

Agro Marketing

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Abstract: *Agro marketing is an application which is useful for both the farmers and customers. In present marketing system farmers are not getting profit for their hard work. In today marketing system the farming products are uploaded in the market by giving low cost to the farmers. Customers buy the products with high cost from market and also they are not healthy. In this Agro marketing application farmers upload their products that are cultivated in their own fields. Customers also login to the website and buy the products that they want to buy. As the farmers upload natural and fresh products, customers get healthy and fresh quality products that to directly from framers rather than a market. In this website the schemes and that are useful for the farmers are also uploaded by the admin which helps farmers financially.*

Keywords: Farmer, Buyer, Marketing, Products.

I. INTRODUCTION

India is the second-largest country in cultivating wheat, fruits, rice, sugar, milk, pulses, and different types of vegetables. Furthermore, India has the world's second-largest agricultural land area. But most farmers who are also poor are below the poverty line, and it becomes difficult for them to eat three meals a day. And the quality of agricultural products in the market is not good, and they store the products for more than 3 or 4 days. The solution to all these problems is Agro marketing. Agro marketing is a fine and very useful web site for farmers as well as for customers who want to get quality products such as agricultural products. Farmers that grow their own food naturally without the use of fertilizers and pesticides will upload their products to a website. Customers who purchase from farmers receive high-quality, nutritious agricultural products at reasonable prices because the farmers grow the products on their own land. The ability for farmers to learn about government programs that are appropriate to them is another advantage of this website.

II. EXISTING SYSTEM

In the existing system, everything is done manually. The farmers upload the agricultural products directly on the market, and in the market, agricultural products are stored for more than one week. And also, the price of the products is decided by the market people, so in this situation, the farmers also don't get a profit for their hard work. Customers who want to buy the products from the market will not only get quality products but also pay a high price. Also if the customers want to get the products they need to go to the market.

III. PROPOSED SYSTEM

The main idea is to provide income support for farmers. On this web site, both the farmers and the customers have a registration process, and unique login credentials are provided for security purposes. Farmers login into their account and they upload their product that they grew on their own farms, along with the price of the product. The customer who want to buy the products login to their accounts, see all the products that have been uploaded by the farmers, and then buy them. Customers can also refer to feedback given by other customers. In this application, the main administrator will be there to help both farmers and customers with their registrations or logins. The agro marketing website also provides information on various government programs that assist farmers financially. The contact numbers of the farmers and customers are stored on the website to earn people's trust. The payment process is considered a cash-on-delivery process for maintaining trust between customers and farmers. If anyone has a problem with the website, they should contact the administrator.

3.1 Advantages of Proposed System

1. Farmers are getting profit as compared to what they do under the current system.
2. Consumers receive high-quality, nutritious agricultural goods.
3. It is advantageous to improve agricultural benefit and enhance farming practices.

3.2 Modules

1. FARMER: Farmer is the main module of this agro marketing application as farmer has to upload the farming products and based on their quality and quantity of the agricultural products the application evolution and growth will be at higher level.
2. CUSTOMER: Customer is the other module of the application which buy the agricultural products from the farmers. On the basis of the customers review on the farmers products the growth of the application will be there.
3. ADMIN: Admin will handle the registration and login credentials of farmers and customers. And also admin helps farmers in their registration and products uploading processes. If there is any problem with the website or farmer or customer anyone can contact admin.

IV. TECHNOLOGIES USED

4.1 HTML

HTML stands for Hyper Text Markup Language, which is used to describe the structure of information on a webpage for creating websites. We used HTML to create our website, as well as to create the project's frontend.

4.2 CSS

CSS stands for Cascading Style Sheet is used for describing the presentation of web pages, including colours, layout. CSS is mainly used in our project to style the layout web pages.

4.3 PHP

PHP stands for Hypertext Pre-processor which is a very good interface for backend scripting. PHP is used for developing server-side applications in our project. As Since XAMPP is a widely used PHP development environment, we used it as the web server for our project.

