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E-COMMERCE SITE FOR AGRICULTURE PRODUCTS

(A Review)

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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 across the country using a computerized approach. The website will guide the farmers to access new farming techniques, compare current market rate of different products, the total sale and the earned profit for the sold products. The website builds a platform for farmers to ensure greater profitability through end user communication. The website will act as a unique and secure way to perform agro-marketing. E-farming will serve as a way for the farmers to sell their products across the country just with some basic knowledge about how to use the website. This project allows viewing various products available enables users to purchase desire products instantly by online payment*

***Key Words*: - Ecommerce, Online shopping, Indian customers, Mobile, Analytics, e-Tail, Marketing strategies, Technology, e-Retailers,**

1.INTRODUCTION

Ecommerce is reasonable to say that the process of shopping on the web is becoming common place. It is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. The terms e-commerce and e-business are often used interchangeably. The main objective of this project is to help farmers ensure greater profitability through direct farmer to end user communication. Our project deals with respect to the farmers benefit of getting their products sale at a best price online. Here, the main users of this website are farmer, customer, and admin. Farmers will get unique interface where they can perform marketing, get the correct rates of the market, get in touch with SMS or Email and gather knowledge of different schemes and get pay online. 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, our project tries to solve all lacking of E-commerce business process.

2. MOTIVATION

The farmers have to go to the nearest market to hand over his product to a particular agent where agent sells the product to another agent or a dealer. After a specific time, the agent gives the collected cash out of the sold products to the respected farmer but every Agent tries to cuts his commission out of the earned amount. The whole process is not transparent as there is no way for farmer to know about the deal and the exact amount at which their product was sold & there is no provision for the farmers to know the product rates at different markets where they can sell their products for achieving high profits. This motivated us to design & develop a system which is useful for farmers & end users.

3. LITERATURE SURVEY

A considerable amount of research has been done on the working a performance of agricultural marketing in India, by the academicians & researchers. The literature obtained by the investigator, in the form of reports
and research studies, is briefly reviewed in this part.

Hoff et al. (1993) in their research paper documented that in response to the de-institutionalization of rural areas that followed state compression, the reconstruction of new agrarian institutions

complementary to the market and the state is thus a fundamental element of rural development. This has taken the form of either private or cooperative organizations.

Grosh (1994) believed that since the turn of the millennium, attention has shifted toward more micro level and institutional policies. In particular, contractual arrangements with downstream processors, agro exporters and retailers, often or chest rated through farmer groups, are increasingly seen as a means of overcoming the market imperfections that led to the failure of macroeconomic and sect oral adjustment policies.

Reardon and Barret (2000) in their study suggest that when market reforms the commodity prices raise, stimulating an increase in production, especially of the export crops. The rise in price facilitates the establishment of super market chains, cooperatives, export oriented schemes, processing zones and general stimulation of agro industrialization in developing countries.

Sivanappan (2000) in his study stated that with modernization of existing post-harvest processing, establishment of suitable infrastructural facilities, huge amount of countries exchequer can be saved and further helps in feeding the teeming population in the country .

Hota et al. (2002) in their study viewed that cooperatives occupy an important part in India's economy in terms of their coverage of rural producers, business turnover and contribution to economic welfare of their members as well as to rural economy of India.

Reardon et al. (2003) in their study documented that private firms now play a dominant role in countries such as China, India, South Africa in developing of improved seed varieties producing and distributing inputs, post-harvest operations and retailing through super markets.

Royce (2004) reported, even though State agencies continue to be the main buyers of output and suppliers of input limiting cooperatives management authority within. There is much greater member participation and on-farm decision making.

Ramkishen (2004) in his research paper argued that because of the lack of food processing and storage, the grower is deprived of a good price for his produce during the peak marketing season while the consumer needlessly pays a higher price during lean season.

Godara (2006) in his study described that the positive trend of economic liberalization and associated opening up of Indian economy have significantly reduced the structural rigidities in the system, this trend should be premise of India's future agricultural reform. Agricultural business has come under strong and direct influence of international market. Indian farmers have to produce quality goods to meet the international standards.

Brithal et al. (2007) in their study suggested that by building efficient and effective supply chain using state of the art techniques it is possible to serve the population with value added food, while simultaneously ensuring remunerative prices to farmers.

Tripathi and Prasad (2009) in their paper reported that Indian agriculture has progressed not only in out-put and yield terms but the structural changes have also contributed.

Pathak (2009) in his research paper stated that the contribution of agriculture in growth of a nation is constituted by the growth of the products within the sector itself as well as the agricultural development permits the other sectors to develop by the goods produced in the domestic and international market.

4. CONCLUSION

This paper provides survey on various techniques of the ecommerce site to ensure the farmer to their exact profitability or to earned their products current rate of market. A few strategies between in this paper which are selected on the basis of implementation technology used. This paper support for understanding the essential needs for designing the site and detect the lacks of sites, & planning its implementation strategy.

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