

Kings Choice: The farmer is the king

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1. Abstract: -

Marketing meals at once from manufacturers to purchasers, so circumventing the 'middlemen' withinside the meals supply chain, has many capability benefits. For purchasers, direct advertising initiatives are imparting human beings with regionally grown,

fresh, healthful and, in lots of cases, natural meals at low priced prices. Through shopping for regionally grown produce, purchasers are giving their help to nearby manufacturers in addition to supporting to revitalize rural economies. Producers advantage via preserving extra of the cost in their produce, which could assist them live on via the cutting-edge crisis in India farming. There also are environmental benefits. Creating markets where human beings should buy produce from nearby farmers and growers reduces the gap that meals travels among manufacturers and purchasers, which in flip decreases global environmental pollution.

One direct advertising scheme – the farmers 'market – hasproved to be especially famous with nearby people, manufacturers and the nearby councils, groups and establishments who're concerned in setting them up. This paper makes a speciality of one such market, the Stour Valley Farmers' Market, which began buying and selling on twentieth June 1999. Customers who attended the first3 of those month-to-month markets had been interviewed to research the motives for their attendance on the market, and their attitudes toward some of meals problems along with natural and genetically changed meals, nearby and seasonal meals and worries they will have over the manner their meals is produced. The research has proven that maximum clients visited the markets to begin with out of curiosity,even though a few attended to shop for wholesome sparkling ingredients. The vast majority of interviewees expressed a desire for meals that is organically grown and loose from genetic modification. Organic ingredients are commonly perceived to be healthier and more extra flavoursome. When shopping for sparkling ingredients, interviewees said the significance of great and freshness of their desire of produce

2. INTRODUCTION:-

People have become more and more worried approximately the exceptional and protection of the meals they may be consuming. The current meals scare and the outcry over genetically changed ingredients have heightened purchaser focus over the exceptional, protection and supply of ingredients. More and extra human beings are shopping for organically grown clean ingredients, a lot so, that withinside the India call for significantly outstrips supply. Currently 70% of the natural produce offered withinside the UK is imported. The equal state of affairs exists with natural vegetable containers in which 40% of the produce furnished withinside the containers is imported from Continental Europe.⁷ The traditional large-scale farming structures which might be feature of today's rural panorama depend closely on chemical inputs which may be adverse now no longer simplest to human health, however additionally to the surroundings upon which we depend. Consumers have become more and more privier to the dangerous influences of pesticide use.

In a examine of purchaser attitudes closer to pesticide remedy histories of clean produce, it turned into discovered that over 70% have been either 'worried' or 'very worried' approximately pesticide residues. Eight Related to the upward thrust of large-scale farming strategies has been centralization of meals processing, advertising and marketing and retailing structures. As Nicolson⁹ factors out, largescale agri-enterprise calls for large-scale distribution structures that may bring about the lack of nearby meals outlets and the nearby meals web. This method is exacerbated with the aid of using the attention of UK meals retailing introduced approximately with the aid of using the power for performance in meals manufacturing structures.¹⁰ This fashion of attention in meals method sports has enabled folks who rework and promote the processed meals product to seize maximum of the fee of rural produce. The terrible outcomes of this method had been felt with the aid of using rural manufacturers and groups, with farmers receiving a proportion of simplest 10–20%, in comparison with 1/2 of a century in the past whilst at the least 50% lower back to the farmer and rural community.⁷ In August 1999, it turned into claimed that internet farm earning had dropped with the aid of

using 75% considering 1996 – the bottom in actual phrases because the 1930s.¹¹ Hence farmers now spend much less in rural groups and hire fewer nearby human beings.⁷ However, no matter cuts in farm earning and returns, the price of meals withinside the stores keeps to upward thrust. Between 1982 and 1992, meals charges to purchasers multiplied with the aid of using 52% whilst the farm gate charges paid to farmers with the aid of using the supermarkets multiplied with the aid of using simply 18%.¹² Centralization and specialization in meals manufacturing is happening on a global scale, a method fueled with the aid of using the economics of comparative advantage.

