



## PORTAL FOR FARMER TO SELL PRODUCT AT BETTER RATE

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**Abstract:** Around many years, farmers in India have had a little freedom in choosing markets and buyers for their product. All states in the country, mandate that marketing and selling of the farm product must be routed through state-owned man is, retail markets where middlemen will not occur so farmers can increase margins. Agricultural Marketing in India has evolved from being restricted to catering to local demand by having market yards within the range of farm stone which now aim to have an interconnectivity between the markets of the other States to have a value dispersion between farms and the consumers.

**Keywords:** Middleman, Agriculture Marketing, Electronic Market

### 1. INTRODUCTION

Portal for farmer to sell product at better rate System is farmer product management website application which helps farmers to get best price for farming products. It will also help farmers to improve their product and profit. It enables farmers to sell their product direct to customer or farmers can do direct delivery of product to the seller. Farmers can view labors profile and they direct by the farmer. The Farmers Portal of the Department of Agriculture & Co-operation is a platform or farmers to seek any information related to agriculture. Detailed information on agricultural storage, crops, extension activities, selling the product, interaction with the buyers or wholesaler to get better rate, etc. The farmer can be deal with the customer directly so the price of the products offered by the farmer to the customer will also be affordable to customer, it will help both the farmer as well as the customer where the customer can save some money and the farmer will gain extra profit.

### 2. PROBLEM IN DETAIL

- System that provides farmers an interface to sell their produce, and connect with the buyers all over India.

- Simple interface that works on mobile, SMS to upload produce details and respond via phone and SMS (taking care of digital divide).
- Interface for anyone to buy the produce/vegetable initially visit the place and buy or have courier service integrated to deliver the vegetables Farmers can get a better price for their produce, no additional cost spent in marketing and delivery of goods, however they can choose to charge more by delivering the items themselves.

### 3. IMPORTANCE

- The main importance of this Project is to give the better rate to the farmer from the whole seller or from any user.
- Also the one most important thing in this project is that the farmer can sell the product by himself no need of the agent is required to sell the product.
- Also farmer can deliver the product by himself only so that he can get more profit rather than deliver by the agent.

#### 4. OBJECTIVES

The main aim of our project is to built a bridge of communication between the farmers and customers across the country so that they can get communicate together and can talk about any product related queries for both ends. The main task will be a challenge to the most of the farmers because they are lacking the knowledge about the new technology and trends which is used in this fast developing world. The main success of our project is to provide the fruitful benefits for both the customer as well as to the farmers, providing the knowledge and covering different aspects of the resources that they are unaware of till date. The objectives of this project are:

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#### 5. EXISTING SYSTEM:

There is no computerized system for the farmers to sell their products. Nowadays, the farmer goes to nearest market and sell their product to a particular agent, agent ask the farmer to visit the market after a sometime to collect the cash earned out of the sold product. Agent sells the product to another agent or a dealer at the high cost of that market. All Agent tries to cuts his commission out of that. There is no other way to deal and the exact amount at which their product was sold. There is no transparency and no facility is present forthe farmers to know the product rates at different markets where they can sell their products for achieving high profits.

#### PLANNING

- This project is totally based on the INFORMATION TECHNOLOGY i.e. an online farm product to sell product at a better rate.

- In this project the farmer can sell the product directly to the user without help of the agent because of that the farmer will get the huge amount of profit also he can deliver that product by himself so again there is an profit for a farmer.
- Also there is BID system through which farmers can sell their product at suitable price and to their suitable buyer.

#### 6. METHODOLOGY

- In this methodology its a practice that helps of continuous development and testing of the products by breaking them into smaller units .
- This is what we are doing we work on our project one unit at a time like if we are dealing with front end we just deal with how front end looks and then after making it we work on it test it and have a conversation among the three of us as to what to do next how to improve it further.

**Marketing:** the pricing will show the farmer at what price the commodity has been sold to the customer. It will create the bill after getting request from farmer for bill creation. Created bill will be displayed on the page. Bill for the products of the Farmer can download or print the bill for future reference. One should be log in for using this facility.

