

“Automation of Auction for Farmer Fest”

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1. ABSTRACT

Farmers are called as backbones of India because when backbone is damaged, we are unable to stand. Farmers are compared as backbones, because Indian economy mainly depends on farmers, without farmers Indian Economy will be in critical stage. Indians proudly say India is famous for agriculture but at the same time, farmers are facing many challenges. During the growing of crops in their land and especially after cutting the cereals the main issue is to sell the cereals with good values. Our system provides a solution for selling the cereals by providing a facility that the customer can contact to the farmer directly and can be able to take customer's order. Customer service, a collection of marketing data and online feedback respectively. To use the same function, we provide an application for farmer who have problem and difficulties by a broker who gave them less amount for their cereals. To avoid these such type of problem we make an application for them. By using this application, they can register and can put their cereals for selling and getting the actual amount of price without the interference of the third party.

2. INTRODUCTION

The Agriculture is the backbone of Indian Economy. About 65% of Indian population depends directly on agriculture and it accounts for around 22% of GDP. Agriculture derives its importance from the fact that it has vital supply and demand links with the manufacturing sector. During the past five years agriculture sector has witnessed spectacular advances in the production and productivity of food grains, oilseeds, commercial crops, fruits, vegetables, food grains, poultry and dairy. India has emerged as the second largest producer of fruits and vegetables in the world in addition to being the largest overseas exporter of cashews and spices. Further, India is the highest producer of milk in the world. The Agricultural marketing is a matter of great importance to farmers, consumers, middlemen's and society. It provides the channel of communication between farmers and the society. It also gives continuous information about the demands of the agricultural produce.

3. AIMS

- Nowadays farmer has to sell their cereals with the help of a broker, who provide the very low cost to the farmer because the broker earns his percentage from this as well and it reduces the income of the farmer.
- As above mention the process is also long, the farmer has to wait for any particular party for selling the crop.
- There are many techniques provide for farmer where farmers may be able to identify the best date to start planting, best date to harvest, optimal water as well as the projected dry yield for the crop but there is no technique which may connect the customer to the farmer directly.
- The farmer unable to sell their cereals at the time when they need. They have to wait for the broker to sell the cereals and they have too long wait for the money and this is the major issue with the farmer.

4. LITERATURE SURVEY

Sr. No	Title	Author	Publication & Year
1	Development of smart shopping carts with customer-oriented service	Hsin-Han Chiang, Yu-Te Liao, Yen-Lin Chen	July 2016
2	Agriculture Practices Sustainability in Vidarbha	Dr. Raju M. Thakare, Kalpana R. Thakare (Kawathekar)	2016
3	A guide to linking farmers to markets – concepts and case studies	P Parthasarathy Rao and G Basavaraj	2013

In this paper [5] is to identify different forms of selling agricultural products on the Internet. The author also describes operation of electronic agricultural marketplaces and benefits of the Internet selling. The methods used to write this paper were observations of websites and case studies of the chosen electronic stores and marketplaces. In the paper the Polish and foreign cases are included. The paper consists of two main parts that

are devoted to the two basic types of electronic commerce that are B2C and B2B transactions. Because of the different nature of the two types of transactions, the B2C and B2B cases of selling agricultural products are described separately in the paper.

For small and marginal farmers, marketing of their products is main problem apart from credit and extension[6]. In recent years, there has been some form of contract arrangements in several agricultural crops such as tomatoes, potatoes, chillies, gherkin, baby corn, rose, onions, cotton, wheat, basmati rice, groundnut, flowers, and medicinal plants. There is a silent revolution in institutions regarding non-cereal foods. New production –market linkages in the food supply chain are: spot or open market transactions, agricultural co-operatives and contract farming. Fluctuations in the output price is one of the most important problem for the small farmers [6]. There is a big gap between producer prices and consumer prices. There are different models for collective marketing by the small and marginal farmers to realize better access to input and output market, and share in the consumer rupee. These are: self-help group model, co-operative model, small producer co-operatives and contract farming. Apni Mandi in Punjab, Rytu Bazars in Andhra Pradesh, dairy co-operatives are some of the successful cases in marketing. The real challenge lies in organizing the small and marginal farmers for marketing and linking them to high value agriculture. Thus, group approach is needed for getting benefits from marketing. Small farmers can also benefit from the emerging super markets and value chains if linked effectively.

According to the ways in which the farmers link to the buyers, market linkages can be classified into the following categories [6]:

- Farmer to domestic trader
- Farmer to retailer
- Linkages through cooperatives
- Farmer to exporter
- Contract farming

5. PROPOSED SYSTEM

The Farmer Fest Application is projected to have these objectives;

1. Develop and implement application, so that consumers (buyers) can get good quality agriculture products in minimum price.
2. The need of this project is to avoid the brokers' commission so that farmers can sell their agriculture products with expected price.
3. Create an application providing a consistent user interface for interaction between farmers and consumers.

6. METHODOLOGY

This project methodology is needed to make sure the project that consists of software development will be developed systematically in order to acquire a better result. The methodology is divided to four main components which are literature review, database design, creating a Graphical user interface (GUI) and finally is the software testing.

RAD (Rapid Application Design) Methodology

This Student Information System development used RAD (Rapid Application Design) methodology. This methodology method follows the System Development Life Cycle (SDLC) that in a sequential and structured away. RAD is a methodology for compressing the analysis, design, build, and test phases into a series of short, iterative development cycles. This has a number of distinct advantages over the traditional sequential development model. Iteration allows for effectiveness and self-correction.

7. SOFTWARE REQUIREMENT

Operating System: Windows 7(ultimate) or more.

Front-End:

- **Languages Used:** C#(for ASP.Net)
- **Tools Used:** HTML,CSS etc.
- **Development Tools:** Microsoft Visual Studio 2008 IDE

Back-end:

- **Database:** SQL Server

8. HARDWARE REQUIREMENT

It will run on currently common hardware and operating system.

- 10GB of Hard Disk
- 512MB RAM (minimum)
- Processor Pentium 4 or newer versions

9. FUTURE SCOPE

Direct marketing of agricultural produce helps in complete elimination of middle men and commission agents who charge high level of commission fee from the agriculturists/farmers coming to the market yards for selling their produce and then artificially inflate the retail prices. Since small quantities of farm products can be sold, small producers can participate. The farmer sets the price or is more control of the price. Good products and services can get attractive prices and therefore, small farms can be profitable. Payment is usually immediate. In addition, farmers receive instant feedback from customers on products and service. The farmer can improve his/her business through this input and increase farm profitability.

10. CONCLUSION

Our System is a platform for farmers and Buyers to communicate directly to facilitate convenient market to buy (for buyers) and sell (for farmers) agriculture products. And Our System gives a platform to Farmers and Buyers to provide services to contact directly for selling and purchasing products, mode of delivery on choice farmers whose self or any shipping partners and medium of payment, etc.

11. REFERENCES

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