E-MARKETING FOR FARMERS

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Abstract— Globally, agriculture is the main producer of food products. The role of farmers in our society is crucial. It is they who give us our food. When there are too many middlemen present, both farmers and consumers are taken advantage of by the intermediaries, who give farmers lesser prices while charging consumers greater rates. The site is intended to improve the department's current delivery channels by making important information and services available to the farming community as well as the business sector by means of information and communication technologies. By communicating directly with the customers through this platform, the farmers may increase their profits. Eliminating middle men's meddling. Farmers can utilize the information to detect inefficiencies that result in increased productivity and profitability, lower input costs, and optimal fertilizer use. A farmer's chances to improve the relationships in their supply chain are better the more they are aware of their own farm. This portal will aid farmers in better understanding client needs and will also offer details of the crops and their associated costs.

Keywords—Agriculture Marketing, Middlemen, Chat Bot, Farmers

1. INTRODUCTION

Agriculture is the art of growing plants or crops. In our country, a large portion of the population relies heavily on agriculture to meet their daily necessities. To generate the greatest amount of agricultural products, our Indian farming system has been expanded with numerous innovative technology, and India now holds the second place globally. We were aware that farmers constitute India's economic backbone. Every season, they spend more on production, yet they don't get much profit when the crops are harvested. In order to overcome these issues our paper is to develop a web portal which can be very much helpful for farmers to sell their products at a better rate.

To assist in bringing all regional merchants together, the E-Marketing for Farmers was developed. By offering straightforward lines of communication, logistics, and support in the relationships between producers and buyers as well as producers and producers, we hope to aid in making each individual stronger as a member of the group as a whole. Essentially, we are creating an online farmers market that offers constant connection between all producers and buyers.

E-Marketing for farmers website is developed to assist in bringing all nearby sellers together. By offering straightforward channels of communication, logistical assistance, and support in the relationships between producers and buyers as well as between producers themselves, we hope to aid in making each individual stronger as a member of the group as a whole. In essence, we aim to create an online farmers market that offers constant connections between all producers and consumers.E-marketing for farmers website is developed to assist farmers in updating website content related to farm products. E- marketing for farmers is a web application that helps farmers achieve the greatest price for agricultural products. Also, it will help farmers to produce better goods and can make profits. It allows farmers to sell their goods directly to customers or to deliver their goods directly to the vendor. Farmers may check the profiles of their workers and can direct them. Farmers can search for any agricultural information on the Farmers Portal of the Department of Agriculture & Co-operation. Information in detail about agricultural storage, crops, extension efforts, product sales, interacting with customers or wholesalers to negotiate a better price, etc. A "CHATBOT" is included in this web application for quick customer communication. Direct communication between the farmer and the consumer will enable the farmer to set prices for his products that are affordable for the consumer. This will benefit both parties because the consumer will be able to save money, while the farmer will make more money. The main goal of our project is to establish a communication bridge between farmers and buyers across the country so that they may interact and discuss any questions regarding products from either end. The majority of farmers will find the main duty challenging because they are ignorant of the latest technologies and trends that are used in this rapidly growing globe. The key to our project's success is that it offers the farmers and customers beneficial outcomes by educating them about many features of the resources that they have previously been unaware of. These are the project's goals:

I. The major goal of this project is to establish a direct line of contact between the consumer and the farmer.

II. This project aims to provide farmers with a better rate

from wholesalers or from any user.

III. A Chat Bot is used for quick customer communication. This gives customers access to generic questions like any product-related queries.

