

Application and Website for Farmers to Sell Their Produce at Better Rate

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Abstract: 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. The Advanced techniques and the Automated machines which are leading the world to new heights, is been lagging when it is concerned to farming, either the lack of awareness of the advanced facilities or the unavailability leads to the poverty in farming. 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. This application would make all the things automatic which make easier serving as a best solution to all the problems. Farmer's e-Market 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. The site will guide the farmers in all the aspects.

Keywords—Mobile Application, Food Processing Industry, Agriculture.

1. INTRODUCTION

Farmers are the spine of India. Agriculture represents 17.-18% of the GDP (Gross Domestic Product) in 2017-18 and around half of the workforce. Agriculture is geographically the broadest financial segment and assumes a huge part of the general financial texture of India. is an android application developed to integrate some of the above-mentioned technologies and ideas to help maximise profit for farmers. By limiting the involvement of middlemen to an extent and introducing a 'trust factor' in our app, we can help farmers and buyers in such a way that none of them have to compromise. In addition to these features, the farmers can post advertisements regarding their commodities. However, farmers have to sell to intermediaries who then sell the crops to the retailers and consumers. This results in the middlemen taking all the profit and leaving none for the farmers. Hence, farmers have to compromise their share which further results in incurring heavy losses. This system has prevailed since the late 1970's, which makes it a cumbersome process to overcome.

1.1 Background and Motivation

For several years, farmers in India have had little liberty in choosing markets and purchasers for their produce. All states in the country, except three, decree that marketing and selling of farm produce must be directed through state-

owned mandis, retail markets where mediators (middlemen) crush farmers to increase margins. According to Goldman Sachs, mediators have become dominating buyers of the agricultural market, resulting them to take control over the plight of the farmers and gulping all the profits. The farmers work day and night expecting a good yield. They use a lot of financial resources lending money and buying fertilisers, seeds etc. So, they have the right to enjoy every rupee gained on their corp. In this context, we propose a system which brings farmers close to the retailers cutting the middlemen. The middlemen usually take up to 70% of the profits of farmers leaving them helpless. Our system consists of a mobile application which will serve as a platform for the growers and retailers or customers to sell and buy their farm products. This system aims at giving a profitable price to farmers to their farm products cutting the middlemen. This allows the retailers or the customers to buy products from the farmers at a lower than the normal price.

Keywords— Agricultural Marketing, Farmers, Mobile Application, Middlemen, Crops.

1.2 Project Scope

Purpose of this analysis and this will benefit Farmers, Restaurant owners, Buyers, Courier Companies, Delivery Agencies, Vegetable Vendors Better rates for the vegetables, Make the Farmers live with pride and make additional income Overall profitability in the deal for the buyer to purchase directly from farm, excluding transportation.

2. Proposed System

The proposed system ensures a stable market as well as the better return to the farmers and also it can handle the basic issues of the farmer. It protects the interest of both consumers and producers. The basic purpose of this system is to create a platform for farmers to sell their goods directly to retailers and food processing industries. It is an Android platform application which will be generally used by farmers to sell their crops online. The main motive of this application is to remove the middleman brokers, because due to the middleman brokers who buy farmers crop at a low rate and sell them at a much higher rate in the original market. Using this app farmer can also connect themselves to the food processing industries and consumers. The food processing industries require more and more raw materials

so they can get directly from farmers with different quality of the product.

3. Implementation

When registering for the first time, the user will have to fill up the following details: Name, Phone number, Email, Address, username, and password. There will be email verification during the registration process. The user will receive OTP via email. After successful registration the user can login. Once the user logs in he/she can post the item they want to sell. It will include the item name, description, contact info and images. If a buyer wants to purchase he/she can contact the seller using contact no or using the chat feature that will allow both of them to send and receive messages. A buyer can filter the list based on location or the item he/she is looking for. Once the deal is successful then it will be removed from the add list. Now let us see the use-case diagram.

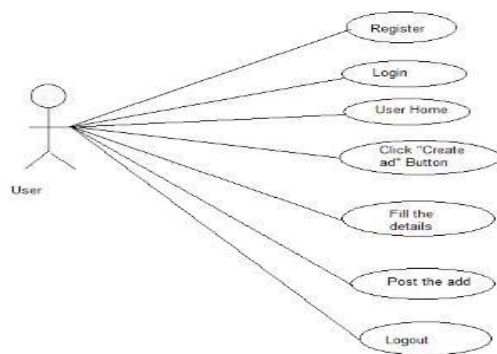


Figure 3.1: Use-Case Diagram

As soon as we start the application it will ask us whether we are an existing user or not. If not then it will ask us to fill a form for new registration and will direct us to the home page after the successful registration. If we are an existing member it will ask us to enter the email and password if the entered email and password are correct it will direct us to the home page and if it wrong we can reset the password by clicking on forgot password. It also provides an another option that is signing up with Google.