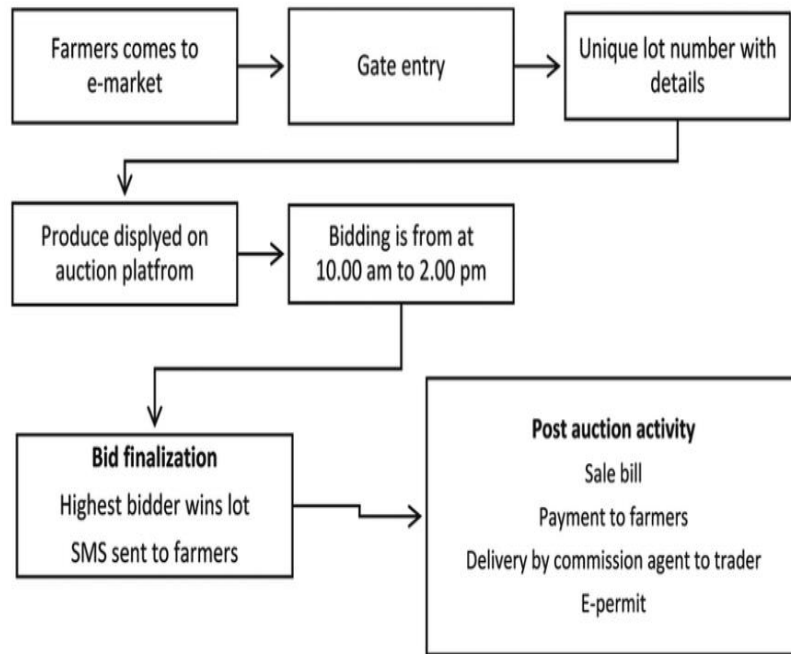
**Marketing information:** farmer can know the market information of nearby market. This will consist of selling rates of different product, today's turnover, Product-wise details like quantity, grading, selling cost, etc. It will give commodity and market-wisedaily report, commodity wise price during last week, date wise prices for specified community. Farmer can also search for specific product in particular duration of specific market on the desired location.

#### SYSTEM ARCHITECTURE DIAGRAM

##### WEBSITE

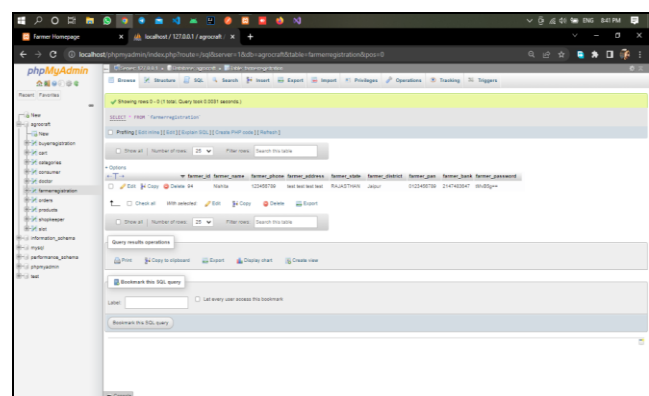
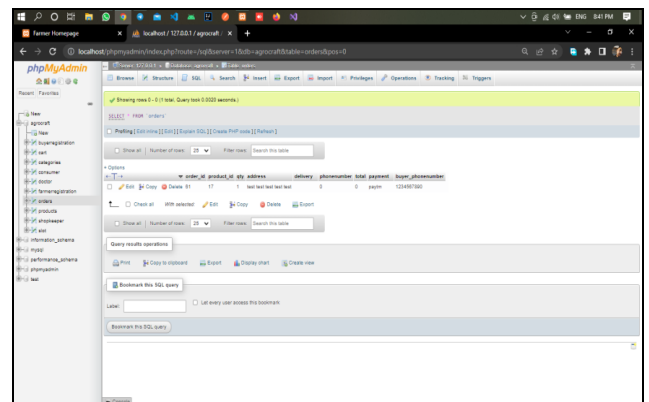
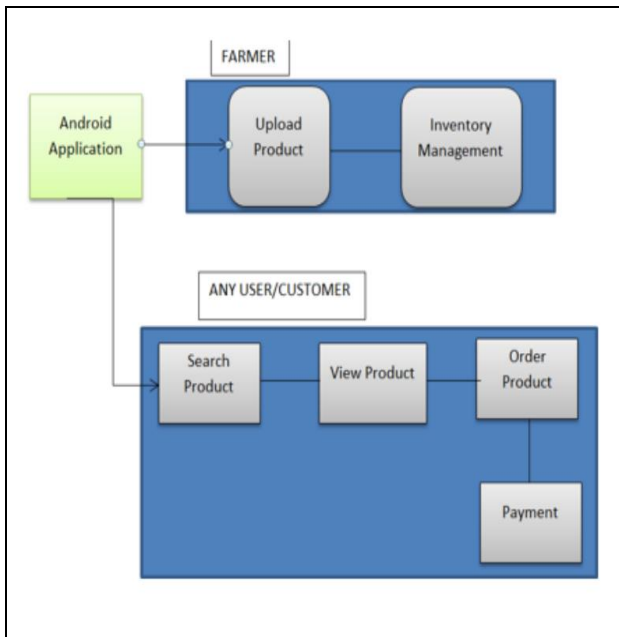
The system helps the wholesalers and retailers in buying produce from a larger number of farmers. It enables wholesalers and retailers in expanding their business.