Geographical distances among meals manufacturers and purchasers are continually increasing. Globalization of the in the past-meals machine has intended that ingredients are transported hundreds, if now no longer thousands, of miles earlier than attaining the purchaser. It is envisioned that every object of meals now travels 50% similarly than it did in 1979.^{7, thirteen, 14} In India, the common pound of meals travels 1200 miles earlier than it reaches the purchasers home.¹⁵ Centralization of grocery store garage and distribution structures has intended that apples and potatoes now journey a mean of 3000 miles earlier than attaining Birmingham's buying outlets. Sixteen The quantity of air-freighted veggies into Britain multiplied with the aid of using 15% in only 1 yr among 1993 and 1994.^{thirteen} Added 'meals miles' effects in multiplied environmental harm from delivery pollution, of which air freight is the worst culprit

3. PROFILE OF THE PROBLEM

Often farmers do now no longer percentage withinside the identical advantages of monetary growth. As the economic system grows, corporations do now no longer see the identical growth in sales. Food has a decrease fee tag. As cash rises, humans spend much less and much less on food. Also, technological advances can result in decrease costs than improved sales A commodity

marketplace has its very own set of regulations and regulations like another marketplace however it's far sincerely now no longer a percentage marketplace as bodily shape of products are traded here. It may be stated that the climate performs a massive position on this marketplace as maximum agricultural merchandise are dealt withinside the commodity marketplace. Trading withinside the commodity marketplace calls for a legitimate operating understanding of the transactions and the dealer have to make an knowledgeable choice at the same time as buying and selling. It is constantly higher to enlist the offerings of a brokerage corporation at the same time as dealing in commodities. Soft commodities are agricultural merchandise which includes wheat, coffee, cocoa and sugar. Hard commodities are mined, which includes gold, rubber and oil. Investors get right of entry to approximately 50 principal commodity markets global with simply monetary transactions more and more more outnumbering bodily trades wherein items are delivered. Futures contracts are the oldest manner of making an investment in commodities. Commodity markets can encompass bodily buying and selling and derivatives buying and selling the usage of spot costs, forwards, futures, and alternatives on futures. The buying and selling of commodities includes direct bodily buying and selling and derivatives buying and selling. Exchange traded commodities have visible an upturn withinside the quantity of buying and selling because the begin of the decade. This turned into in large part a end result of the developing enchantment of commodities as an asset elegance and a proliferation of funding alternatives which has made it less difficult to get right of entry to this marketplace.

3.1 India's present day state of affairs India a commodity-primarily based totally economic system wherein two-0.33 of the only billion populace relies upon on agricultural commodities, pretty has an underdeveloped commodity and commodity futures marketplace. This is so due to the fact the trades withinside the commodity futures marketplace has been banned for nearly 4 many years in India. There ought to be motives for and in opposition to such ban

however one factor it has achieved is to paralyze the studies and expertise introduction withinside the area and greater so withinside the Indian context.

3.2 It has been progressing in eight phrases of technology, transparency, and buying and selling interest with the elimination of presidency safety from numerous commodities. This movement of our authorities has thus, allowed the marketplace forces i.e. deliver and demand, to rule the commodity. The life of the commodity marketplace in India dates to historical times. These markets impact the dynamics of manufacturing and aid allocation withinside the number one sector, together with pricing machine of this marketplace. The finest fulfillment of this machine changed into the status quo of the centered marketplace. The high impetus of this marketplace is to offer a mechanism to decide the prospects of the destiny manufacturing and intake which will be delivered to undergo on the prevailing prices. Thus, this marketplace set up a hyperlink among the prevailing and destiny manufacturing and intake cycles thereby facilitating the inter-temporal smoothing of prices. At gift the Indian commodity marketplace adopts a two-tier shape for the mechanism of the machine, viz. Regional structures, and Country extensive shape.

4. EXISTING SYSTEM

4.1 Big Basket: bigbasket.com (Innovative Retail Concepts Private Limited) is India's biggest on-line meals and grocery store. With over 18,000 merchandise and over a thousand manufacturers in our catalogue you may discover the whole thing you're looking for. Right from clean Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged merchandise, Beverages, Personal care merchandise, Meats – we've it all. Choose from a extensive variety of alternatives in every category, solely handpicked that will help you discover the high-satisfactory fine to be had at bottom prices. Select a time slot for shipping and your order will be brought proper in your doorstep, everywhere in Bangalore, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore,

Vijayawada-Guntur, Kolkata, Ahmedabad Gandhinagar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore and Chandigarh Trinity You will pay on-line the use of your debit / credit score card or with the aid of using cash / Sodexo on shipping. Big Basket works on stock model.

4.1.1 eBay: eBay is the world's online marketplace; a place for buyers and sellers to come together and trade almost anything! The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and again when those items are sold.

