WEBSITE CREATION FOR FARMERS ONLINE SELLING PORTAL

Mrs. V. JAYASHREE M.C.A., M.Phil., (Ph.D.)

Assistant Professor

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

Dr. N.G.P. ARTS AND SCIENCE COLLEGE, COIMBATORE - 48

Mr. B. DAYANAND

Mr. M. NIRMAL

Mr. J. VEERA RAGHUL

Mr. M. DHANUSH

B .COM .CA Dr. N.G.P. ARTS AND SCIENCE COLLEGE, COIMBATORE -48

ABSTRACT

Online farmer web application developed for farmers. This application gives suppose to the village farmers who want to use this facility and who want to learn how is it possible and how they can use e-farming to sell their products. Farmers will get all the new ideas to improve their productivity and they can buy and sell their products online. It is a project developed to build a website which will help farmers from to sell their products to different cities through online. Farmers can use this facility and can learn how is it possible and how they can use e-farming to sell their products. Farmers enter this system and upload their product details with images whichever is stocked at the warehouse and details of price, quality and etc. user view this product and book their order. At last the products will be directly transported to the customers. The advent of digital technology has revolutionized various industries, and agriculture is no exception. This abstract presents the conceptualization and benefits of an online platform designed specifically for farmers to directly sell their produce to consumers. The proposed platform serves as a bridge between farmers and consumers, offering convenience, transparency, and sustainability in agricultural transactions.

INTRODUCTION

In recent years, the agricultural industry has witnessed a significant transformation with the advent of online selling portals tailored specifically for farmers. These platforms serve as digital marketplaces where farmers can showcase and sell their produce directly to consumers, cutting out intermediaries and connecting with a broader market base. This introduction explores the burgeoning trend of farmers' online

selling portals, highlighting their importance, benefits, and impact on both farmers and consumers. Farmers' online selling portals represent a fundamental shift in the way agricultural products are bought and sold. Traditionally, farmers relied heavily on local markets or intermediaries such as wholesalers and retailers to distribute their produce. However, these traditional channels often involved multiple layers of middlemen, leading to price disparities and reduced profitability for farmers. Additionally, geographical constraints limited farmers' access to larger markets, hindering their ability to reach a wider consumer base. With the rise of online selling portals, farmers now have the opportunity to bypass these challenges and directly connect with consumers, regardless of their location. These platforms provide a digital space for farmers to showcase their products, complete with detailed descriptions, images, and pricing information. By leveraging e-commerce technologies, farmers can reach a broader audience, including urban consumers, without the need for physical presence in traditional markets.

Review of Literature:

1. **Chirag Namdeo Mande, Sneha Sankhe, Nitesh Uday Talekar, Vaibhav Vishwas Neman (2021)** has create a application for "Portal For Farmer To Sell Product At Better Rate" the project aims to know the The main objective of this project is that there is an direct communication is done in between the User and the farmer. Also, farmer can sell the product direct to the customer and the profit will get to the farmer. Also, the weather information is get to the farmer, in which weather did farmer should grow the particular crop. Also, user can communicate for buying the crop or order the particular crop User can communicate through "Chat bot" the researcher have concluded that Agriculture is the utmost important area especially in the mellowing country like India. Use of information technology in agriculture can change the scenario of decision making and framers can yield in a better way. In this project, we will be suggested for to farmer to get the better profit for the farmer to sell product with the help of this project directly to the customer or a user.

2. **Shalaka Shirke, Smita Badarkhe, Atharva Ubale, Vaibhav Vedpathak (2023)** has created a application on "Development of Portal for Farmers to Sell Products at Better Rate" the project aims for to emergence of middlemen in the Indian agricultural marketing sector can be traced back to as early as bartender system times. The researcher have concluded that Hence, the system proposed in this paper connects nearby locality farmers to customers from urban and rural areas. It is a reliable and is user friendly application. Through the portal, fresh products can be obtained and people can explore many parts of their surrounding villages and purchase the products directly from the farmers and as a result the expenses to both farmers and customers are reduced and the profit is increased. The conventional method which ends up with adding an intermediatory between the buyer and the farmer, so farmers didn't earn better rates

   OBJECTIVE OF THE STUDY
   - To promote the framers marketing strategy.
   - To improve the farmers selling process.
   - To help the formers to improve their profit.

OVER VIEW OF THE PROJECT

farmer Information System is a web application developed for Traders. This application gives suppose to the village Traders who want to use this facility and who want to learn how is it possible and how they can use e-farmer to sell their products. Traders will get all the new ideas to improve their productivity and they can buy and sell their products online.

Purpose of Project

It is the agriculture portal which provides solutions to small farmers and agriculture students of India. Besides Salt & fertilizer analysis for particular region this portal also helps farmers to know about government loan and insurance schemes. It also helps them make decisions on mandi/market and best prices. NGOs are trying to spread messages to make agriculture more eco-friendly through this site.