2. LITERATURE REVIEW

i. Manish Mahant, Abhishek Shukla, Sunil Dixit, Dileshwer Patel, (2012)

Information and communication technology is being used more and more in agriculture. E-agricultural is the idea, design, development, testing, and implementation of novel information and communication technology applications in rural areas, with a primary emphasis on agriculture. Due to the fact that it comprises of three basic technologies, information and communication technology can significantly contribute to maintaining information properties. These technologies are used for managing, processing, and transferring data, knowledge, and information.

ii. HavliCek, J. Vanek, V. Lohr, E. Cervenkova, (2010)

Information and communications technologies are developing quickly, opening up new possibilities for use that weren't even imaginable a few years ago. Most rural people in developing nations depend on agriculture, making it a significant sector. The industry must overcome significant obstacles to increase production in light of the diminishing availability of natural resources needed for this purpose. Using an agricultural computer-based information system, ICT is critical in enhancing and challenging rural residents' livelihoods. This paper suggests an agro-information system that enables a farmer to have pertinent information about a crop, such as varieties and other requirements, such as soil type, temperature, type and quantity of fertilizer, time of planting, time of maturity, planting distance, diseases, pest.

iii. Awuor, F. ; Kimeli, K. ; Rabah, K. ; Rambim, D., (2013)

The majority of the rural population in emerging nations depends on agriculture, making it a significant sector. The main obstacle that the agricultural sector must overcome is raising agriculture output in the face of declining natural resource availability in order to feed an expanding and increasingly affluent population. Through facilitating information and knowledge sharing, information and communication technologies (ICTs) in agriculture offer the potential to improve efficiency, production, and sustainability. In this essay, we aim to demonstrate how ICT benefits sustainable agriculture and food security in poor nations. We contend that improving solution architecture (e-agriculture framework) to expose farmers to the critically important agricultural information (i.e., pricing, weather conditions, etc.) can increase agricultural productivity.

iv. Anand Upadhyay, Ambrish Pathak, Nirbhay Singh, (2017)

The aim of this study is to investigate consumers' purchasing habits while they shop online. The success of any E-trailer firm in India is determined on its popularity, branding image, fair practises, and relationships with its customers, among other factors. The primary goal of this research is to investigate the issues that typically affect consumers directly when doing online purchasing and thereby impede the online shopping process. According to the poll results, the majority of people have begun to use online shopping websites on a regular basis, and they are now more eager and interested in purchasing things via the Internet. Many were first hesitant to buy online due to untrustworthy payment methods. Price and trust are currently the most essential variables in the expansion of online purchasing. Customers are also drawn to shopping online because of discounts and secure delivery mechanisms. Most buyers are no longer hesitant to purchase online things.

3. METHODOLOGY

The proposed methodology can address the fundamental difficulties of the farmer and guarantees a stable market as well as a greater return for the farmers. It safeguards both consumers' and producers' interests. This system's main goal is to give farmers a platform to market their products directly to consumers and the food processing industry. Farmers will typically utilize this web application to market and sell their goods online. The primary goal of this application is to eliminate middlemen brokers, who purchase farmers' crops at a discount and sell them in the primary market for a significantly higher price. Farmers may communicate directly with consumers with this application. More and more raw materials are needed by the food processing businesses so they can purchase different-quality products straight from farmers.
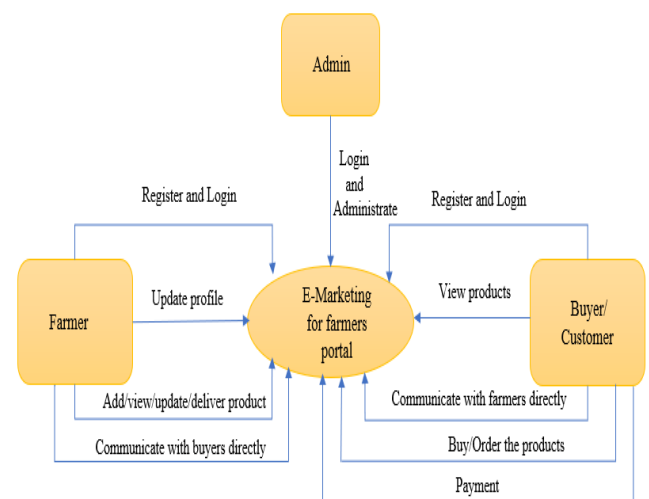
System Architecture

