Online Organic Agricultural Product Selling & Management System

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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, has 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. Argo marketing would make all the things automatic which make easier serving as a best solution to all the problems. 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. The site will guide the farmers in all the aspects, the current market rate of different products, the total sale and the earned profit for the sold products, access to the new farming techniques through eLearning and centralized approach to view different government's agriculture schemes including the compensation schemes for farming.
Organic Agricultural Products Selling website will provide a facility for farmers to sell their farm fresh organic products directly to the end users. Farmers can register and get authorized by admin to farmer's portal. Also, they can add their product details on portal and current price of that product will get fetched from central market of metropolitan city like Pune, Mumbai, Delhi. Customer will be able to contact directly to the Farmers and able to rate of products. In that the project website are totally useful for the farmer's and also customer. Increasing demand of farm products led farmers to use of chemical fertilizers/insecticides/pesticides and other chemical medicines to increase the production.
Key Word: Organic Agricultural Products, Farm-Marketing, Market Rate, eLearning, Ecommerce, Mobile, Indian customers, Analytics, e-Tail, Marketing strategies, Technology, e-Retailers.

I. Introduction

The farmers who grow crops according to the season and fertility of the soil, after growing the crops they accumulate the crops, further process and pack them and contact the wholesale vendors regarding the availability of stock. The wholesale vendor first asks the price to the farmer who tells the price at which he/she can trade at. The wholesale vendor aiming for his own profits negotiates with the farmer regarding the price the poor framers sacrificing their profits generally accept the price quoted by the wholesale vendor. So, he/she sell their stock at low prices due to some unfavorable conditions such as financial problems, unavailability of wholesale vendors or market etc. Some farmers who live very near to the cities bring their stock directly to the wholesale markets and sell their stock to the retailers and end customers. But for the farmers who live in the remote areas, it is not possible for them to come to the cities do frequently and sell their stock directly in their quoted price. Hence, they have no other option but to contact the wholesale vendor for selling their products in the market.

It is indeed a very long process to grow crop since there are various other conditions such as weather issues, soil infertility, seed defects etc. They expect to get some profits for many such issues they face. The wholesale vendor after buying the stock from the farmers in their quoted price, they sell it to the retailer vendors and customers as well. The retailer vendors then sell it to the end consumer. The price changes stage to stage depending upon the negation done either earning profits or saving money. The sellers negotiate for profit quoting high but on the other hand the buyers want to purchase the stock at feasible and low rates availing maximum stock at minimum amount. Hence, from the growth of stock till it is sold to the end customers is a long process in which farmers play a vital role.

When the crops are grown in a healthy way and are ready to be sold to the wholesale vendors, they negotiate with the farmers and quote a rate even bellow the quoted price of the farmer, giving no choice to the farmer but to sell the stock at the desired rate of the wholesale vendors.

Farm direct marketing involves selling organic agriculture product from the farm directly to customers. Often, the farmer receives a price similar to what the marketed grocery store charges. This method of marketing is more entrepreneurial or business-like than wholesale marketing. In a manner of speaking, the farmer using this method grows a "product" more than a crop. The opportunity to interact with growers is one of the reasons consumers like to purchase this way. As India is a country where more than 65% population is dependent on Agriculture and Agriculture related jobs. Maharashtra state government is working out changes in the Agricultural Produce Marketing Committee (APMC) Act. Here Organic Agricultural Product Selling Portal come to solve the problem. This Benefit in a system given below.

❖ Authentication & Find best Merchant and Price Rate
❖ Profit & Status
❖ Product Selling Option
❖ Marketing & Market Information
❖ Reduce Human Efforts and Reduce Stationary
❖ Easy To handle Everyone

II. 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.

e-agriculture for direct marketing of food crops using chatbots (2021). - In this research, the purpose was to connect the consumers with the farmers with all inputs provided to them. First, a chatbot system was proposed for performing the role of the mediator between farmers and consumers. The proposed system is both an advantage for consumers and also provides a huge profit for the farming community. Furthermore, this system encourages the next generation to take up agriculture as their profession, providing them a good pay and profit.

Online Organic Agriculture Product Selling (2021) - Online Organic agriculture product supports to sustain economic condition of farmer better system and cycles. It also enhances and sustains the health of soil, human, animals, plants, and planet. The highest amount of organic basmati, organic spices, and organic herbs are produced by Indian farmers and started earning profits.

e-farming (2012) - This project will be helpful for farmers to know more about market information; will act as unique interface of schemes and compensation. Through this they will be always in touch of new technique and trends of farming. But some extends, new user may feel some kind of stress about its use. Overall, this system is faster, secure and comfortable

e-commerce site for agriculture products (2019)- 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.

III . Procedure methodology

The system helps in lowering Manual work done by the users/Farmer to get sell the product of Merchant in a single. To manage the Agriculture Product Selling & Management System work. It helps to users/Farmer to find Merchants details & Price take online anywhere. Setup and promote public private partnership in the management of agricultural markets. Ensuring payment for agricultural produce sold by farmers on the same day. Providing market-led extension services to farmers. Ensuring transparency in pricing system and transactions taking place in market area.

