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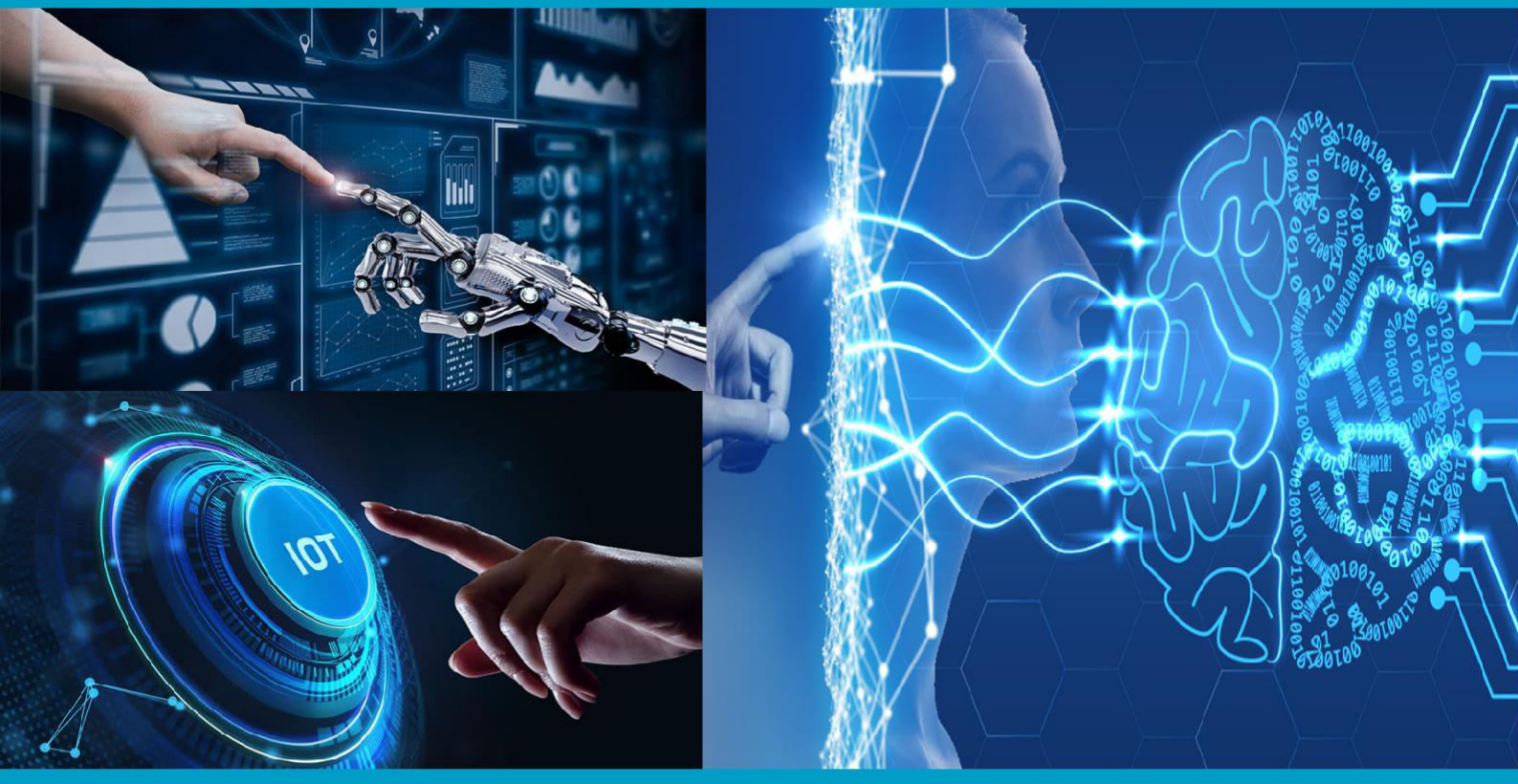

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Agricultural Markets on E-Platform

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ABSTRACT: The internet has changed the world. In line with other sectors, retail business have taken up e internet marketing, expanding outreach to customers beyond their conventional shopping places. Farmers can use internet on many possible ways to s products. Using internet as a way of selling agricultural products is changing marketing channels in the agribusiness industry. Agricultural markets are characterized by poor competitiveness, fragmentation, inefficiency, presence of executive middlemen and frequent price manipulations. EMarketing of Agricultural Products is an electronic trading portal for agricultural products through which many of the farmer's problems will be solved.