3.1 IMPLEMENTATION

The user must enter their name, phone number, email address, street address, username, and password while registering for the first time. The user can log in after successfully registering. The farmer can post the product they wish to sell after logging in. Name, description, contact details, and photographs of the item will all be included. Using the chat feature, which enables both parties to exchange and receive messages, a buyer can get in touch with the seller if they wish to make a transaction. Based on his or her location or the item they are seeking, a buyer can filter the list. The transaction will be taken off the add list after it is a success.

The application will question us if we already have an account or not as soon as we open it. If not, a form for a new registration will be provided, and after we successfully complete it, we will be taken to the home

page. If we are already registered users, we will be prompted to enter our email address and password. If we input the information correctly, we will be taken to the home page; if not, we can reset our password by selecting the "forgot password" option.

The system will notify the farmer of an order when it has been placed, including the product's name, amount, and contact information. The user has the option to add several things to the shopping cart. The shopping cart will show all selected products and their prices, and after the order is placed, the total cost of the transaction is computed automatically.

The seller can enter updated information about their goods, such as the name, price, specification, and quantity, as well as real product details with pictures into this system..The app's search functionality is essential as it enables users to look for specific products using various search parameters. Both the vendor and the consumer can quickly find the desired product using various criteria, such as the product name, price, and quantity.

4. RESULTS AND DISCUSSION
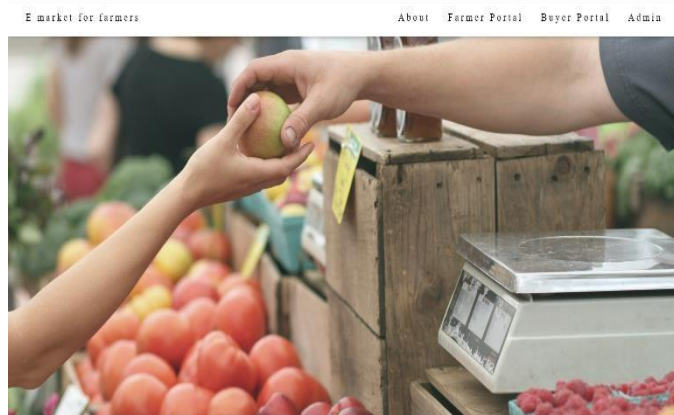
E-marketing for farmers portal

The above image shows the main page of the dashboard where the user or the admin can login.
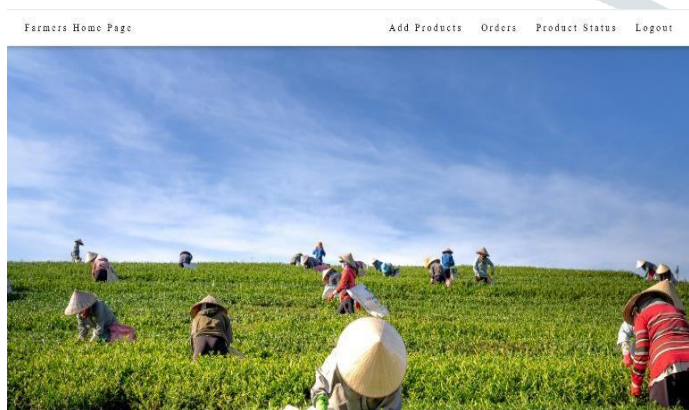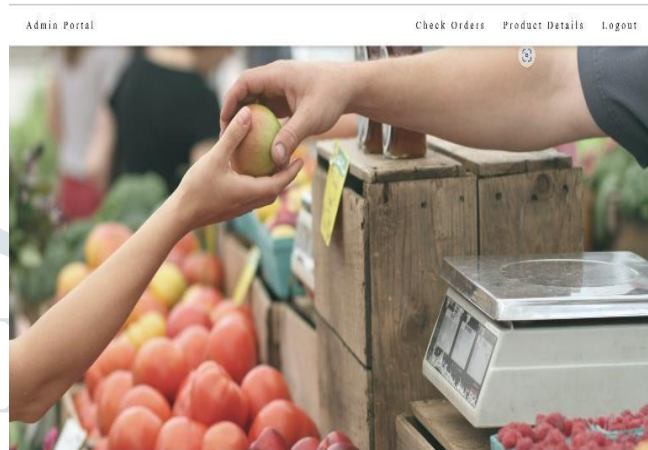

