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E-FARMING an E-Commerce Portal for Agricultural Products

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ABSTRACT

Agriculture is an important sector of the Indian economy. In India, the rural region debts for 17 and 18 per cent of India's gross home product (GDP) and gives employment to 50% of the USA's exertions pressure. Therefore, the agricultural sector in India is rightly called the most important in the Indian economy. A rural sector is one of the few last regions in which e-trade remains an enormous impact. E-commerce solutions, which are designed to remove the barriers for the client's benefit, and the logistics, and the increase in online commerce in the world. In developed markets, is the online bulk orders of fresh, quality of the product is already a common practice among the facilities such as hotels and restaurants. The consumer market for on-line orders, it will also start to come into play, as it grows.

Keywords: Agriculture, E-Commerce, E-FARMING

1. INTRODUCTION

E-commerce Today, buying and selling on-line, can solve a noticeable problems, and failures in the agricultural supply chain through optimization of the farmers to the customers and to create new connections among the components of the value chain. This is particularly the case in developing countries, and the online platform will make it possible for the farmers to bypass the middlemen and sell directly to the farms, retailers, consumers and other target groups, resulting in a more efficient supply chain and a more equitable outcomes, as well as better conditions for farmers.

2. PROBLEM DEFINITION

The way people buy products, is a big problem. Sometimes, the buyer had to travel long distances in order to obtain agricultural products, and the quality cannot be guaranteed. In addition, various market prices, it cannot be compared, because there are no buyers, all of the time and resources to visit each of the agricultural sector. In step with the farmers worried, one of the major motives for the low profit of Indian farmers, its far tough to marketplace their products. Due to the small size and the spread of agriculture, the yield per hectare is the lowest. Therefore, it is probably already being used for marketing purposes, and they are in serious trouble. It is typical of the Indian peasant is almost always at fault. The farmer is a perpetual debtor. For a time, a farmer, who gets into debt because of a crop failure or low price for a product, or good faith of the eu during this period, she was never able to get it out of them. In fact, most of the obligations to which the farmer is the "legacy debt". Thus, in addition to his land, the property is communicating that he is liable to his heirs and assigns. In order to increase the production of food, in order to ensure that the food grain prices laid down by the Government from time to time and provide adequate incentives for farmers, as they have the required level of income. In India, with an unprecedented harvest, leading to a decline in

farmers' incomes. However, the true measure of success in the field of e-commerce is the ability to solve problems.

2. Present Theory and Practices:

There are two kinds of existing systems

1. Traditional buying and selling
2. Online buying and selling

In day to day life, we are going to have to buy a lot of goods, or to the products in the store. What could be the foods, home appliances, household items, etc. In These days, it is very difficult to find the time to go out and fetch them for yourself, and for a busy lifestyle, or a substantial part of the work. In order to solve this problem, the B2C e-commerce web sites have been launched. With the help of these websites, we are able to buy the products or the products of the online only by visiting an online ordering website, which makes use of a payment online.

For many customers, shopping online is to examine the product, and save the product after paying of this product.

3. Limitations of Traditional Buying and selling

- Time Consuming
- Shipping Rates
- Refunds/Returns Disputes
- Lack of options
- Cash-Back offers not present
- Bad customer service

4. Advantages of Online Buying and selling

- On it, you can switch to the shops and the products, by clicking on the button, no traffic, this is a new store.
- On a wide variety of choices means that you are able to find high quality products that will truly delight you.
- When you get a new device, it is always a pleasure to be at his disposal right away.

One of the reasons why people don't like to shop online is that they are often the product is cheaper online than in the store.

5 Challenges

Promotion - Attracting Customers

The way consumers are thinking about the future of the online store? For both new and potential customers, it is necessary to provide optimized online engagement strategies in order to engage with consumers via social media, e-mail, and other services, on-site and on-line store

Customer Connections and Experience

Relationships are very important both for the farm business and the customers. On the basis of the development of the villages, the farms, and the farmers of the products on the basis of the ability to get up and get the experience of interacting with you and for the environment, organic farming, is an important factor for a lot of people, but it can be difficult to play in an online environment.

Time Requirement

To apply, e-commerce, is a time-consuming task. Time to research and evaluate the e-commerce options, in order to match your business model, products, and before you put in the time prior to the planned maintenance that you will need additional investments of time. Do you have the time and competencies, you may must go to work, to work, that will help you? To evaluate this, just that you assess the period of time that is need to develop a personal entry into the market, so the farmers' market.

Technical Management and Support

E-commerce requires a technical knowledge of the platform you are using, as well as the related system, inventory management, accounting, etc - as well as the casual ones, you will need to either have these skills, or are developing, without having to hire somebody to do it.

