



Agricultural E Commerce Website In India

K.R.Saradha, Assistant Professor, Dept. of IT, Sri Sai Ram Engineering College

J.Ranjani, Assistant Professor, Dept. of IT, Sri Sai Ram Engineering College

D.Thamizhselvi, Assistant Professor, Dept. of IT, Sri Sai Ram Engineering College

Sruthi K.R., UG Scholar, Dept. of IT, Sri Sai Ram Engineering College

Nikhitha, UG Scholar, Dept. of IT, Sri Sai Ram Engineering College

Abstract

In order to build a user verified authentic website for people who are involved in incentivizing the culture of farming either in large scale or small scale. This website includes no intrusive spams and the amassed details are absolutely authentic. Developing a website for those who stock vegetables and also to the direct consumers. Managing the yield, progress, and investment of farming and mediating the essentials. This development sheds light on the consumers who are in immediate need with nominal costs in case of abundance to the producer. The prerequisite of farming are also very well put and channelising it to the provisions. Adding some more feather to the cap, the support system is incorporated as chat bot. The core theme of the project is to have zero wastages of yields. The core theme of the project is to develop an e-commerce website. To develop an e-commerce website for farmers to sell their produce at better rates and buyers can purchase the products via website using categorical and location wise search system. The main goal of this project is to eliminate middleman and provide an efficient and robust alternative method to ease the flow of overall market. Firstly, the verified details of the farmers and consumers should be given in the website. Thus the stocks of the farmers are updated in the website this notifies the consumers via mail or sms.

Keywords: website, artificial intelligence, E commerce, Agriculture

I. INTRODUCTION

In India, agriculture is one's daily bread. It is inevitable for the preponderance of population and could never be underrated. We could see the substantial decrease in the contribution of agriculture in GDP (Gross Domestic Product) in recent years. It is majorly because of the small holdings are not taken into account and they go unrecognized. In order to avoid this condition, The Proposed system provides the caboodle of farmers products regardless of the scale of farming in a user verified platform where the consumer gets notified directly eliminating the middle person in every restocking.

II. EMPRICAL DIFFICULTIES FACED IN AGRICULTURALE COMMERCE

A. BUSINESS MODEL MANAGEMENT

The evolution of e-commerce in any industry relies on a number of wherewithals. We have to examine into these aspects, which is significant for the ascendable, scalable and sustainable agricultural e-commerce. Thus these involve stable network connection, transportation, a well organized administration network nationally, and the requirement for digitalization for payment methods likes net banking, UPI. When deciding their business model, providers of agricultural e-commerce platforms should also consider the implications of working with different types of farmers (smallholder, cooperatives or large scale), whether farmers may already have access to formal buyers, the geographic location of farms and buyers, and the perishability and seasonality of produce.

III. TECHNICAL DIFFICULTIES AND PRODUCT REQUIREMENT

As E commerce is a platform where it requires a technical knowledge both for the user as it's a network well connected that's set up. Either the user has to develop his skill or manage . Customer connection is majorly important in farming . Ability to come interact and understand the quality and requirement of the customer is something difficult to replicate in E commerce platform .

Table I. Network Requirement in India

CATEGORY	PERCENTAGE
Urban	64.84%
Rural	20.26%
Total	35.03%

IV. EVOLUTION OF AGRICULTURAL ECOMMERCE IN INDIA

A. **WEBSITE BALANCING SMALL HOLDERS** The proposed system concentrates on smallholders Since every other website built on the agricultural management focuses only on bulk buyers and consumers, our project targets on the common people who also do small scale farming. Thus, not only the large scale farmers and clients gets connected but also every types of terrace and kitchen gardening. Here, the buyer and seller will have an authenticated user id's. In case of wastages in surplus production, this system helpsto contact the needy people directs the producersto the nearby homes and orphanages. In case of afreshers who kickstart the tradition of agricultureand farming they are guided and managementalsupport is provided. To sum it up, the proposed system acts as a marketing channel and notifies the consumers in case of restocking via mobilenumber. The support with regard to their locations is incorporated and directs accordingly.

Fig. 1: Agro Swift Registration portal

Either of them (consumer and producer) has to authenticate themselves in first place. The profiles and transaction history of farmers is displayed to verify the authenticity.

