

# Open Market for the Farmer

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**Abstract** - E-Agriculture is a rising field concentrating on the upgrade of farming and provincial advancement through improved data and correspondence forms. All the more explicitly, e-Agriculture includes the conceptualization, structure, advancement, assessment, and use of imaginative approaches to utilize data and correspondence innovations (IT) in the provincial area, with an essential spotlight on farming. E-Agriculture is a generally new term and we completely anticipate that its extension should change and advance as our comprehension of the zone develops. Indian Agriculture adds to 18.6 percent of India's GDP, and around 59 percent of Indians get their occupation from the rural segment. Private segment activities like agreement cultivating have popularized the Indian rural area.

**Key Words:** Agriculture, E-Agriculture, Private, India, Rural

## 1. INTRODUCTION

Currently Indian farmers are unable to sell their product openly. Their product reaches to the consumers through a middleman. So, only a fraction of amount that consumer pays reaches the farmers. Therefore farmers are unable to earn enough money which results in a low standard of living. The difference between what the farmer sells it product and what consumer pays is huge. Many farmers are facing bankruptcy and eventually end up in a lot of debt. When we studied the issues farmers are facing that motivated us to do something for those who provide us food. We decided to develop a platform where the farmer can directly sell its products to consumers.

Farming has commercialized the Indian agricultural sector. E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. More specifically, e-Agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use information and communication technologies (IT) in the rural domain, with a primary focus on agriculture. E-Agriculture is a relatively new term and we fully expect its scope to change and evolve as our understanding of the area grows. Indian Agriculture contributes to 18.6 percent of India's GDP, and approximately 59 percent of Indians derive their livelihood from the agricultural sector. Private sector initiatives like a contract. The main focus of this project is to elaborate on how the achievements of IT can be applied in the Agriculture sector and its development.

The Utilization of ICT: -

- Record text, drawings, photos, sound, video, process depictions, and other data in computerized designs.
- Produce accurate copies of such data at a fundamentally lower cost.
- Transfer data and information quickly over huge separations through correspondences systems.
- Develop normalized calculations to huge amounts of data quickly.
- Achieve more prominent intelligence in conveying, assessing, creating, and sharing valuable data and information

The use of data and correspondences innovation (ICT) in horticulture is progressively significant.

Cultivating has marketed the Indian rural area. E-Agriculture is a rising field concentrating on the upgrade of horticultural and rustic advancement through improved data and correspondence forms. All the more explicitly, e-Agriculture includes the conceptualization, structure, advancement, assessment and utilization of creative approaches to utilize data and correspondence innovations (IT) in the country space, with an essential spotlight on horticulture. E-Agriculture is a generally new term and we completely anticipate that its extension should change and advance as our comprehension of the region develops. Indian Agriculture adds to 18.6 percent of India's GDP, and roughly 59 percent of Indians get their employment from the farming division. Private part activities like an agreement.

E-Agriculture is one of the activity lines recognized in the presentation and game plan of the World Summit on the Information Society (WSIS). The "Tunis Agenda for the Information Society," distributed on 18 November 2005 and underlines the main encouraging jobs that UN offices need to play in the usage of the Geneva Plan of Action. The Food and Agriculture Organization of the United Nations (FAO) has been doled out the obligation of sorting out exercises identified with the activity line under C.7 ICT Applications on E-Agriculture.

The principle periods of the farming business incorporate yield development, water the board, manure application, bug the board, reaping, post-collect taking care of, transport of food items, bundling, food conservation, food handling/esteem expansion, quality administration, sanitation, food stockpiling, and food showcasing.

All partners of the agribusiness business need data and information about these stages to oversee them proficiently. Any framework applied for getting data and information for settling on choices in any industry ought to convey precise, complete, compact data in time or on schedule. The data gave by the framework must be in an easy to understand structure, simple to get to, practical and all around shielded from unapproved gets to.

The principle focal point of this undertaking is to expound on how its accomplishments can be applied in the Agriculture segment and its turn of events. The fundamental utilizations of ICT in Agriculture segment are recorded underneath.

