International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056
Volume: 05 Issue: 12 | Dec 2018 www.irjet.net p-ISSN: 2395-0072

Anaaz – A Krishi Bazar

Abhishek Sawant [1], Ajinkya Deshmukh[2], Vishal Bhandari[3], Varnit Jain[4], Prof. D. S. Gaikwad[5]

[1,2,3,4,5]*Department of Computer Engineering, NBN Sinhgad School of Engineering, S.No.10/1, Ambegaon (Bk.), Off Sinhgad Road, Pune-41*

Abstract - *It's been a tradition that if farmers wants to sell their crops in market then they have to sell that crops to an intermediate person and in the price range decided by the committee present in that market. Anaaz is a platform which helps farmers to sell their crops directly to end users and price range are set according to quality of crops. Which directly reduces the problem of crops storage and is beneficial to both farmers and end users. This will also help in making agriculture a profitable zone.*

1. INTRODUCTION

Farmers are the most important part of our Indian society. They work hard every day so that we can eat food. But the question to be answered is: "Are they really getting equal amount of money to survive by selling their crops?" The answer is no.

If we discuss about the current market scenario for farmers to sell their crops then there is a committee in market which decides a price range of each and every crop considering their profits and if someone sell or buy crops outside this price range then the farmer and buyer are removed from the market. After this there are intermediates (people) who on the one hand buy these crops at low prices keeping their profit margin and on the other hand sell these crops at high prices to the consumers. So basically in this system farmer suffers they don't get the exact worth of their crops based on the quality of the crops they have.

The agricultural marketing is also very defective because here organised marketing is not in vogue, like, cooperative societies, government marketing activities; regular markets etc. lack of organised marketing system is harmful for the farmers. This does not end here, there is also lack of store house. The insufficient and unscientific facilities of shortage which are available, waste large quantities of grains. Approximately 20% to 30% grains are lost due to rats, insects etc. and the farmers have to bear crores of loss due to lack of these facilities. Before the sale, large amounts of grains are taken from the farmers as samples. By declaring the product to be of sub-standard quality minimum prices are paid for it.

To solve this problem Anaaz is an initiative which gives a platform to farmers to sell their crops based on the crop quality they have and consumers can directly buy the crops from farmers giving the actual price.

In Anaaz farmers have to just update the crops that they want to sell, the quality of every crop is checked and the price of that crop is updated on the platform accordingly. Now if someone wants to buy crops then they can select crops according to their convenience and can directly contact to farmers. This will create transparency between farmers and consumers and both will be benefited.

2. RELATED WORK

Agriculture being the backbone to India. There exists a responsibility on us to not break the chain from agriculture for the further upcoming generations. In the IEEE paper of agriculture marketing using web and mobile based technologies, it tells us about the marketing being based on the values, policies which involve offering a fair price to the farmer for their crop cultivated. This becomes beneficial for both the consumers as well as the farmers. Using this platform it acts as a motivation for the farmers and also encourages them to do farming as providing a fair price for their crops.

In the second paper "Agriculture based android application" tells about the AgriCom, an android application. This application encourages use of android mobile phones which were not used in the agriculture field. This application proven useful in providing suggestions to farmers about the crop, cultivation method, fertilizers required etc. This indirectly helps in increasing productivity of crops and thereby has a positive impact on GDP of India reducing poverty. It also tells the new techniques which can be used to increase farmers productivity.

In the last paper, it is stated that through the use of e-application farmers and end-users (consumers) are benefited in the absence of the middleman. It provides the features of querying with experts about the problems faced by the farmers. There is shown the use of Dijkstra's shortest path algorithm for mapping the nearest buyers to the sellers (farmers).

2. PROPOSED WORK

The development of this application will be a very productive source for a common man. The ultimate aim of making this as a liable model is to put an end to the trauma and difficulty faced by the farmers because of the middlemen. Basically this model will work as following:

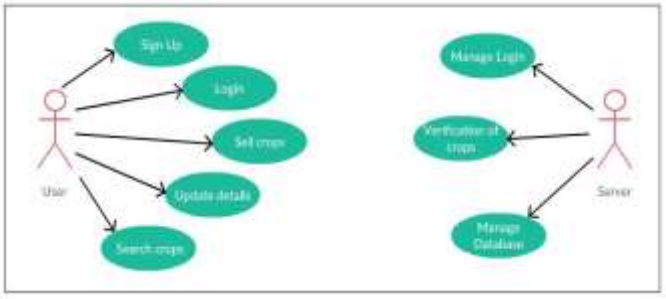


Figure 1:

1. Farmers will provide the details of the products/crops they want to sell and consumers will provide the details of the required product.

