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ENACTMENT OF E-COMMERCE APPLICATION TO MARKET AGRICULTURAL PRODUCTS

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Abstract: **E-commerce is clearly beginning to have a major impact in the agricultural sector. The way people go about purchasing agricultural products is of great concern. Most of the time customers have to travel far distances to get agricultural products and getting the right quality is not ensured. Our project aims to help farmers as well as customers for buying and selling agricultural products using a computerized approach.**

The website will guide the consumer to compare quality and price of a product according to market rate. It builds a platform for consumers check the availability of a product in their surrounding areas. The website will act as an unique and secure way to perform agro-marketing. E-farming will serve as a way for the farmers to sell their products for better price with some basic knowledge about how to use the website. This project enables users to purchase products directly from farmer(Consumer to Consumer [C2C] Commerce).

Index Terms **– Agriculture, Consumer to Consumer, E-Commerce, web application.**

I. INTRODUCTION

Farming can be considered as an industry that has been updating itself for more than thousand years. It can also be considered as an enterprise, where a farmer is an entrepreneur. Farmers used to be respected a lot those days and they were paid fine for their effort. Today they lack both, Farmers are not given significant percentage in the price of the product that we buy in the market. Maximum percentage of the price rests with the middleman (intermediary between famer and seller or consumer).

E-commerce is an effective tool that has fundamentally altered the flow of human life. E-Commerce is largely known as buying and selling products using the Internet. But E-Commerce is mainly divided into three sections: B2B (business-to-business), B2C (business-to-consumer) and C2C (consumer-to-consumer). These three sections are also called E-Commerce and the website we are developing is a C2C (consumer-to-consumer) E-Commerce model.

II. LITERATURE SURVEY

Significant research has been done on the agriculture market and various studies in journals about the agricultural sector. Making a distinct platform for farmers helps them to share some information about agriculture. Technology is existing everywhere from well equipped cities to a small village in the current generation. So there are no difficulties in using the technology to move into this ecommerce field. In the study, we got to know that the majority of the farmers are not getting enough profits for their crops. All the intermediate market strategies doing all these losses to the hard-working farmers. Despite all the hard work and patience to grow the crops, farmers play a crucial role in the agricultural life cycle but still they are facing a lot of issues to get profit due to their bad circumstances.

Agricultural system connections between regions become easy and they can easily get the information they are seeking with the development of the technology. After harvesting, there is the main struggle to begin selling the product, every farmer wants to sell their product for profits. To analyse the cost in different markets the IT(Information Technology) Services are more helpful to farmers.

The website we are making is simple in design and easy to understand the interface of the website. Technology has advanced to a high level and farmers have the option of using mobile phones in rural regions effectively. We will implement these services slowly in multi-languages, which make the promotional campaigns easily understandable through various regions.

The information from the survey states that China, the USA, Germany, Norway are the most advanced in agriculture so they are moving to the easy way of farming. The technology will help farmers in various aspects like a various market prices etc., will help the farmers to grow their agriculture in different ways. We can develop E-commerce (Electronic commerce) in a way that may increase the sale of crops to every place. E-commerce is an effective tool that has fundamentally altered the flow of human life.

The website system we are developing will help them to make more informed decisions and increase their income potential by aligning the farm output to market demands. There might be an effective increase in the usage of the network in future and also networks available in every rural area in India. So there should not be any consequences with the networks to manage the digital system.

[1] Development of Web Based System for Farmer to Consumer Product Selling Through Direct Marketing

Farmer E-Commerce is a web application that will help farmers create agricultural marketing that leads to increased success and increased their standard of living. The Marketing Center will allow farmers to view orders made and related information on their accounts. The administration will serve as a way for farmers to sell their produce in the market. Farmers and Customers will be provided with a separate ID to access their accounts which leads to secure access. In this web-based system every registered Farmer can build their own store and the customer can easily follow them. Every order made on the site has a unique ID that results in secure sales.

[2] Farming Assistant Web Services: Agricultor, D. Magheshkumar, M. Pavithra.

Usually, farmers in a particular area have knowledge only of the crops they have been growing for a long time and people new to farming have little to no knowledge. Farming assistant website aims to be a one-step destination that will help connect farmers all over the country to broaden their knowledge and help each other, provide news related to agriculture to keep the farmers up to date of the changes in their field among other benefits. The farming assistant web services provide assistance to new as well as established farmers to get the solutions to day-to-day problems faced in the field. A farmer gets to connect with other farmers throughout India to get more information about a particular crop which is popular in other states.

