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# Web Application for Online Crop Marketing

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**ABSTRACT:**India is a country that says that the farmers are the backbone of the country but still live in the backward area of the country because they didn't get adequate prices for their crops. The farmers are getting suicide due to the low prices, which does not clear the debts that did for yielding the crop from year to year the farmer's deaths increased across the country. Our idea is to provide an application interface for the farmer to directly interact with the buyer without the interference of the broker. In this project, we are developing an app for registering both the farmers and the buyers. After registration, the buyers can check the availability of needed crops across the country. The farmers can compare the crop prices across the country and can get more benefits by using our application. The farmers after registering you can check the crop prices across the different parts of the country. Farmers can upload the quantity of their particular crop. The buyers can now the crop availability by selecting the particular crop and region. By selecting the crop and region the buyer can get notifications of the farmer details they are available for that particular region and location. The buyer can communicate with the farmer by contact details that were proposed by the notification. The farmers can also able to know the prices across the country for their particular crops

**KEYWORDS:** Online marketing,Agriculture,Agriculture Products,Farmers, Internet and Technology ,Buyers.

## I.INTRODUCTION

Farming is the science and art of cultivating plants and stock. Agriculture was the key growth in the rise of sedentary human civilization, whereby farming of domestic variety created food surpluses that enabled people to live in city. The history of agriculture began thousands of years ago. After gathering wild grains beginning at least 105,000 years ago, nascent farmers began to plant them around 11,500 years ago. Pigs, sheep and cattle were domesticated over 10,000 years ago. Plants were independently cultivated in at least 11 regions of the world. Modern agronomy, plant breeding, and agrochemicals such as pesticides and fertilizers, and technological developments have sharply increased yields, while causing widespread ecological and environmental damage.

The significant factors influencing the pattern of labor utilization are seasonal variation in the agriculture; nature and type of irrigation facilities; cropping patterns; commercialization of agriculture; type of agricultural implements; mechanization and new varieties of seeds; availability and distribution of land holdings and size and location of the village. 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. Still after all the hard work and the production done by the farmer, in today market the farmer are cheated by the Agents, leading to the poverty. 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. Form a third paragraph in reset page aspects, the current market rate of different products, the total details and the earned profit for the crop description, access to the new farming techniques through e-learning and centralized approach to view different government's agriculture schemes including the compensation schemes for farming. In absentia purchasing, which includes online shopping, teleshopping, and other methods, is on the rise nowadays, according to studies.

## II.LITERATURE REVIEW

**Abdul Kareem and Ibrahim Babatunde 2000 - "Role of Info automation and communicationtechnology in sustainable agriculture"** in Nigeria by states that agricultural production dominate occupation of most Nigerians and small holders farmers remain the bulk suppliers of food and fibre for her growing populace. Information and communication technology (IT) in sustainable agriculture in Nigeria has a high potentials like any other part of the World.

**Bowonder B, Vinay Gupta and Amit Singh 2007 - "Developing a Rural Market ehub-The case study of e-Choupal experience of ITC"** by presented a paper on the above subject anddiscuss - IT has potential to make significant inroads in a traditional agrarian economy likeIndia. Indian agro-sector has been exploiting the benefits to IT. Innovative IT application platforms are being created by private sector players in conjunction with local farmers. Themain reasons for the success of the platform have been the involvement of local farmers and maintenance of the rural IT network by the corporate entity.

**Bolarinwa K. K. & Irene S Egyir, Apantaku S.O, 2014- "Utilization of Information Communication Technology's Components for Coordination of Marketing, Commoditiesin Oyo State Nigeria"** - Despite the role of IT's in ACM the marketers have not been able tomake use of facilities frequently because of those constraints identified in this study hence,aprograms that will provide solutions to those constrains should be promoted.

**Chukwunonso Franklyn and Aisha Tukur, 2012 "Problems and Prospects of adopting IT inAgriculture"**Some Comments , the authors discusses that today, IT has become one of the most important enabling forces for development. This paper is a focused attempt to contribute to a better understanding of adoption success factors and adoption problems of IT in agriculture. They also highlightse-Agriculture as an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. Thisconcludes that "End Users" are the key factor in defining the needs and criticalsuccess factors for IT development and implementation.