Scope of the project

This project deals with Besides Salt & fertilizer analysis for particular region this portal also helps farmers to know about government loan and insurance schemes. It also helps them make decisions on mandi/market and best prices. NGOs are trying to spread messages to make agriculture more eco-friendly through this site.

SYSTEM REQUIREMENTS

HARDWARE REQUIREMENTS

The most common set of requirements defined by any operating system or software application is the physical computer resources, also known as hardware, a hardware requirements list is often accompanied by a hardware compatibility list.

Processor	:	Intel
RAM	:	2 GB
Hard Disk	:	256 GB

SOFTWARE REQUIREMENTS

It is a complete description of the behaviour of a system to be developed and It includes a set of use cases that describe all the interactions the user will have with the software.

Operating System	:	Windows 10
Front End	:	HTML, CSS and JAVA
Back End	:	PHP, Xampp.

EXISTING SYSTEM

1. **User Registration and Profile Creation:** Farmers typically need to register on the platform and create a profile detailing information such as their location, types of produce they offer, farming practices, and contact details. This profile serves as their virtual storefront on the platform.

2. **Product Listings:** Farmers can create listings for their products, including detailed descriptions, images, pricing, and quantity available. Some platforms may offer templates or guidelines to help farmers create compelling listings that attract buyers.

3. Search and Browse Functionality: Buyers can search for specific products or browse through categories to discover new offerings. Search functionality may include filters such as location, product type, price range, and organic certification status.

4. Order Management: The platform typically facilitates the ordering process, allowing buyers to add products to their cart, specify quantities, and proceed to checkout. Farmers receive notifications of new orders and can manage them through a dashboard or dedicated order management interface.

5. Payment Processing: Most platforms offer secure payment processing systems that support various payment methods, including credit/debit cards, mobile wallets, and bank transfers. Payment gateways ensure that transactions are processed safely and efficiently.

DISADVANTAGES

- Digital Divide.
- Technical Skills Requirement
- Market Saturation and Competition
- Dependency on Platform Providers
- Risk of Fraud and Scams

PROPOSED SYSTEM

• Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home.

• Searching or browsing an online catalog can be faster than browsing the aisles of a physical store.

• One can avoid crowded malls resulting in long lines, and no parking. Consumers with dial-up Internet connections rather than broadband have much longer load times for content-rich web sites and have a considerably slower online shopping experience.

• Some consumers prefer interacting with people rather than computers because they find computers hard to use.

• Not all online retailers have succeeded in making their sites easy to use or reliable. On the other hand, a majority of stores have made it easy to find the style one is looking for, as well as the price range that is acceptable making the shopping experience quick and efficient.

ADVANTAGE

- Market Accessibility
- Direct-to-Consumer Sales
- Higher Profit Margins
- Transparency and Traceability
- Cost Savings

MODULE DESCRIPTION

- **Login Module:** This will help farmer/vendor/public to login into the system using id and password. A farmer/vendor/public who has the valid id and password can only login to their respective accounts. It will help the authentication of the farmer/vendor/public who enters the system.

Admin Module

- **Login:** Admin login into the system using id and password.
- **Add Farming Information:** He can add the forming details that is useful for farmers.
- **Add Market:** He can add the market details. Farmer can search the different market in various cities.
- **Reports:** In this module generate reports like market, farmer information.

Farmer Module

- **login:** The farmer can fill the registration form and get his credentials.
- **Add Product:** All the details of the product will be uploaded by the farmer. He will fix the rates of the products. He will add the details of the item. He can update the details of the item.
- **Orders:** He can view the order details.
- **Search Market:** He can search the different market in various cities.
- **Payment:** He manages the payment details also.
- **Search Farming:** Farmer can also gather the useful farming information.

User Module

- **Register:** Vendor will get the username and password by filling the registration form. He will view all the details of the product.
- **Search Farmer:** He can search the farmer details also.
- **Order:** He will see the list of products that he wants to buy. He orders the bulk of products.
- **Payment:** He can view the sales rate details. The payment details managed by farmer and COD mode.
- **Public Module**
- **login:** Public will get the username and password by filling the registration form.
- **Search Farmer:** He will view all the details of the product. He can search the farmer details also.
- **Order For Function:** He will see the list of products that he wants to buy. He orders the bulk of products for only function.
- **Payment:** He can view the sales rate details. The payment details managed by farmer and COD mode.

OUTPUT DESIGN

User Registration Form:

Fields: Name, email, contact number, password, Address, City, pincode.

User Login Form:

Fields: Email/ID, password.

User Registration Form:

Fields:

Name: First name

Password: Secure password.

