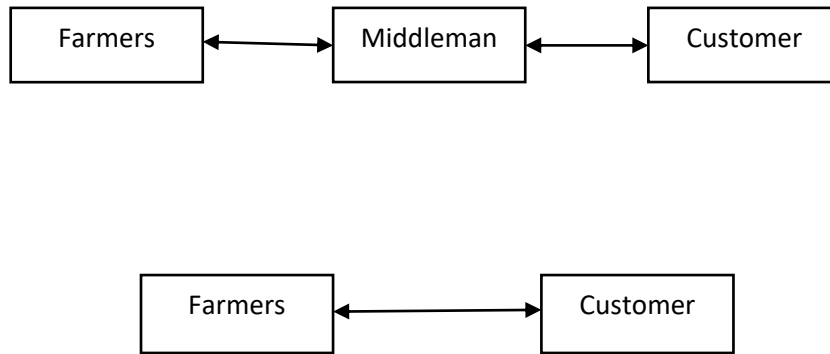
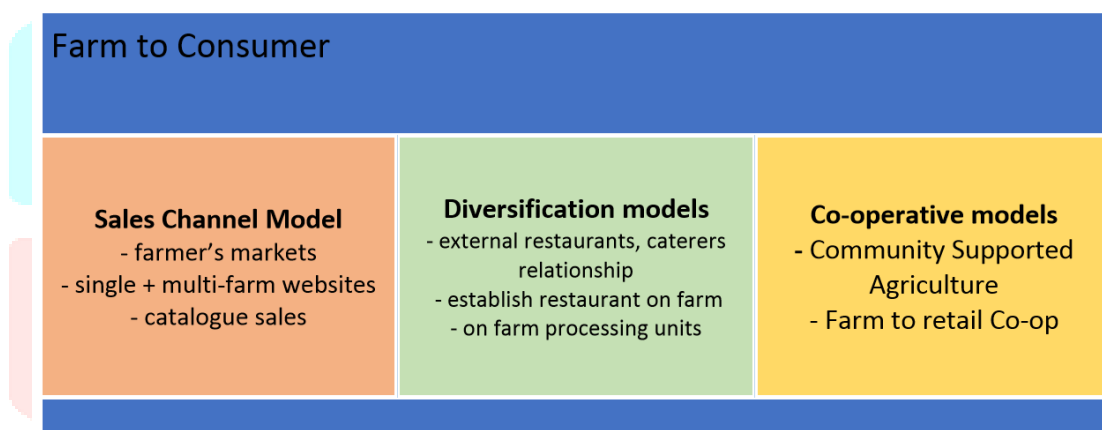


Figure 1 Direct Selling of crop from farmer to customer

In this way of buying and selling of products from farmers to customers, the existence of middleman is removed completely. Here, farmers and customers communicate between themselves directly.



### Sales Channel models

From the point of view of the farmer, farmers' markets (and field schemes and farm shops) provide a quantity of blessings as a route to market. The grant chain is shorter and there is a extra casual strategy to marketing. Transport necessities are commonly some distance less difficult than the greater traditional routes to market and, in many cases, there are no intermediaries involved. This shorter grant chain additionally permits the producer to stay in direct manage of the product.

### Diversification models

Agri- services, tourism, manufacturing, retail, food, energy, services and indispensable land uses. Teagasc Options courses in ranch diversification cover motifs including ranch shops, rubbish timber, dealing on- line websites, barricade laying, boat marinas, care of the senior, abbreviated leafage, growing vegetables.

## Cooperative ranch to consumer

Of the styles for ranch to direct sell, community supported husbandry is presumably the best known. The cooperation between growers and consumers means the liabilities, pitfalls and prices of husbandry are participated.

### 3. METHODOLOGY

Growers Direct Marketing the real pastoral marketing. A Step towards to enhance the agrarian marketing and profitable growth. In India direct marketing practices of ranch yield were some types they're planter's association requests, government requests, Original requests( Santhai), and Road side requests. This direct marketing strategy gives fair remunerate returns to the growers compare to other channel of distribution. But the responsibility, pitfalls were also high in addition. For case, the agrarian yield was largely perishable. The special transportation, special storehouse installation is essential. Due to poor credit installation of small growers can not go these musts. Also there were further complications in planter's direct marketing. The planter, in general, sells his yield at an unfavourable place and at unfavourable time, and generally gets veritably unfavourable terms.

#### Community Supported Agriculture

- A community supported husbandry( CSA) ranch's success depends on developing strong chain with a specific set of guests who choose to come members. These guests/ members commit up front for daily shares of the granges for an entire season. The members admit a box of varied ranch products( 10 or further particulars) each week.
- As part of the agreement, members believe the threat that some of the anticipated yield may be harmed due to insects or complaint. They join for the satisfaction of having their own “ ranch ” and because of the benefits of entering the daily share of fresh food.
- Some indeed enjoy the challenge of figuring out what to do with new vegetables similar as kohlrabi that appear in their box. Frequently class includes fashions and a crop festivity event. Generally the farmer establishes a daily volley day and time at the ranch or at a nearer position.