**Chikaire JU and others 2016 - "Perceived role of information and communications technology in improving agricultural livelihoods of rural farmers"** bypresents that raising farmers' productivity and incomes are a necessity. This study investigated the roles ITs play in improving farmer's agricultural livelihoods. IT's play important roles in farmer's welfare and should be encouraged for use by farmers in both rural and urban areas.

**Devan J Patel and Kapil K Shukla, 2014 - "Challenges and opportunities for IT initiatives in agricultural marketing in India"** in their paper the authors concluded that; agriculture is different from industry and plays a significant role in the economic development of a nation. India's prosperity depends upon the agricultural prosperity. Agricultural marketinginvolves many operations and processes through which the food and raw materials move from the cultivated farm to the final consumers. The paper at length discusses about the challenges and the opportunities for IT mediated services for agricultural marketing.

**Dagar G presented paper, 2015 on "Study of Agriculture Marketing information systems andtheir implication"**, explain the main purpose of marketing information system (MIS) is to support in marketing decision making and marketing efforts of entrepreneurs and farmers.This paper looks into the various types of agricultural marketing information systems prevalent and attempts to provide a broad perspective on marketing information system agriculture sector.

**Elijha OA and others on "Analysis of the Uses of Information and Communication Technology for Gender Empowerment and Sustainable Poverty Alleviation"** states that this study presents information and communication technology (IT) as a phenomenon that fits into the globalization project of empowering gender and sustainable poverty alleviation in Nigeria. Using ITs to support poverty reduction is foundto be possible, practical and affordable if Nigerian government acknowledges its role as amajor employer and user of IT beginning with a development commitment that targets poverty alleviation.

**Janet Khyaa (1999), "Role of Agriculture technology in Agriculture"**, in his paper focuses onthe agriculture in developing countries. They summarisethe importance of information technology in generating anddisseminating agriculture technology identities the categories of technology users in the form of technology dissemination.

**Jayade KG and Khot PG, 2014 - "Impact of IT and Mobile technology in agriculture in Maharashtra"** by states in their paper that many initiatives in the recent past portrayed the significant role that the Information technology (IT) plays in the realm of rural development. Several projects have reduced the costs, and it also has increased transparency. It is noted many scientists are using these IT for information retrieval or dataupdating, data analysis, for finding references, for searching details related to their researchfor farming communities. This technology has brought a 7 significant change in agriculture development in Maharashtra and India in particular where farmers directly connected withresearchcentres, universities, government, market, buyers, customers and meteorological department to get information regarding inputs, practices, weather forecast and prices. IT has also increased the income of farmers in Maharashtra.

### III.REVIEW FINDINGS

By reviewing all the above papers One of the biggest challenges in agricultural marketing for many farmers is building business models to incorporate direct-to-consumer marketing and shipping, notes Held. The other key challenge is creating an online presence through websites and social media pages to connect with and sell to customers. Though these roadblocks are significant, there are benefits to overcoming them, such as an expanded customer reach and a lengthened selling season, Lev notes. As farmers expand their reach so they can sell directly to consumers, other agricultural marketing problems emerge. These include storing products to maintain freshness and delivering fresh goods to customers. Agricultural products have a limited shelf life, which presents a short window for farmers to meet customers' freshness expectations. Combating these issues may require investing in storage facilities and redesigning processes to ensure the freshness of products. While solving these challenges in agricultural marketing may seem daunting, overcoming them can set farmers on the path to greater independence. In these uncertain times, as the world adjusts to a new normal, farmers should prioritize achieving self-reliance as a way to stay in business. The Indian farmers are illiterate and are easier to fool by the money lenders, traders, and middlemen, due to their simple nature. Similarly, a lack of unity among farmers also causes their exploitation because Indian farmers are spread in distant areas in rural places. They are unable to meet with each other and resolve their problems, as a result, they do not get a fair price for their produce.