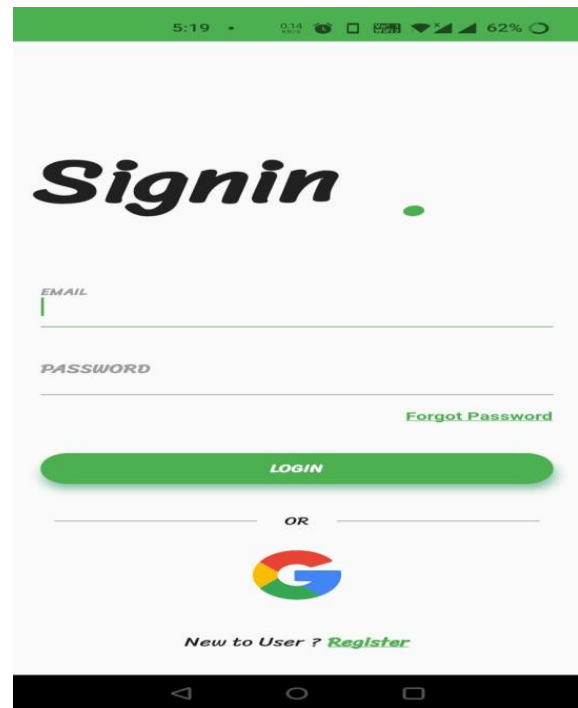


Figure 3.2: Signin Screen

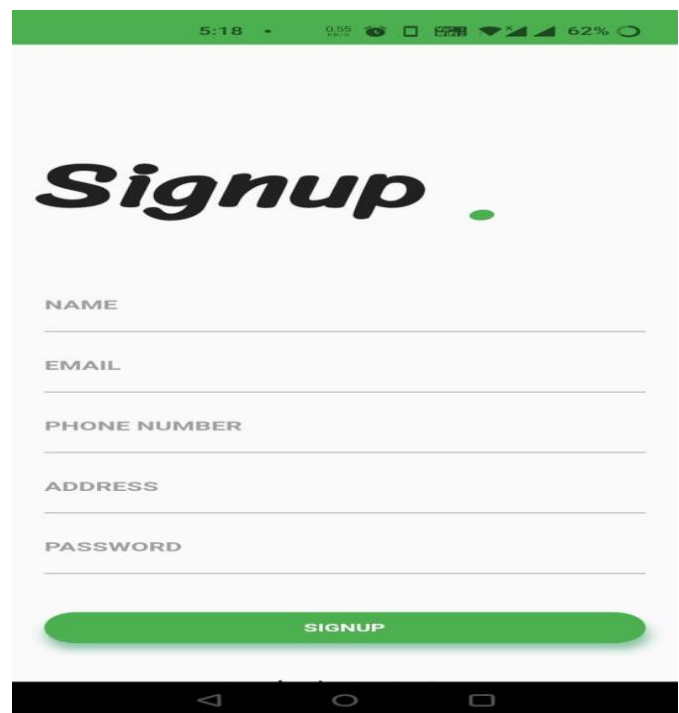


Figure 3.3: Signup Screen

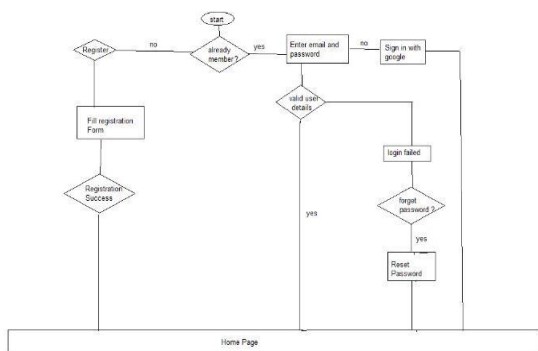


Figure 3.4: Process Flow Diagram

The seller can upload their product details with real images in this system and also updated information related to their product i.e. product name, cost, specification, quantity, and price.

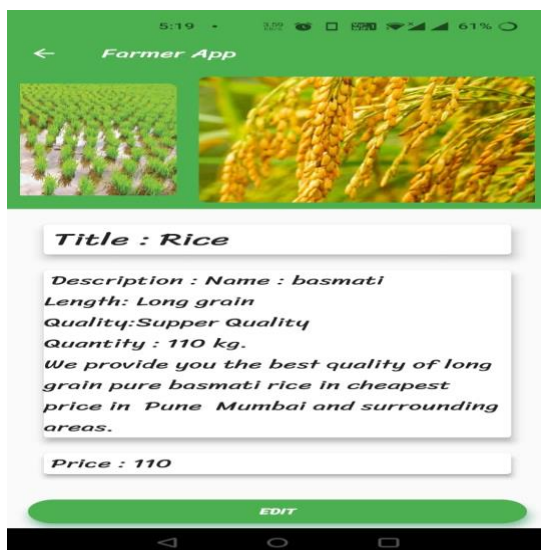


Figure 3.5: Advertisement Screen

It has also automatically identified the location of the buyer and seller while they are An admin. The notification is generated when someone will product. The notification can send to the farmer. Once an order will have placed it will send the notification to the farmer with details of the product i.e. product name, quantity and contact details. The user can add more than one product in the shopping cart, the shopping cart will display all selected product and their prices, once you place the order it's automatically calculated the total amount of the product.

The searching technique is playing important role in the app the user can search their product through search option with different parameters. The seller and buyer can easily search the required product with different options like product

name price and quantity etc. The existing work regarding agricultural marketing come up with the drawbacks such as issues with the trust problems. There are some small-scale problems but these problems did not tend to rupture the system. We will address the solution for the issues with the proposed process flow architecture.

3. CONCLUSIONS

The analysis that we have done so far has brought us to a conclusion that there are many issues that have to take care of regarding the commercialism of different crops of farmers without the presence of a third person, which will benefit the farmers by giving them the fair price for their crops and also a smile on their faces. The concept of this proposed system will totally be non-profitable and will only have a single agenda to maximize the profits of the farmers. There has been some works done by the people on this concept but they were unable to reach out to farmers due to various issues.

4. Acknowledgement

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