2. Analysing the product with the help of an expert to meet the better quality requirements of the consumer.

3. Getting the right value of the product and uploading it to the website.

User has to login to the website whether it is the farmer or the consumer, for both the farmer and the consumer a different login id will get generated.

Login: Farmer

After login into the website the farmer will be able to enter the details of the product which he wants to sell, he can also update the product details according to the requirements of the consumers.

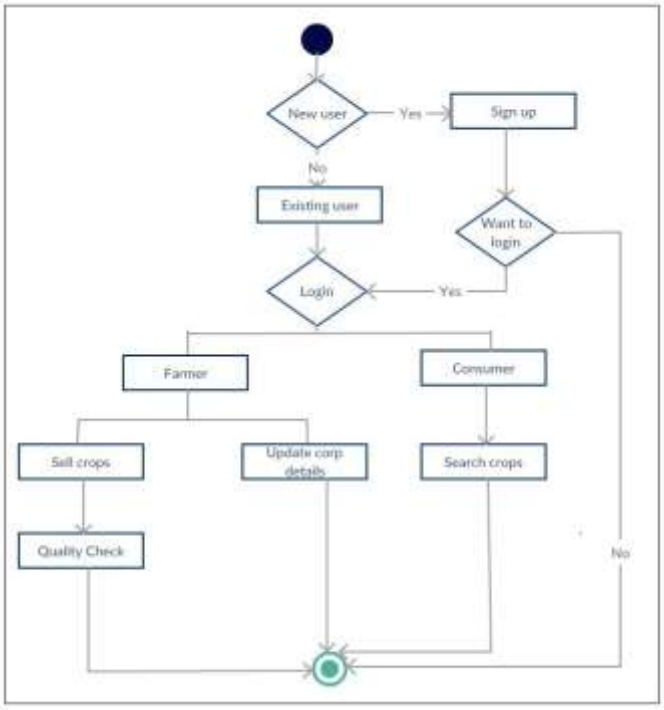
Selling the product will contain a quality check factor which will determine the quality of the product the farmer wants to sell.

Login: Consumer

After login into the website the consumer will be able to see the details of the different products which are for sale or the consumer can search for the product which he/she wants.

After searching for the product the consumer will be able to see all the details of the product and also quantity of the product.

The consumer can directly contact the farmer regarding the availability of the product and can ask for the product according to his requirement. Details of the particular farmer who uploaded the product will be provided alongside the product.



Making this as a liable model is to put an end to the trauma and difficulty faced by the farmers because of the middlemen. Basically this model will work as following:

1. Getting the details of the products from farmers/consumers.
2. Analyzing the products obtained, considering the various criteria of examination required for it, with the help of agricultural experts to meet the quality expectation of customer.
3. Get the right value of the verified product and uploading it in the application.

The details of the products as given by the farmers/consumers should be proper. The product has to be given to the place by the seller for it to be checked and verified. This can be done man-to-man or the products can be sent via courier. Next, the products are sent to the agricultural experts. The experts are completely neutral with no partialities who will analyze the quality of the product received. Based on certain criterion, the products are estimated based on its quality, quantity and price. Depending on the quality the products are given ratings. Some of the basic agricultural products that are extensively cultivated are cereals and pulses, seeds, spices, vegetables and fruits, fertilizers and fodder.

3. FUTURE WORK

Now we are close to develop proposed system. In future, we are about to develop a platform for proposed system, which will provide following features:

1. User interface of the application & website will be very user friendly, which will make it easy to use.

2. Using this platform one can check out various crops which are uploaded by the farmers of different regions by only sitting inside home.

3. For each separate crop every detail of the crop and also of the farmer will be there sorted according to the name and category (type) of the crop.

4. This will again reduce the complications and time consumption as individual will be able to get the raw crops sitting at home and also at a very fair price.

4. CONCLUSION

There is no doubt that in any marketing/business there is a motive of profit involved and at the same time the marketing is to be based on certain values, principles and philosophies such as offering just and fair prices to the farmers who toil hard to provide the food. Bringing necessary reforms as well as correct value discovery mechanism through regulated market system can facilitate contour and strengthen agricultural promoting. Through this Anaaz platform, we will make sure it is profitable for both the farmers and consumers. Since agriculture is called the back bone of our nation, it is our responsibility to keep it as the same for a lot more generations to come and not let the chain break. It is very much necessary that we must ease some of the pressure from our farmers so that they will not stop doing this divine job, because of which our stomach gets filled. Marketing of agriculture can be made effective if it is looked from the collective and integrative efforts from various quarters by addressing to farmers, middlemen, researchers and administrators. It is high time we brought out significant strategies in agricultural marketing with innovative and creative approaches. This platform will be one such strategy that will encourage the farmers to continue farming and make sure they get the right fruit for their labour.

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