In the above website diagram, there is both farmer and customer or whole seller register & login option is available. In which farmer can add the product and also he can see the live weather in the website. While the customer or the whole seller can communicate to the farmer if he/she has any query related to farm products in the website.

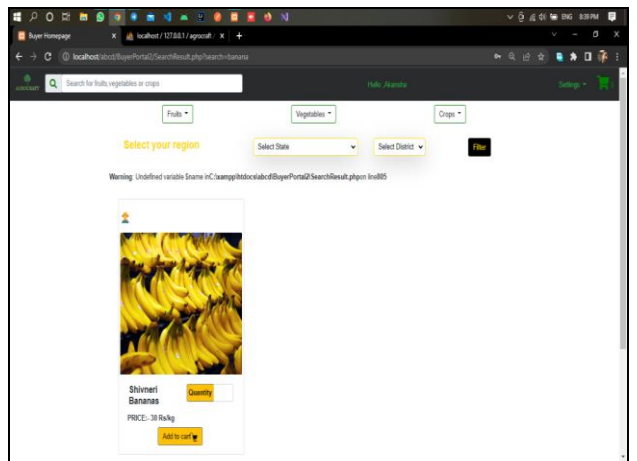
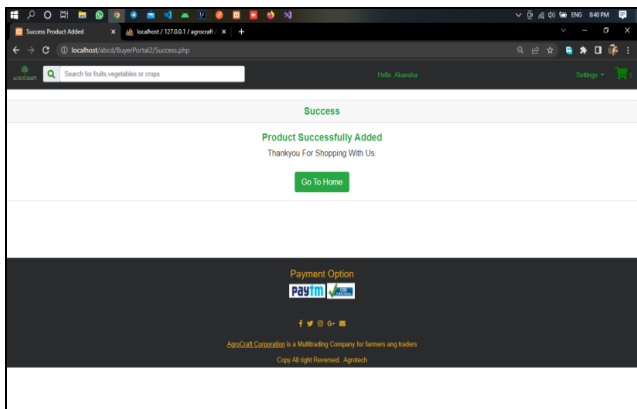
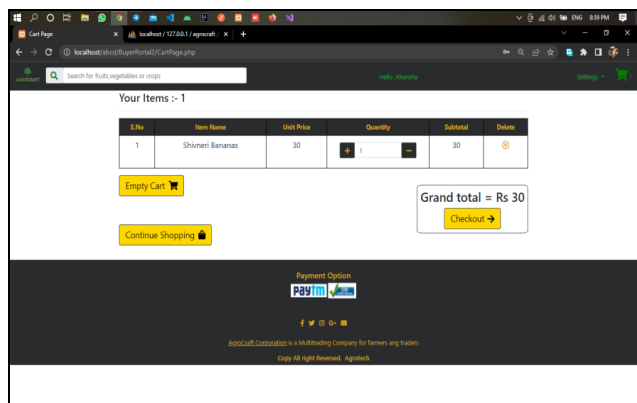
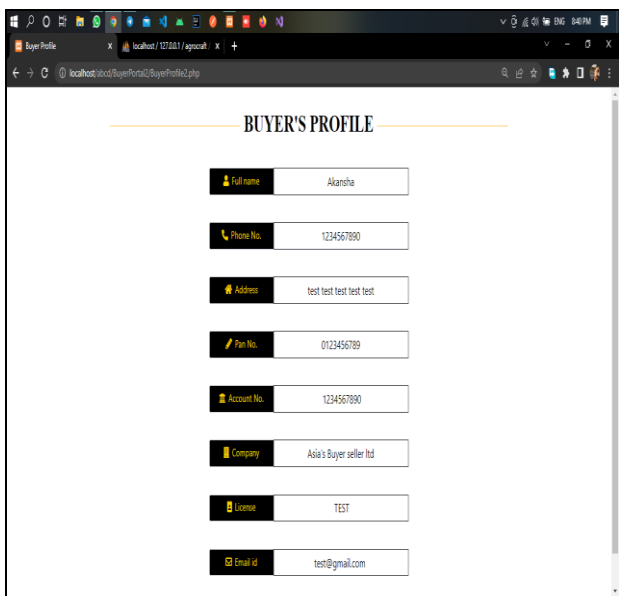
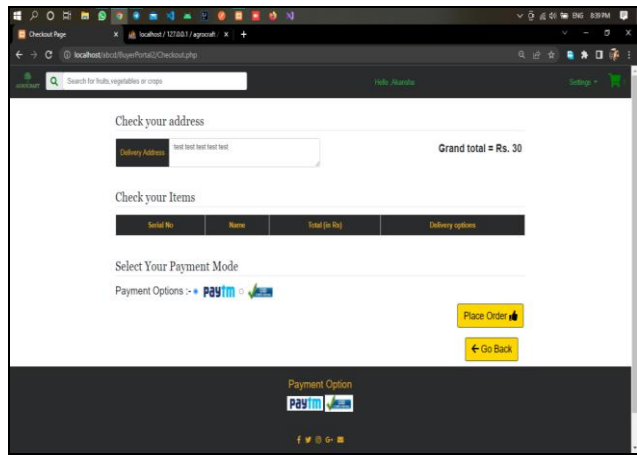