V. RESULTS

The Fig. 1 shows the starting page of the website and it shows the different modules like About, Shop by category, Register, Login, Contact Us.

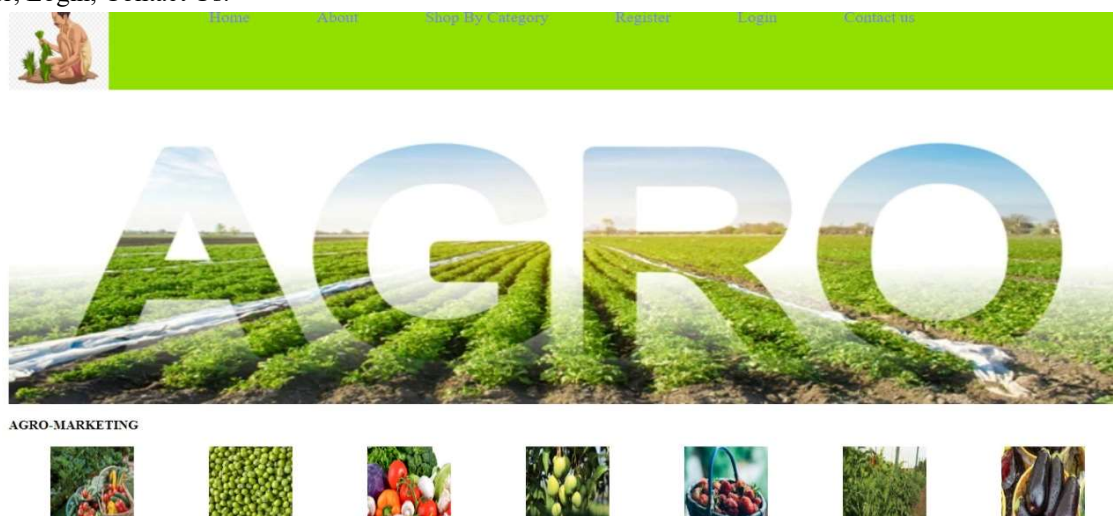


Figure 1: Home page.

And next page is the registration page that is shown in Fig 2. This is the registration page where both the framers and customers can register for the website.