[3] E-FARMING, Paresh.V.Jaju, Sindhu M R, Aditya Pabshettiwar, Ketan.K.Ghumatkar, Pravin.H.Budhehalkar.

Farming is the Prime Occupation in India in spite of this, today the people involved in farming belongs to the lower class and is in deep poverty. Even after all the hard work and the production done by the farmers, in today's market the farmers are cheated by the Agents, leading to the poverty. Building a website which will help farmers from Indian villages to sell their products to different city markets. E-farming will provide unique ID to each user that can be used to perform agro-marketing and can apply for scheme. The Marketing facility would allow the farmers to have a view of the bills created and the related information in their accounts.

[4] E-Commerce Site for Agriculture Product, Komal Dhote, Neha Khapekar

E-commerce is reasonable to say that the process of shopping on the web is becoming common place. This website deals with respect to the farmers benefit of getting their products sale at a best price online. The website is used to help farmers ensure greater profitability through direct farmer to end user communication. Agricultural E-commerce enables good trading possibilities by supporting different business models such as multi-suppliers, e-sales and several types of auctions. Today E-commerce lacks fully automated business processes and still requires a significant manual effort by users. So, this website tries to solve all lacking of E-commerce business process.

[5] A Study on Ecommerce Agriculture, C K Gomathy

Farmers are able to get knowledge of cultivation techniques. A simple user-friendly interface easily helps users to get into our website. Fortunate and very responsive which enables it to work effectively on any type of device.The main aim is to develop farmers by using the new technology and making their business more efficient and also it is used to speed up their marketing process. It will be helpful for farmers to generate profitable income. It will disconnect the connection with intermediate vendors that helps to save some money.

III. EXISTING SYSTEM

In the existing system, the agricultural products are being sold in B2B(Business to Business) or B2C (Business to Consumer) method. This implies that the consumer is purchasing the product from an intermediate person. Furthermore, the quality of the product is degraded as it has to go through a lot of process by the time it reaches a consumer. The payment procedures involved in lot of E-commerce applications includes charges for the transaction. The consumers are travelling distances or using some online applications for buying the agricultural products which don't guarantee the freshness and quality that a average consumer aspire.

IV. PROBLEM DEFINITION

Our project is trying to eliminate the middleman completely from the market chain and connect farmer directly to the consumer. This project is a web application, accessible to anyone, crediting evolution of smartphones and high-speed network connections. The main objective of this project is to sell the products produced by the farmers directly to the consumers without any intermediaries. It is a computerized system for better and clearer sales. Farmers will find a unique interface where they will be able to get everything right from reading market information to marketing, managing product status, checking product ratings and reviews, seeing monthly sales, collecting different program.

V. PROPOSED SYSTEM

In our proposed system we are implementing a C2C(Consumer to Consumer)model, where a person can buy a product at the same time he/she can sell their own agricultural products. Our system also enables the user to acknowledge about the farmers in the locality and the details of their products. It will help the consumer to buy fresh and healthy products that are grown in their location. Instead of using third party payment portals, establishing a direct connection between farmer and consumer will enable freedom to choose the transaction of their comfort.

The system is stated to display the information of the farmers in the location of the consumer, this feature is accomplished by using the python module called Geopy. Geopy is a Python client for several popular geocoding web services. This module is used to locate the users of the website. geopy makes it easy for Python developers to locate the coordinates of addresses, cities, countries, and landmarks across the globe using third-party geocoders and other data sources.geopy includes geocoder classes for the OpenStreetMap Nominatim, Google Geocoding API (V3), and many other geocoding services. The full list is available on the Geocoders doc section. Geocoder classes are located in geopy.geocoders.

VI. CONCLUSION

This analysis confirms that E-Commerce will help the farmers in a way that they achieve some profits for their hard work. The Ecommerce System is needed to improve farming in rural society to make them aware of crops and their market prices. This type of system is also helpful for the government to get the proper information about the crops available in their respective areas. The study we made has predicted that the development and transformation of E-commerce is a creative way of controlling and market access for smallholders. We will develop a system that is easy and simple to use by every rural farmer. The project we are doing will provide maximum earnings to the farmers who do not get profits due to the wholesalers who quote their price for the crops. All these unique technologies, advanced software solutions and network reforms will help the farmers grow more and more and we strive for a better future for farmers.

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