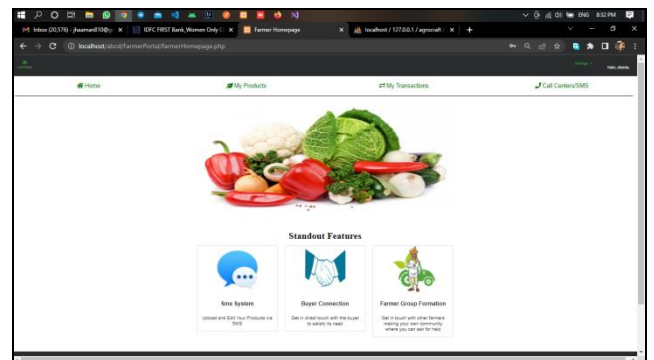
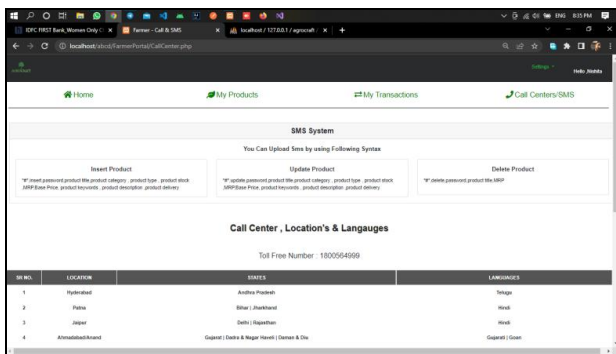
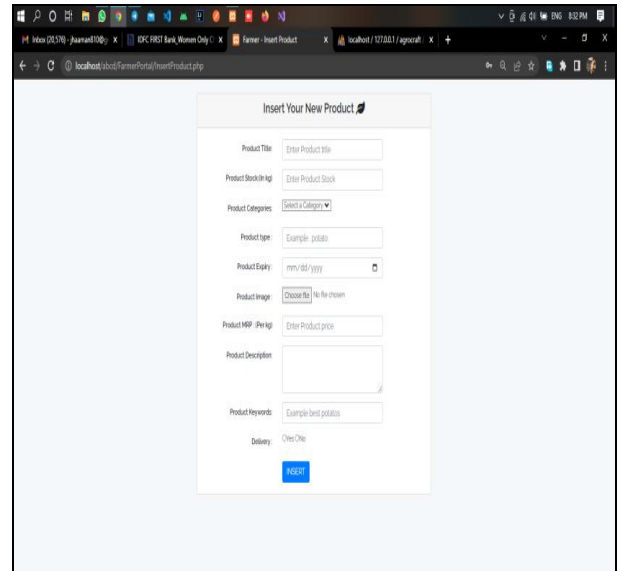
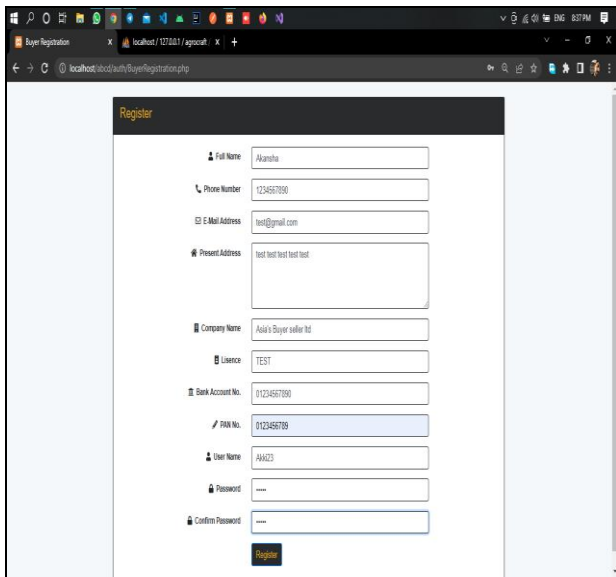
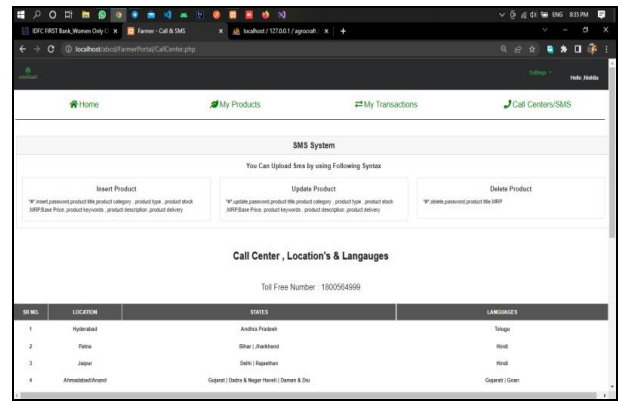
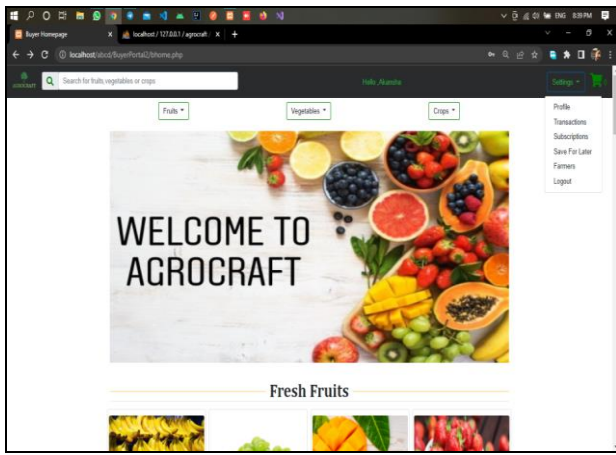
**7. APPLICATION**