- The utilization of portable innovations as a device of mediation in farming is progressively mainstream. Cell phone entrance improves the multi-dimensional positive effect on reasonable destitution decrease and recognizes openness as the primary test in bridling the maximum capacity (Silarszky et al., 2008) in rural space. Reach of cell phone even in country zones expanded the ICT administrations past straightforward voice or instant messages. A few cell phone applications are accessible for agribusiness, cultivation, animal cultivation, and homestead apparatus.
- Office mechanization is the utilization of PCs, PC systems, phone systems, and other office computerization apparatuses, for example, copiers, scanners, printers, cleaning hardware, and electronic security frameworks to build the efficiency of associations.
- There are numerous legislatures, private and non-government associations engaged with the farming segment and country improvement. They all need to cooperate to give better support of cultivating network. Consequently, use of office computerization is one of the answers for improve the productivity and between availability of the representative's work in all previously mentioned associations.

### 1.1 E-commerce

Electronic business, generally composed as online business, is the exchanging or help of exchanging items or administrations utilizing PC systems, for example, the Internet. Electronic business draws on advances, for example, versatile trade, electronic supports move, gracefully chain the executives, Internet promoting, online exchange preparing, electronic information exchange (EDI), stock administration frameworks, and robotized information assortment frameworks.

- Modern electronic business normally employments.
- The World Wide Web for at any rate one piece of the exchange's life cycle, in spite of the fact that it might likewise utilize different innovations, for example, email.
- Internet business organizations may utilize a few or the entirety of the accompanying:

- Online shopping sites for retail deals direct to buyers.
- .Providing or partaking in online commercial centers, which process outsider business-to-buyer or purchaser to-customer deals.
- .Business-to-business purchasing and selling.
- Gathering and utilizing segment information through web contacts and online life
- Business-to-business electronic information exchange.
- Marketing to imminent and set up clients by email or fax (for instance, with bulletins).

### 1.2 Motivation

Currently Indian farmers are unable to sell their product openly. Their product reaches to the consumers through a middleman. So, only a fraction of amount that consumer pays reaches the farmers. Therefore farmers are unable to earn enough money which results in a low standard of living. The difference between what the farmer sells it product and what consumer pays is huge. Many farmers are facing bankruptcy and eventually end up in a lot of debt. When we studied the issues farmers are facing that motivated us to do something for those who provide us food. We decided to develop a platform where the farmer can directly sell its products to consumers.

### 1.3. Research Objective

Currently Indian farmers are unable to sell their product openly. Their product reaches to the consumers through a middleman. So, only a fraction of amount that consumer pays reaches the farmers. Therefore, farmers are unable to earn enough money which results in a low standard of living. The difference between what the farmer sells it product and what consumer pays is huge.

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## 2. Proposed Methodology

In the application, there will two options to select from

- 1- As a farmer.
- 2- As a buyer.

The farmer will have to add the products that they want to sell and they can choose at what price they want to sell. Farmers will maintain their seller account. The buyer will get to see all the products uploaded from various farmers. The price of the product

can be non-negotiable or negotiable it depends on the farmers. Purchase can be made when prices are decided. The buyer and seller will get both get receipt of purchase. And the product will be prepared by the farmer and will be shipped. Buyers can buy products from farmers all across the country.

**Flow Chart**



There are some existing e-Agriculture websites, Some of them are mentioned below.

Agriculture Websites in India	
Agriculture Websites	URL
Department of Agriculture, Cooperation and Farmers Welfare	<a href="http://agricoop.nic.in/">http://agricoop.nic.in/</a>
For Indian Agriculture College/Universities News	<a href="http://agricollegenews.com/">http://agricollegenews.com/</a>
Agricultural and Processed Food Export Development Authority	<a href="http://www.apeda.in">http://www.apeda.in</a>
UpAgriculture.org	<a href="http://www.upagriculture.org/">http://www.upagriculture.org/</a>
For Agriculture Insurance	<a href="http://agrilinsurance.com/">http://agrilinsurance.com/</a>
For AgTech News	<a href="http://agtechnews.com/">http://agtechnews.com/</a>
Ministry of Rural Development	<a href="http://rural.nic.in">http://rural.nic.in</a>
For Indian Agriculture Retailers	<a href="http://agriretailers.com/">http://agriretailers.com/</a>
Indian Society of Agribusiness Professionals	<a href="http://www.isapindia.org/isap/">http://www.isapindia.org/isap/</a>
Farmers' Portal	<a href="http://farmer.gov.in/">http://farmer.gov.in/</a>

**3. CONCLUSIONS**

The open market for the farmers is a fresh idea that allows the farmers of the country to reach more buyers which were not possible earlier. Without middleman the their earnings will increase and farmers will end up having better life. As for the buyers,they will also get the product at comparatively

lower price as the cost of middleman is removed. Hence the platform is beneficial for both farmers and the buyers.

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