KEYWORDS: Agricultural market ,online, HTML, contract farming, commercialization, admin.

I. INTRODUCTION

Agriculture sector needs structured and functional markets, preferably in vicinity of farmers, to drive growth, employment, remunerative price and economic prosperityin rural areas of the country. Enabling mechanism were also required to be put inplace for procurement of agricultural commodities directly from farmers' field and to establish effective linkage between the farm production, the retail chain and food processing industries.

The Model Act provides for contract farming, direct marketing, setting up markets in private and co-operative sector, e-trading, single point levy of market fee, single registration of market functionaries, farmer-consumer market etc.

Production and Marketing aspects of agricultural produce are intertwined with each other. Market-driven production rather than production–propelled marketing is the order of the day. Under the present dispensation, the agriculture and allied depart- ments dealing with production enhancement are totally dissociated from the market-ing setup.

Agricultural marketing has two important stakeholders – farmers at one end and con- sumers (end consumers, processors, retailers, and exporters) at the other end. The in- termediaries and other entities in the chain (commission agents, traders, transporters, warehouse service providers, financiers, regulatory system etc.) enable movement of goods and carry out other support activities. Farmers typically face issues such as small individual lots for sale, poor knowledge of market requirements, inadequate availability of post-harvest infrastructure and financing, poor knowledge of such ser- vice and so on.

II. LITERATURE SURVEY

Farmers are facing a time of predicament to cope with the growing demand of consumption and irregular soil content, rainfall and many such conditions, at this time incorporating IOT in the field of agriculture will modernize it at the higher pace [1]. During the researching process, we discuss the construction approach of customer segmentation model, the correlation analysis between customers and products, and between products and products. The clustering algorithm and association rule algorithm for product marketing are also analyzed. [2]. In this paper, we will propose a novel solution that allows consumers to track their products through agricultural diaries recorded by farmers every day. The key difference of the proposed solution is to leverage Blockchain technology advantages in authenticating and protecting the integrity of information. [3].

III. PROPOSED METHODOLOGY

In the development and progress of the sciences methodology has played a very important role. The agricultural market system defines the method through which agricultural products reach us from their source and spread all over parts of the country and which is chemical free products. methodologies provide a correct view of the market. the market mechanism is crucial for the structural transformation of the economy and for growth and development.