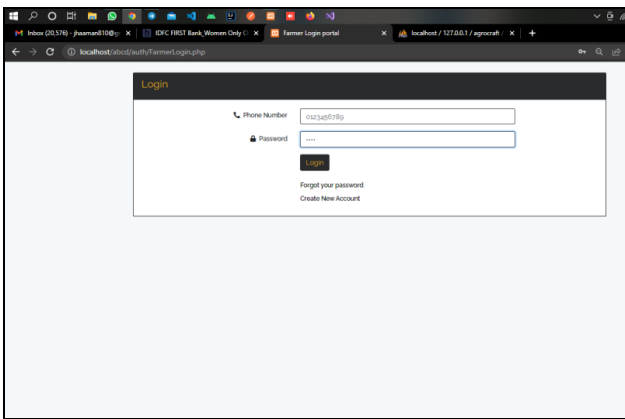
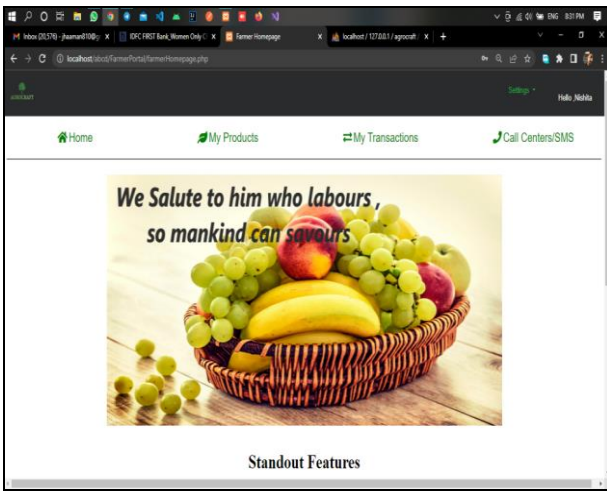
In the below application diagram, there is again register & login option is available for both farmer and customer or whole seller. In which here also farmer can add product also see the product inventory. And the customer or whole seller can search product which they want also the can view the product which they selected after that they order the product which they want and after that they will do payment to that ordered product in the application.