### IV.METHODOLOGY OF PROPOSED SURVEY

Our idea is to provide an application interface for farmer to directly interact with the buyer without the interference of the broker. In this project we are developing app for registering both the farmers and the buyers. After registration the buyers can check the availability of needed crop across the country. The farmers can compare the crop prices across the country and can get more benefit by using our application. The farmers after registering they can check the crop prices across the different parts of the country. Farmers can upload the quantity of their particular crop. The buyers can now the crop availability by selecting the particular crop and region. By selecting the crop and region the buyer can get the notifications of the farmer details they are available of that particular region and location. The buyer can communicate with the farmer by contact details that was proposed by the notification. The farmers can also able to know the prices across the country for their particular crops.

## SYSTEM ARCHITECTURE
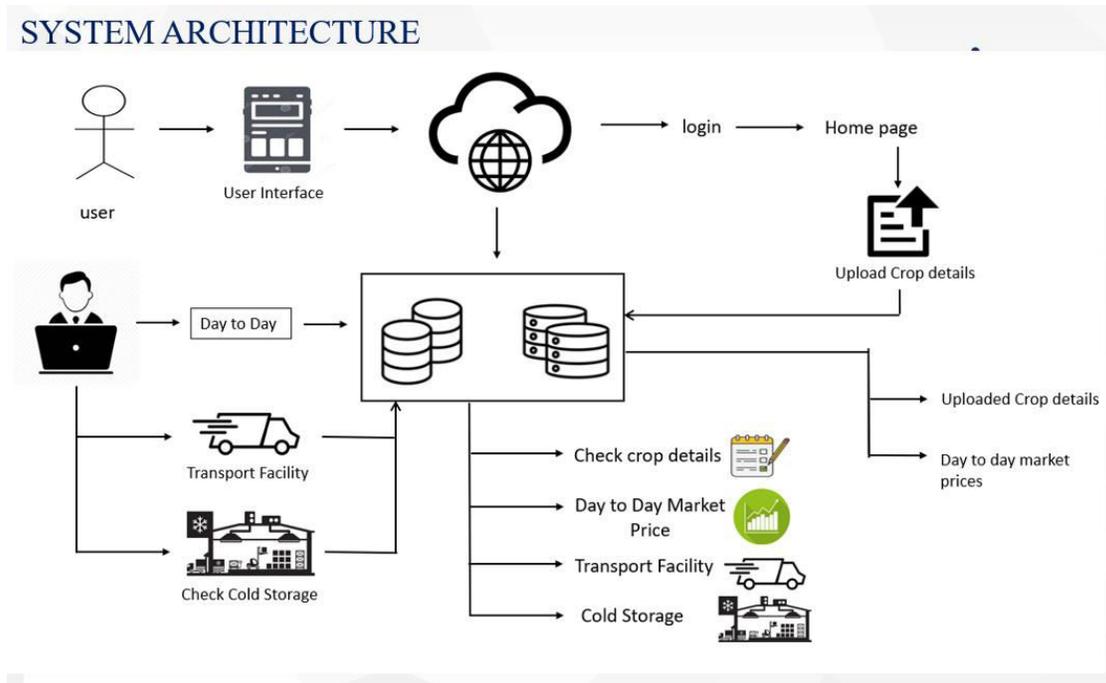


## V.COMPARISON WITH EXISTING SYSTEMS

Based on the several measures we are going to compare the existing system with our proposed system. This is reliable, flexible. So it is Easy to store and retrieve the huge amount of data. Any time you have to view a particular status. All information will be accessed at any time access Promotes the circulation of agricultural products. Long supply chain and complex link between farmers and consumers makes it difficult for the farmers to derive benefits and value from the markets. Unemployment problem is resolved as services are provided to smallest of the place and however the place is remote. Automatic fetch the data for the user Time saving Record maintenance.

In the existing system, the farmers sell their crops to the middleman who are located at their villages or neighbouringvillages.with his the farmers are not getting the sufficient prices of their crops,in his app we are connecting the farmers and buyers across different region thereby it is useful for farmers to get a little bit profit for their crops. No more middle man in selling crops. Connecting different regions farmers and buyers. Providing quality crops to the buyer

## VI.CONCLUSION

We conclude that by making avail of our application, the farmers can get better prices for their crops than the prices they sell at their respective regions. The farmers are getting suicide for the short-end prices to their crops by the present existing system, with the proposed system we will beable to decrease the suicides of farmers.

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