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ARCHITECTURE DIAGRAN

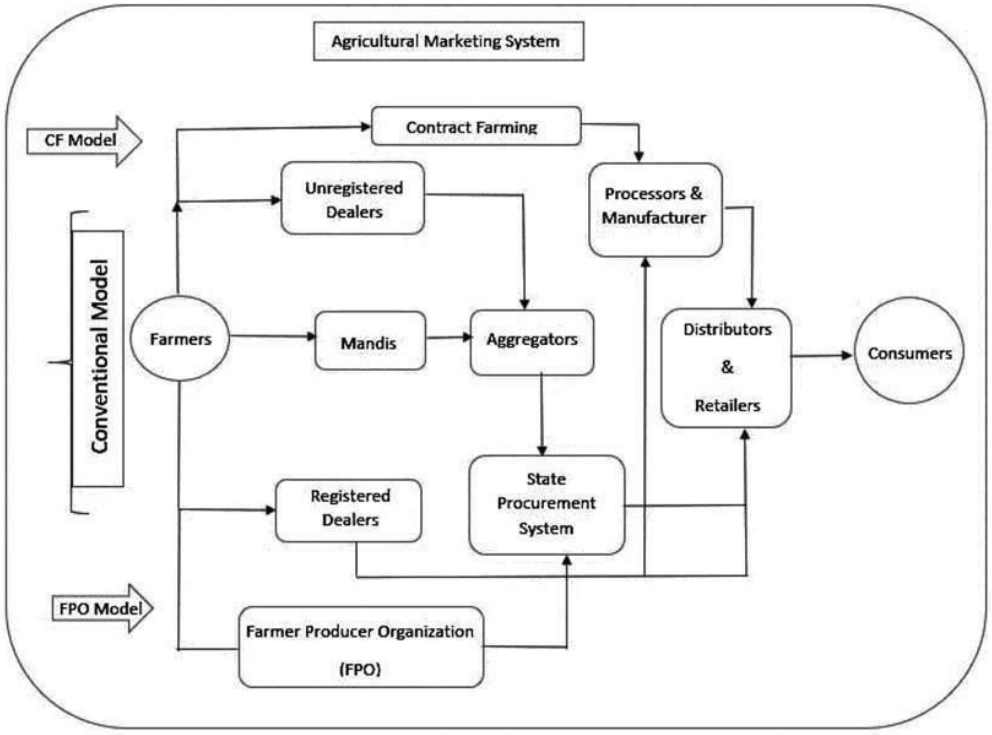

Fig. 1

USE CASE DIAGRAM

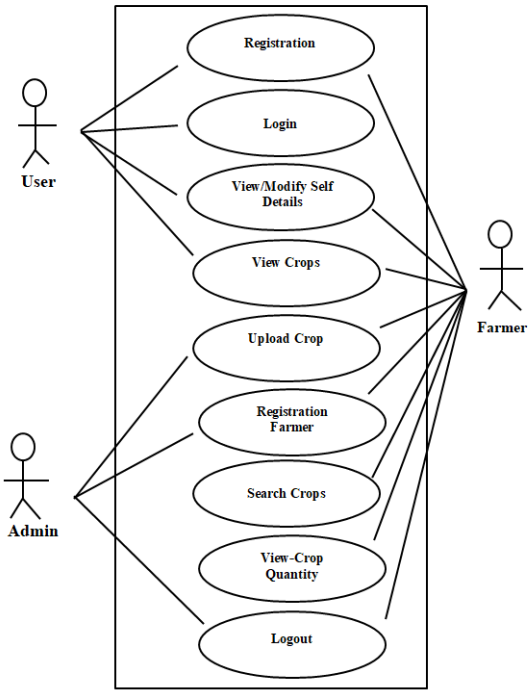

Fig:2

UML CLASS DIAGRAM

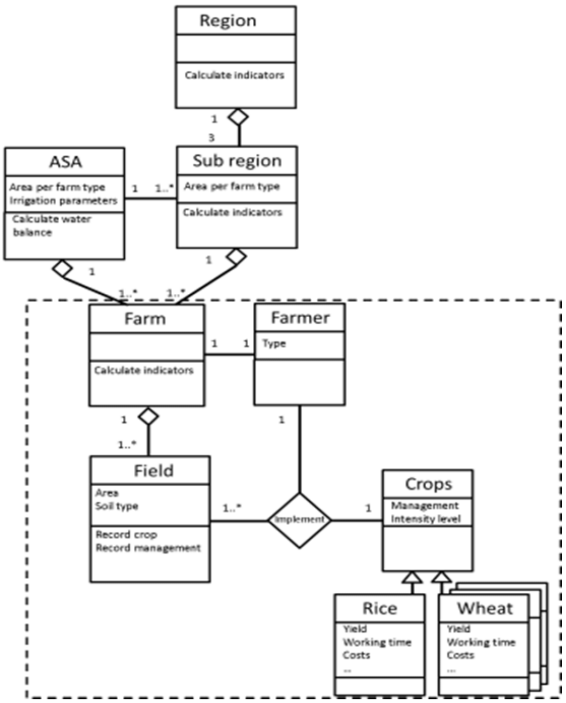

Fig:3

FLOW CHART

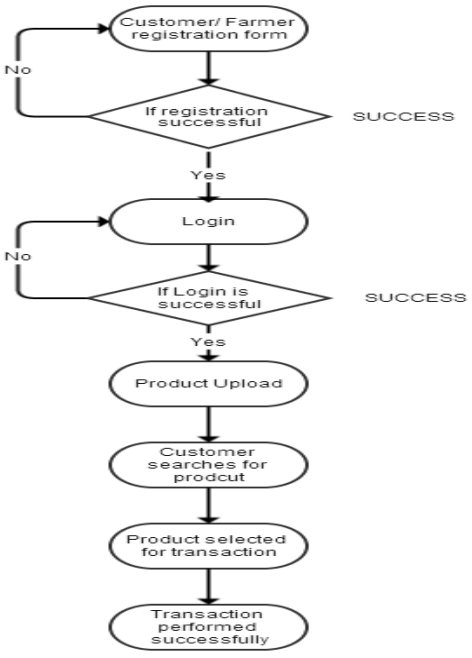

Fig:4

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IV. SYSTEM ARCHITECTURE

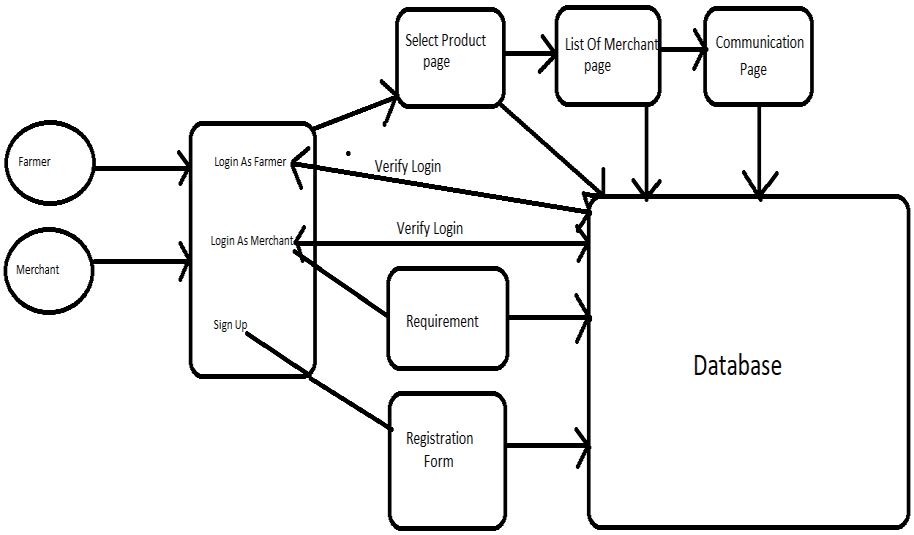

Fig:5

ADVANTAGES

1. Increase in farm income.
2. Growth of Agro-based Industries.
3. Time utility.
4. Farmer and consumers are required farm products without the involvement of middleman.
5. Freedom of access.

APPLICATION

1. The Farmer farms and delivers the organic and fresh crop to the customer and gets his pay for this job
2. This makes all the available farm products easily accessible.
3. Farmer can use it to sell their produce directly to consumers.
4. Farmer should have more than one optional to sell his crop

V. CONCLUSION

In agricultural market transporting cost, inadequate market infrastructure, lack of market information, lack of processing units, storage facility, price fluctuation are the major problems. Eliminating middlemen, enough storage facility, freedom from moneylenders, adequate transportation facilities, availability of loan and training facilities etc. are required for satisfactory agricultural marketing. Some people have suggested that crop insurance and technical guidance should be provided for improvement in agricultural marketing in India. Among all these problems, transportation charges are concerned as a major problem by the maximum number of farmers.

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