Farmer portal

The above image shows the farmer page with various actions the farmer can perform.
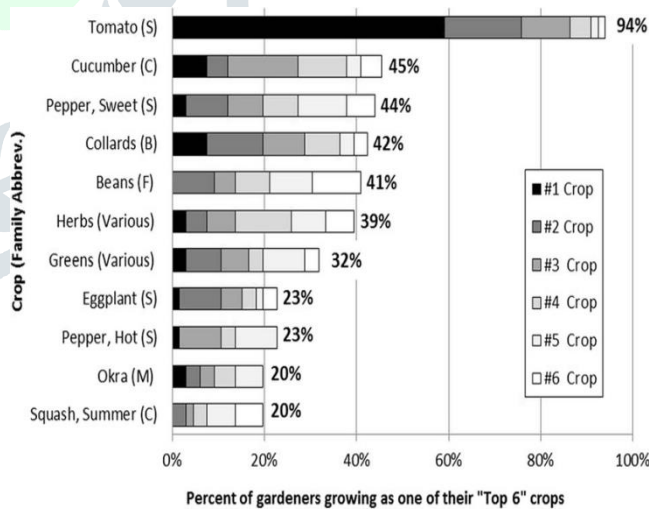
Buyer page

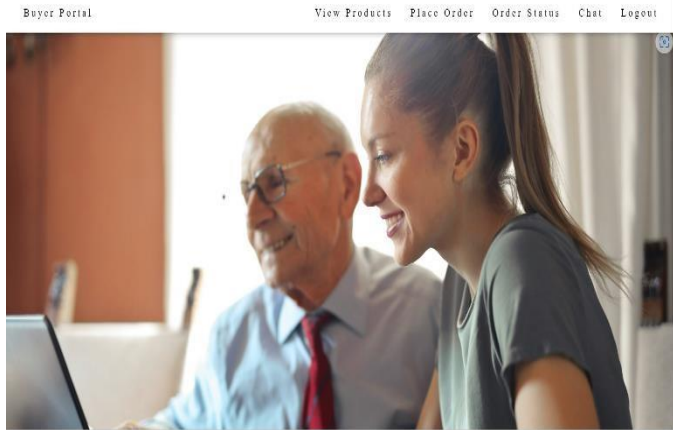The above image shows the buyer page with various actions the buyer can perform.

Admin portal

The above image shows the admin page with various actions the admin can perform.

The above image shows that most common crops grown by farmers.

5. CONCLUSION

"E-marketing for farmers" web application is developed with the aim of to overcome the difficulties in the existing method. Its primary goal is to create a portal that is user-friendly and simpler to access. Our suggested gateway is more effective and enhances performance-increasing measures. The main goal of this project is to eliminate middlemen so that the farmer can produce their goods at better rate. Our suggested solution is far simpler to use and involves no middlemen or third parties between farmers and customers/buyers. By selling their goods online through this site, farmers can make significant profits. Knowing knowledge about current farming practices would enable the farmers feel more comfortable using the portal and benefit from it.

6. FUTURE WORK

This portal can be improved further by introducing new features, allowing different merchants to market their agriculture-related goods like fertilizers and other agricultural equipment. By enabling farmers to export their goods to other nations, this gateway might be improved. Another feature might let the consumer view the producer's product's location.

7. REFERENCES

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