### Average Farm Incomes by System

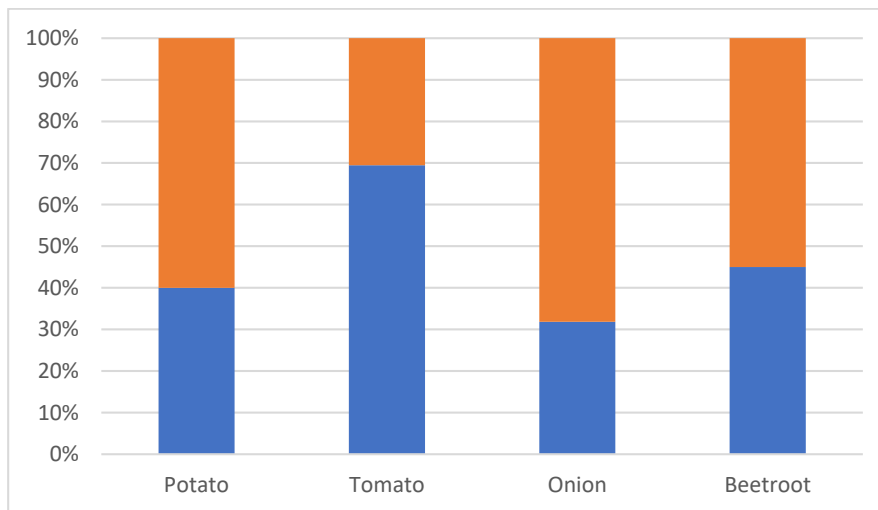


Figure 2 Average farm incomes by system

### Problem Statement

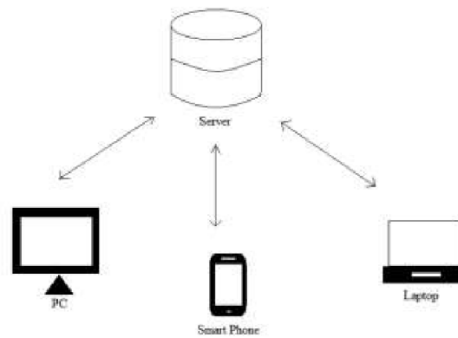
Direct advertising is the scheme of one to one relationship of growers and consumer. This paper discusses some introductory component and challenges in direct selling. The evaluation of challenges confronted with the aid of the planter's direct advertising and marketing will be appropriate to take measures for the enhancement of direct marketing. This find out about determines to verify the planter's constrains and dissect the elements which make the direct advertising extra delicate.

### four Perpetration

Perpetration is the stage in the format the place the theoretical layout is grew to become into a working machine and is giving self assurance on the new device for the druggies that it will work successfully and effectively. It includes cautious planning, disquisition of the modern-day machine and its constraints on perpetration, diagram of patterns to acquire the trade over, an comparison of alternate over styles. Piecemeal from planning principal assignment of getting ready the perpetration are training and coaching of druggies. The perpetration procedure starts with getting ready a graph for the perpetration of the system.

According to this plan, the conditioning are to be carried out, conversations made involving the outfit and coffers and the sparkling outfit has to be obtained to practice the new system. In community backup device no clean coffers are demanded. Perpetration is the remaining and the most essential phase. The most quintessential stage in accomplishing a profitable new device is giving the druggies self belief that the new gadget will work and be effective. The device can be enforced solely after thorough checking out is carried out and if it is plant to be working in accordance to the specification. This gadget additionally presents the topmost safety given that the ancient device can take over if the crimes are plant or inability to

take care of sure kind of offers whilst the use of the new system. As the phase of device trying out we execute the software with the intent of chancing crimes and lacking operations and additionally a entire verification to decide whether or not the objects are met and the stoner prerequisites are satisfied. The closing give up is fine assurance.



## 4. ADVANTAGES

- Since small portions of farm merchandise can be selling, small producers can participate.
- The farmer units the charge of the product or is extra controled price. Good merchandise can get alluring expenses and therefore, small farms can be profitable.
- Payment is typically immediate.
- In addition consumer offers their remarks on merchandise and services. The farmer can enhance enterprise thru this enter and amplify farm profitability.

## 5. CONCLUSION

The software works in accordance to the restrictions furnished in their respective browsers. The software satisfies the Admin. The velocity of the transactions turn out to be extra ample now. The internet site introduction is the internet designing task created for exhibiting the small print about the internet portal the usage of the coding languages like Html &Css for designing. The interface are so designed and channelled the admin can by no means make any mistake whilst the use of the application, until the time both they keep or cancel the modern-day operation all different operations are blocked. This mission has been efficiently developed and interpreted and machine used to be developed in accordance to the admin requirements. The machine produces correct effects and it additionally reduces a lot of overheads, which the guide device faced. The statistics necessities may also nevertheless increase.

## 6. REFERENCES

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