Consumer Product Uncertainty

By seeing the product in person, the consumer, have an entirely different experience, and that of the agricultural markets, agricultural markets, and other events, you will have the opportunity to influence the consumer's purchase decision, by personal service, examination, or other activity. In the online format, these options are not available, and for that you have to rely on the photos, detailed description, ratings, reviews, and your reputation.

When they are of places by which individuals, e-commerce, web site, and they will expect that you are able to find what you're looking for quickly and easily. Even customers who aren't sure of exact products they need to shop for. They have a very broad idea of what they would like to be. At present, many customers are looking for and their products on Google, instead of visiting the specific sites of e-commerce. They believe that Google is going to make your e-commerce web sites, where the product is available.

The goal of the E-Agriculture of the portal is to help our customers to develop their narrow and a broad mind in order to provide them with the opportunity to work on their products.

6. Methodology for Proposed Work

There are three modules in E-Farming Project.

1 Admin Module

Admin can import and update master data, also he can import and update products. Admin can approve request of product selling by sellers. Various reports are provided in admin module for analysis purpose.

2 Buyer Module

Buyer can register and login his account. View products category wise and place order, he can track current order. Buyer can cancel order and refund money.

3 Seller Module

Seller can select products which he wants to sell. Can see reports for sale and stock.

Methodology for proposed work is given below

Analysis

After a thorough analysis of the needs of business, it was in the show business demands. At this point in time, the results of which are presented, which include the recommended functions of the flow rate, and a guide to the overall structure.

Design

We will review the analysis of the documents, and the site, to create the blueprints for the entire system, starting with her mother, story board, paying particular attention to the product page at the time of checkout in order to receive support. At this point, they begin to see that your e-commerce web site looks to you. This is the best time of the year to propose a change in the system, as this step can make the necessary changes.

Design Integration

In the past the storyboard is now becoming adaptive, cross-device, and is compatible with the HTML of the skin of the platform, depending on the e-commerce platform that is being offered. Note: this step is very important, because in the HTML code, which will dictate how the site works, make sure that it is fully compatible with HTML and web standards, we need to speed up the process and avoid costly errors.

Programming and Database Creation

At this stage of the implementation of the project, all of the processes of coding, and in-house tools, and a database management system, is created. Here are all the plans turn into the real-world dynamic web sites, which are managed by the database.

Payment Gateway Integration

The payment gateway is integrated with a 256-bit encrypted data link. After the importation of the products to the system, and eventually the production of the test to a live web server.

7. Conceptual Design

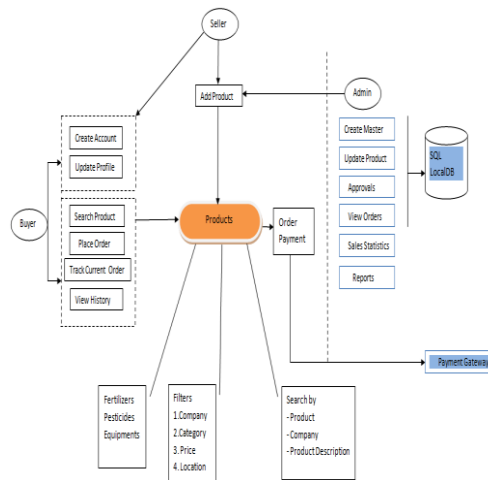


Fig. Conceptual Design of Project

8. Conclusion

The main goal of the structural, agricultural, e-commerce, the improvement of agriculture in India. In the broad spectrum of the two most important factors, which are used as the basis for the development of the structures. First, by focusing on agricultural production, it is possible to increase the total volume of agricultural production through the adoption of best practices, the good seed on the market, the more appropriate fertilizer for the cultivation of crops, and understand how they evolve. All of these parameters, in conjunction with the quick intervention of the Ministry of Agriculture, we can help you to increase the productivity of the Indian rural economy.

Second, the structuring, marketing, and sales activities will be to contribute to the promotion of the products. A well-maintained database that helps you to track the information of the farmers and the merchants which can be used for selling purposes. The platform will help you to present products to a wide range of clients (traders), which sets out a framework for the community to sell the products. An effective supply chain management system is, perhaps, the public means of transport, such as trains and buses, and are able to ensure efficient movement of goods and services. The payment gateway may be provided by reasonable use of the nationalized banks, co-operative societies and the post office in India. Marketing and sales structure, can be done under the supervision of the National informatics Centre (NIC), which is able to provide substantial assistance.

Finally, the complexity of the structure will provide a good basis for the development of appropriate software, e-commerce, and agriculture, with the appropriate features, which take into account all of the parameters of the substance involved.

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