V. SYSTEM ARCHITECTURE

REGISTRATION MODULE: Welcome

page and respective login for both buyers and farmers

CATALOG:

- farmer dashboard after login
- My products
- add a new product to catalog

REPORT PRODUCTION/STORAGE MODULE:

- call/help center to add or update product to the website settings
- updating the profile of the farmer such as their bank account details and contact number
- Orders where the entire transaction history appears.
- hotels and orphanages nearby (based on categorical and location wise search system)
- sending the notification or update (regarding the newly available products)
- logout

SALES MODULE:

- buyers dashboard after login
- Buyers dashboard with the available fruits, vegetables, crops.
- transactions and payment gateway

C. *MARKETING VIABILITY*

The proposed type of website has not been tested in real time physically yet. This will be a non profit service online portal and with zero cost of expenditure.

C. *GOVERNMENT TAKE ON AGRICULTURAL E COMMERCE*

Agri-marketing can benefit immensely from e-commerce both in B2B and B2C markets. While e-NAM is the government driven government has promoted private players such as Big Basket to fill the gap of the B2C market through policy initiatives like direct purchase and e-trading. Private players may be procuring from both Mandi's and farmers, however, they will be more benefiting from setting up an entire channel of the supply chain where they can procure easily from farmers. This may lead agriculture market to gain immense speed. Tax enablers and free movement between states may also be of great use, though GST can become a great supporter in this field. E-retailers engagement with FPO's may bridge technological gaps and bring more effective and general use of technology. Giving consumers a quality out-put and farmers and retailers a far better price. As per a report by Euromonitor, per capita spending on Internet retailing doubled between the year 2013 and 2014. This process had repeated itself once again in the year 2014 to 2016, where it started from Rs 508 and reached up to Rs 1117. Rising internet uses and penetration of smartphone had been the main reason behind it. Rising aspiration, greater consumer awareness and easy payment options had also helped it in a big way. The best part is that growth is fuelled by both Urban and Rural involvement. E-commerce trade has not only gained popularity among teenagers and young adults but it also gained popularity among young school goers, mid and late lifers.

VI. ADVANTAGES OF

E-COMMERCE AGRICULTURE

E-Commerce presents an advantage to both consumers and sellers. It eliminates most middlemen and inventory reduction which makes it easy for a seller to pass on the benefits to consumers at low prices. For consumers, easy delivery becomes an advantage with low prices while, on the other hand for sellers, cross-boundary selling gives multiple benefits, thereby making it a saviour of search reduction and negotiation costs as well.

It has been successfully used by few enterprising people in agricultural marketing as well. For instance, Big Basket, an online grocery portal, books orders from online consumers and delivers sorted and cleaned groceries, vegetables and fruits to them. Giants like Godrej Nature's Basket and Grofers are also doing the same, while global giants like Amazon are eyeing for the potential in the market. It may though be limited to tier one or two cities only.

This can though be identified as an area with immense potential for agricultural marketing, which is highly suitable for markets of exotic fruits, vegetables, grains, spices and selective organic food. This innovative model can drastically reduce middlemen costs from the supply-chain and can make a good connection between farmers and consumers. It can bring niche products to nationwide markets. Agriculture, especially horticulture produce belonging to niche and speciality segments, produced in relatively low quantity in remote geographies. Farmer Producer Organisations involvement in such niche segments is required to give it a multi vibrant market presence. sub-topics, then no subheads should be introduced. Styles named "Heading 1", "Heading 2", "Heading 3", and "Heading 4" are prescribed.

VII. Figures and Tables

Positioning Figures and Tables:

YEARS	PERCENTAGE
2019	40.5
2020	50.6
2021	60.2

ACKNOWLEDGMENT *(Heading 5)*

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VI. CONCLUSION

The escalation in population, average income and globalization effects in India will hike the stipulation for quantity, quality and nutritious food, and variety of food. Therefore, this persuades on decreasing available cultivable land to produce more quantity, variety and quality of food will keep on escalate. Future of agriculture is something to envisage. Government and other many NGO's are trying to tackle the key issue of agriculture in India, including small holdings of farmers, primary and secondary processing, supply chain, infrastructure supporting the efficient use of resources and marketing, reducing intermediaries in the market.

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