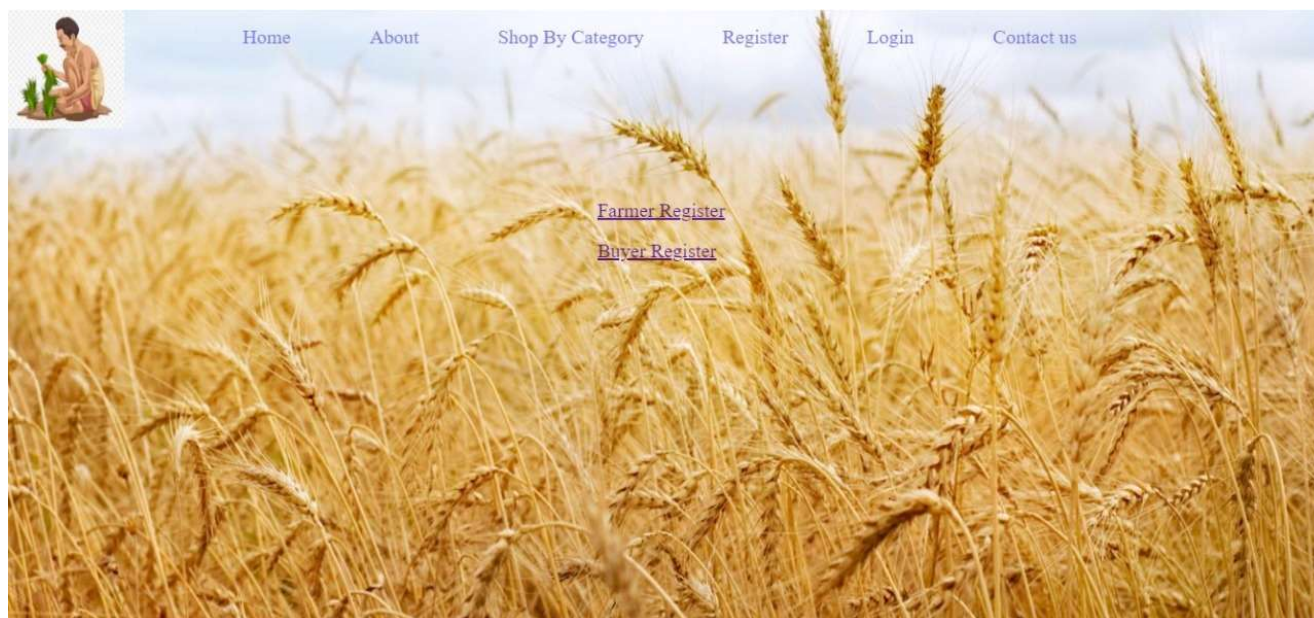


Figure 2: Registration Page

Next is the shop by category in Fig 3 shop by category page customers can see all the products that are available in the website which are uploaded by the farmers.



Figure 3: Shop By Category Page.

Fig 4 shows the Famer's registration page where farmers register with their credentials for accessing the website.



Sign Up

Name:

Phone Number:

Enter Email-Id:

Password*:

Already have an Account ?
[Login](#)

Figure 4: Farmer Registration Page

Fig 5 shows the Farmer's login page is the login page where farmers login with their credentials and can upload their products in the website



Login

Farmername:

Productname:

PhoneNumber:

Quantity:

Figure 5: Farmers login Page

Next page Fig 6 shows the Farmer's page is the page which will be opened after farmers login in this page farmers can upload their products and see their orders.