The Main content for system they are there module. Admin, User, Merchant. This is 3 modules, first is user create account and fill up all details after creating account to generate a unique id. user only can give a add product and search access. this healthcare system advantage is a get a doctor appointment. Second is Merchant create account that's time verify admin module after they can granted access to successfully create account.

Farmer Trader Application is an android application developed for farmers/seller's and retailers. This application gives support to the village farmers who want to use this facility and who want to learn how it is possible and how they can use e-farming to sell their products. If the farmers have knowledge of computer, then they can directly register in the application and sell their product otherwise, they can contact company's computer professional who will schedule classes to teach them basics of computers and internet. They can know how they can open this site, register with it, and sell their products online etc. Farmer Trader Application is a project developed, which will help farmers from to sell their products to different cities through online. Farmers can use this facility and can learn how it is possible and how they can use e-farming to sell their products. This application will act as unique and secure way to perform Agro-marketing.

Architecture of proposed system

The system basically consists of client side and server side. On client side, there can be mobile device as well as computer. Mobile device will be used by the Merchant or Farmer/User. Server-side use to Admin they are control all access. A proper network connectivity will be provided between client and the server through internet. The server consists of database which will store information of the User. Mobile device will contain a local database to store temporary data.
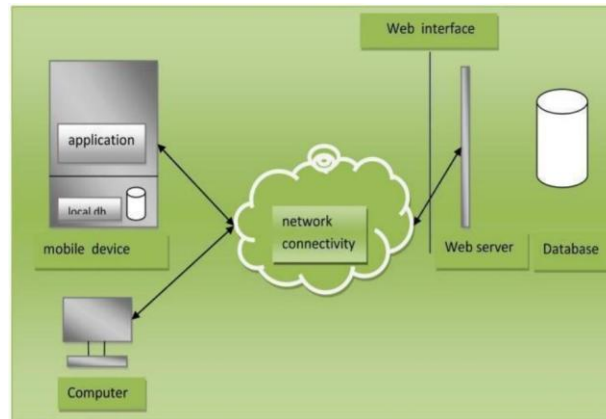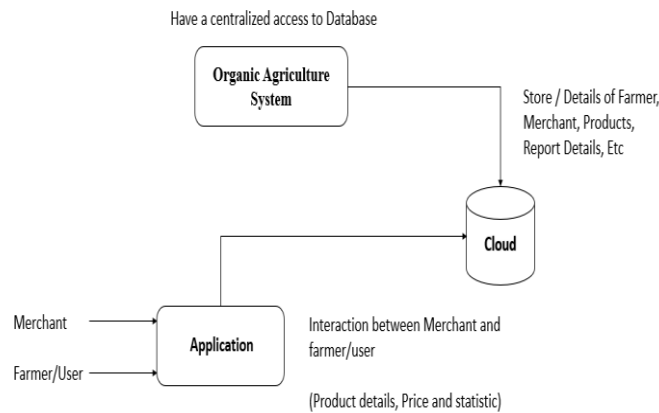

Fig. 1.Block Diagram

Fig. 2. System Architecture

Algorithm

A.   Unique Key Generation Algorithm:
•   STEP 1: Start.
•   STEP 2: Provide the Input.
•   STEP 3: Submit all Details.
•   STEP 4: Registration can Done.
•   STEP 5: Create a Unique Key.
•   STEP 6: Initialize the Key and store in cloud.
•   STEP 7: End.

B.   Search Key Generation Algorithm:
•   STEP 1: Start.
•   STEP 2: Initialize the center of the clusters.
•   STEP 3 Attribute the closest cluster to each data point.
•   STEP 4:Set the position of each cluster to the mean of all data Points belonging to that cluster.
•   STEP 5:Repeat steps **a-b** until get result.
•   STEP 6: End.

It is NP-Complete A class is assigned to NP(Non-deterministic Polynomial time)class if it solvable in polynomial time by a non-deterministic turing machine.

Applications

1. A farmer can use this application for trading their products and take advantage of e-farming.
2. Provides user friendly site for the marketing purpose and Agriculture education through E-learning.
3. Has real time application in 'Krushi Utpann Bajar Samitte' where actual marketing takes place.
4. One touch access to descent and accurate market information.
5. Reduces the chances of corruption, inconvenience and uneasiness in viewing the market.
6 .Easy and hassle-free access as well as apply to the schemes and compensation provided by government.

IV.   Result/ Discussion

We proposed using Online Organic Agriculture Product Selling & Management System. This project will be helpful for farmers to know more about market information. Overall, this system is faster, secure, and comfortable. As the shortage of supply of agricultural commodities with increase in prices, so productivity needs to increase. Improvement in the management of supply chain would lead to overall growth of economy.

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