CO-ORDINATION BETWEEN BUYER AND SELLER

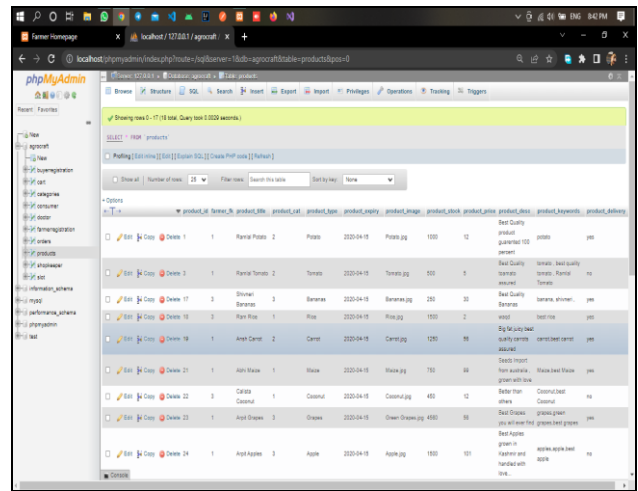






**OUTCOME**

In this project the main outcome is for the farmer that he can sell the product by himself at better rate and the whole profit will get to the farmer and also he cannot take help of agent also he had not to give any amount to agent. Also he can deliver product himself and can get more profit. Agriculture is the utmost important area especially in the mellowing country like India. Use of information technology in agriculture can change the scenario of decision making and framers can yield in a better way.



**MAJOR FEATURES**

**BID System**

A bid system in contract bridge is the set of agreements and understandings assigned to calls and sequences of calls used by a partnership, and include a full description of the meaning of each treatment and convention. The purpose of bidding is for each partnership to ascertain which contract, whether made or defeated and whether bid by them or by their opponents, would give the partnership their best scoring result. Each bidding system ascribes a meaning to every possible call by each member of a partnership, and presents a codified language which allows the players to exchange information about their card holdings.

- In this, there are set of agreements and understandings assigned to calls and sequences of calls used by the partnership.
- It also includes a full description of the meaning of each treatment and convention.

**Two User Portals**

PORTAL ACCESS functionality where TWO members is given an alternative method to access and use the TWO web site wherein here the farmer and the client has been given the access of the portal. This functionality adds these two capabilities to a TWO user account:

- It provides us with buyers and sellers.
- Thus, farmers now will be able to sell their product at better rates avoiding the contact with middlemen and earning more profit.

**FUTURE SCOPE**

- This Portal can be further upgraded adding more features, where different sellers can sell their agriculture related products such as fertilizers and agriculture tools, etc.
- A more advanced way of this portal can be made by providing farmers to sell their products to other countries.

- Also another feature may contain that the buyer can see the location of farmer product

## CONCLUSION

Agriculture is the utmost important area especially in the mellowing country like India. Use of information technology in agriculture can change the scenario of decision making and farmers can yield in a better way.

In this project, we will suggest for to farmer to get the better profit for the farmer to sell product with the help of this project directly to the customer or a user.

We have also discussed that he can deliver the product by himself only to get the better rate too. So this will be the better project for the farmer for his profit.

They provide virtually the traditional wholesale services, adding value to trading services due to Internet electronic commerce capabilities and enhanced market knowledge.

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