5. Problem Formulation

5.1 Objectives of Proposed System

There had been a positive quantity of things which most effective have an effect on the machine as a enterprise however the viewpoint of the cease person in which those determinants play a essential position in computing the achievement or failure of kings choice :- farmer is the king. In different words, kings choice: -Farmer Is The King is the answer to those defined problems

5.1.2 Time: Bidding is absolutely a time-primarily totally based method. The bidding is a limited with concern to time constraints. Due to non-perishability of the inventory, the time constraints could additionally be there for shipping. Also, the shipping could be finished tomorrow of the bidding method after the inventory could be selected.

5.1.3 Convenience: Convenience has been taken into consideration the greatest aim of any enterprise after profits. The machine is handy for the duration of and is reachable to the clients, farmers, and the mediators as nicely. Convenience is one of the important elements that might permit clients to shop for inventory on-line from farmers. Convenience is the extrude

what's going to be introduced right here thru our venture and is the innovation right here. The new comfort right here is comfort thru the farmers promoting and turning in the inventory to the clients on-line.

5.1.4 Perception: A patron's notion may be a trick or be a candy deal with for businesses. Any product that a patron buys is because of the positive expectations that they have. Many services and products face new opposition from substitutes and from new services or bundles from industry outsiders. The farmers have a notion for this machine as a brand-new technological machine which could act as a digital middleman among farmers and the clients for agro inventory trading. Customer's notion is to be predicted as an on-line keep inclusive of huge basket etc. in which they can purchase agro primarily totally based product such as meals grains and veggies without delay from farmers on wholesale as nicely as retail basis.

5.1.5 Customer Satisfaction: Customer pride is prime determinant which influences a System's basic growth. Efficient patron criticism thru comments machine could be our aim. Customer pride and green provider could be the primary key for patron retention. If the patron could be satisfied, then it'd assemble a notion and religion withinside the machine for green and exceptional provider to the patron. Hence patron pride is an critical aspect to be centered with the aid of using the machine control.

5.1.6 Cost of Quality: Cost of exceptional is a method that lets in the machine to decide the quantity to which its resources/manpower are used for sports that save you terrible exceptional, the control in conjunction with the mediators have to offer exceptional provider such that the clients eleven have to choose our offerings among the opposite competitors. The control operating on back and front cease of the machine and the mediators must make certain that the exceptional provider brought with the aid of using them isn't always terrible and is a long way better than average.

6. System design: -

5.1.7 Reliability: A provider presented with the aid of using any machine must be dependable because of this that he exceptional of being straightforward or of appearing constantly nicely. The notion that's constructed and created withinside the minds of the clients with the aid of using the offerings supplied with the aid of using the machine may be referred to as as reliability for our machine. The Aim of the machine must be such that building reliability many of the clients and public thru pride thru exceptional offerings.

5.2 Scope of the proposed system

5.2.1 Customers:

- ❖ A convenient method to order the agro products such as food grains, vegetables online in wholesale or retail.
 - ❖ Direct trade between customers and farmers through a virtual intermediary.
 - ❖ Ensuring a reliable customer service for customer satisfaction.
 - ❖ Timely delivery of stock keeping in mind non-perishability of goods.
 - ❖ An innovative platform for buying agro products online

5.2.2 System:

- ❖ The System being a new concept would be useful for conducting direct trade between customers and farmers
- ❖ Customer satisfaction would result in building goodwill and reputation in market to increase Reliability
- ❖ Employing better ways for customer satisfaction and customer retention through quality services and efficient consumer grievance system through feedback.

5.2.3 Farmers:

- ❖ Farmers can sell their stock online to the customers directly such that they can sell at profits by the bidding price quoted by them to the highest price in which the customers are ready to buy.
- ❖ Farmers can sell their stock in both wholesale and retail quantities to the customers

- ❖ Requirements Gathering
- ❖ Features Listing
- ❖ Models Listing
- ❖ Fields Listing
- ❖ Building the prototype
- ❖ Building the interface
- ❖ Final Project 6.1 FLOW CHARTS