Email.ID:

Phone Number:
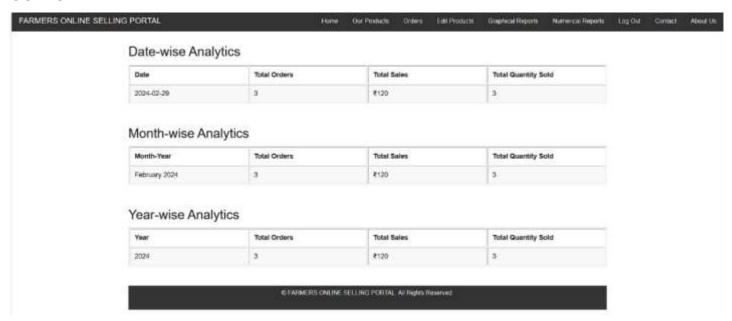
Address: Required address.

METHODOLOGY

1. Market Research: Understand the needs of farmers and the market demand for various agricultural products. Identify potential competitors and analyse their strengths and weaknesses.

2. Platform Development: Build a user-friendly online platform where farmers can create accounts, upload product details, and manage their inventory. Ensure the platform is accessible via web and mobile devices.

3. Product Listings: Enable farmers to create detailed listings for their products, including descriptions, images, pricing, and availability. Implement search and filter functionalities to make it easy for buyers to find specific products.

4. **Payment Gateway Integration:** Integrate secure payment gateways to facilitate transactions between buyers and sellers. Offer multiple payment options such as credit/debit cards, online banking, and mobile wallets.

5. **Shipping and Delivery:** Provide options for farmers to choose shipping methods and set delivery preferences. Collaborate with logistics partners to ensure timely and cost-effective delivery of products to customers.

6. **Customer Support:** Offer customer support channels such as live chat, email, and phone to assist farmers with any inquiries or issues they may encounter while using the platform.

7. **Quality Assurance:** Implement measures to ensure the quality and authenticity of products sold on the platform. Allow buyers to leave reviews and ratings for products and sellers to maintain transparency and trust.

8. **Marketing and Promotion:** Develop marketing strategies to attract both farmers and buyers to the platform. Utilize digital marketing channels such as social media, search engine optimization (SEO), and email marketing to increase visibility and drive traffic.

9. **Education and Training:** Provide resources and training materials to help farmers optimize their listings, manage inventory effectively, and maximize sales through the platform.

10. **Feedback and Iteration:** Gather feedback from users and continuously iterate on the platform based on their suggestions and evolving market trends. Regularly update features and functionalities to enhance user experience and meet the changing needs of farmers and buyers.

OUTPUT

FEATURE ENHANCEMENT

- **Advanced Search and Filtering Options:** Allow users to refine their search results based on various criteria such as crop type, location, price range, organic certification, etc. This would make it easier for buyers to find exactly what they're looking for.

- **Interactive Maps:** Implement interactive maps that display the location of farms and products. Users can explore farms in their area or search for specific locations to find nearby produce.

- **Seasonal Produce Calendar:** Provide a seasonal produce calendar that informs buyers about what crops are in season in their region. This can help both buyers and sellers plan their offerings accordingly.

- **Integrated Payment Gateway:** Enable secure online transactions through an integrated payment gateway, allowing buyers to make purchases directly on the website. This adds convenience and trust for users.

- **Rating and Review System:** Implement a rating and review system where buyers can leave feedback on the products they've purchased. This helps build trust and credibility within the community and assists other buyers in making informed decisions.

CONCLUSION

The development of a farmer's online selling portal presents a promising solution to modernize agricultural commerce, bridging the gap between farmers and consumers. Through this platform, farmers can directly market their produce, bypassing intermediaries and gaining fair prices for their goods. Additionally, consumers benefit from access to fresh, locally sourced products, fostering a sense of community and supporting sustainable farming practices. Overall, the implementation of such a portal has the potential to revolutionize the agricultural sector, promoting economic empowerment for farmers while enhancing food security and transparency in the marketplace. The farmer's online selling portal project aims to revolutionize the agricultural market by providing a platform for farmers to directly connect with consumers. Through this platform, farmers can showcase their produce, bypassing intermediaries and obtaining fair prices for their goods. Additionally, consumers gain access to fresh, locally sourced products while supporting farmers directly. With the implementation of user-friendly interfaces and secure payment systems, this project has the potential to bridge the gap between producers and consumers, fostering transparency and sustainability within the agricultural sector. Overall, the farmer's online selling portal promises to empower farmers, stimulate local economies, and promote healthier food consumption habits.

BOOKS:

- "E-Commerce for Dummies" by Don Jones and Mark D. Scott.
- "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
- "The Lean Startup" by Eric Ries.

REFERENCE:

- https://www.localharvest.org/
- https://www.farmersweb.com/
- https://www.farmigo.com/