Fig no 01 :- business plan

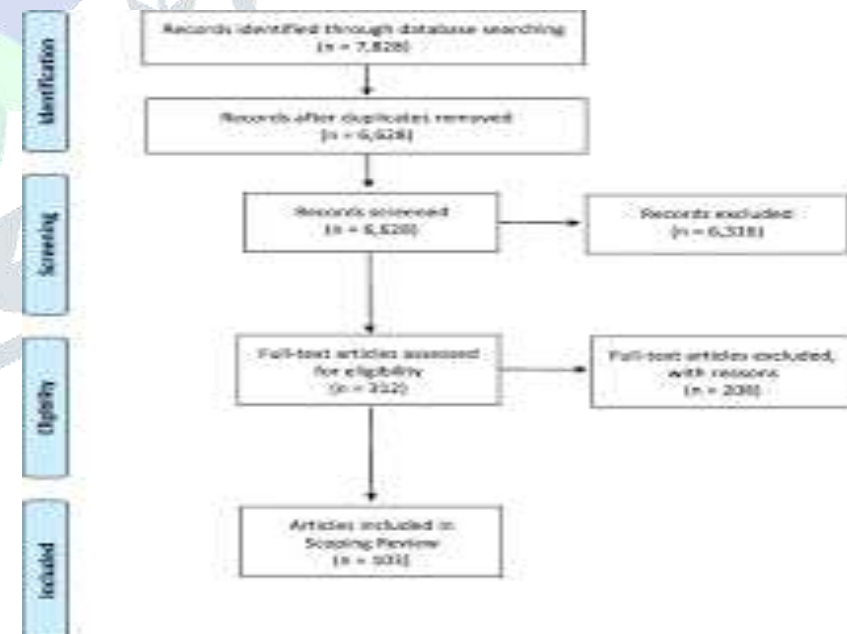


Fig no 02:-



7.conclusion

The achievement of a farmers' marketplace in phrases of the advantages for manufacturers and customers is structured upon the manner wherein those markets are evolved and managed. In order to maximize the advantages afforded to the clients, farmers' markets

need to be a ordinary event. People want a ordinary deliver of clean produce, and one of these deliver is effectively to be had on the supermarkets. Therefore, farmers' markets which might be held weekly or two times a month are much more likely to offer a possible opportunity to looking for clean meals withinside the supermarket. The markets want to have an excellent variety of stalls with lots of produce, with particular emphasis on fruit and vegetables. It is likewise beneficial for clients if there is multiple stall promoting a few produce sorts, together with clean foods, in order to maximize range and consequently purchaser choice. For different meals sorts together with honey or eggs, fewer stalls perhaps vital, even though this may be a function of the scale of the marketplace.

Customers need natural produce, consequently a marketplace promoting entirely natural produce is a possibility. However, it is possibly that withinside the catchment region of a marketplace there might be too few natural manufacturers to deliver the marketplace on a ordinary basis. Furthermore, many nearby meals manufacturers could be excluded from the marketplace. If one of the ambitions of farmers' markets is to help the nearby economic system and rural areas, the marketplace has been given to be open to all nearby rural meals manufacturers. Farmers' markets are offering clients advanced get right of entry to to clean, wholesome and regularly natural meals at an inexpensive price. For clients who're involved approximately troubles together with human and environmental health, animal welfare and GM foods, farmers' markets offer produce that has commonly been produced in an environmentally touchy manner with reference for animal welfare and human health. Most manufacturers and farmers promoting on the markets are small scale who're much less reliant on chemical compounds and rear animals in huge or free-variety herbal structures. Furthermore, buying without delay from the individual that grew or reared the produce offers clients the possibility to invite approximately techniques of meals manufacturing and structures of animal husbandry. This improves duty and allows clients to triumph over any issues they'll have concerning the moral troubles of farming animals, as well because the quality, traceability, and protection of the meals they may be buying. Farmers' Markets have accelerated in quantity dramatically during the last 2 years.

Their improvement needs to be monitored with a view to tune the destiny sustainability of those advertising structures for each manufacturers and customers. It might be vital to study a bigger quantity of those markets with a view to examine the economic sustainability of the numerous varieties of farmers' markets. Further studies will be required of the clients attending the farmers' forty-seven markets with a view to check their attitudes and expectancies of the markets and whether those are

being met, and additionally their destiny aid for the stallholders. Research inspecting the producer's attitudes and reactions toward the farmers' markets has been undertaken, even though this changed into executed withinside the early ranges of the improvement of those markets. It will consequently be vital to follow-up that studies within addition research of the manufacturers to look if the markets are reaping rewards them withinside the manner they have been supposed to. It could additionally be beneficial to realize the ratio of natural to non-natural manufacturers attending the markets and whether numbers of natural manufacturers are growing because the markets develop. Farmers' markets were growing in quantity at one of these rapid prices and in addition tracking in their development might be vital with a view to check their sustainability withinside the destiny

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