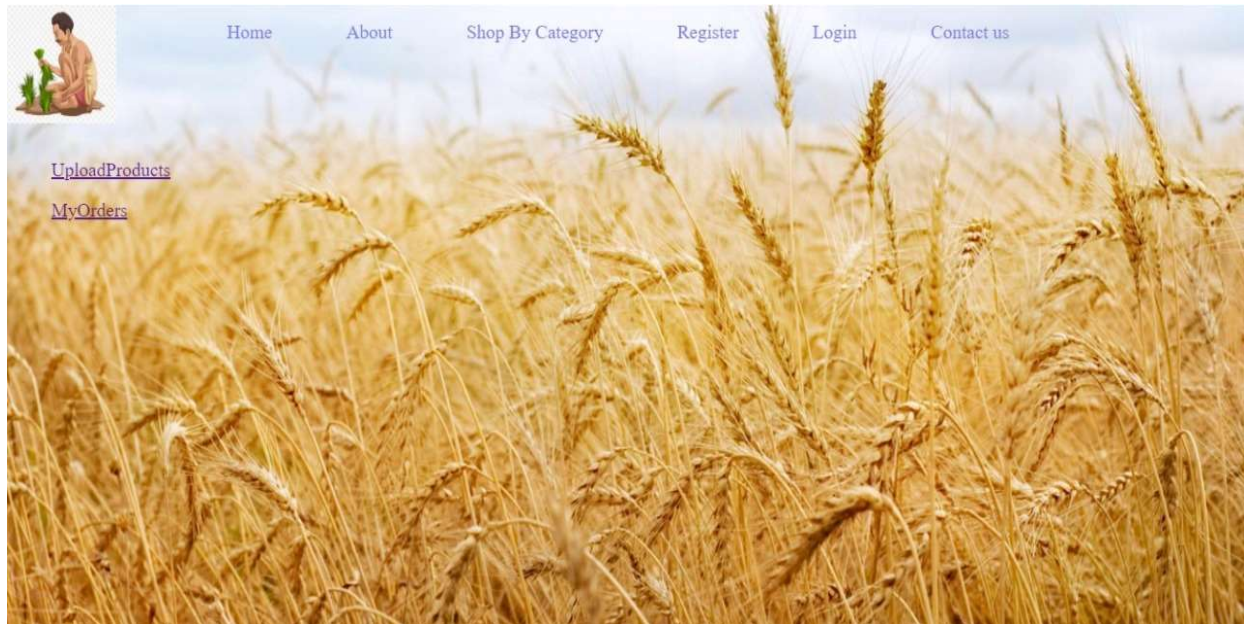


Figure 6: Farmers Page

Fig 7 shows the customer's registration Page where customers register which helps in accessing the website and buy their required products.



Figure 7: Customers Registration Page.

Fig 8 shows the customers login the page with their credentials and buy their required products.

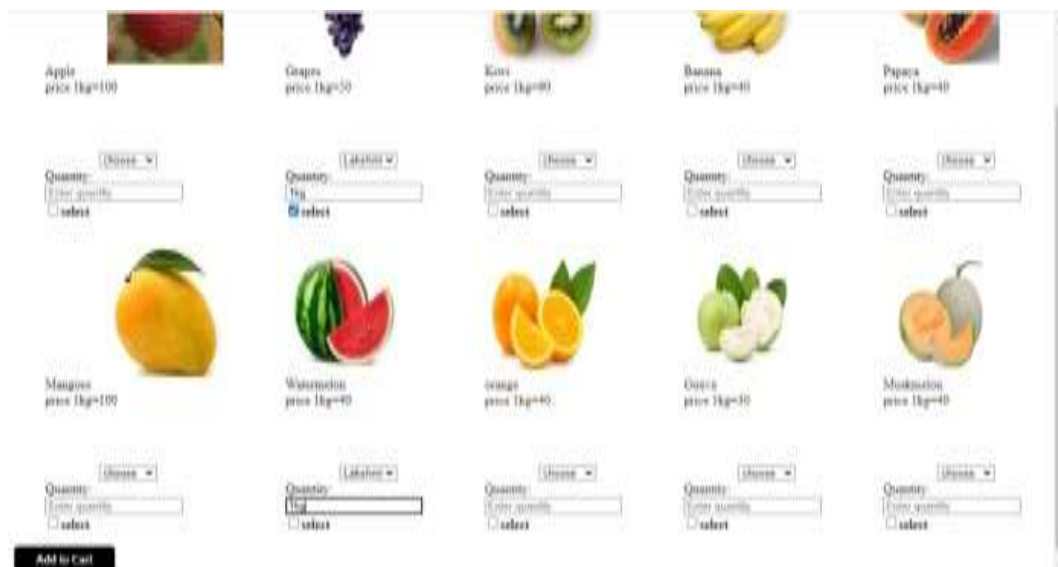


The login page features a green navigation bar with links: Home, About, Shop By Category, Register, Login, and Contact us. Below the navigation bar is a login form with the following elements:

- Login** (Section Header)
- Username:
- Password:
-
- New User ?
 - [Sign Up](#)
 - [Log out](#)

Figure 8: Customer's Login Page.

After customers login page direct shop by category page will be displayed as that can be shown in Fig 9 where customers select their required products and from their required farmer. Customers have the option to select products from their preferred farmers.



The shop by category page displays a grid of 10 fruit products, each with a quantity selector and an 'Add to Cart' button. The products are:

- Apple (price 1kg=100)
- Grapes (price 1kg=50)
- Kiwi (price 1kg=80)
- Banana (price 1kg=40)
- Papaya (price 1kg=40)
- Mangoes (price 1kg=100)
- Watermelon (price 1kg=40)
- Orange (price 1kg=40)
- Guava (price 1kg=30)
- Muskmelon (price 1kg=40)

Figure 9: Shop by Category Page

And next the order will be placed and customer will give the address for delivery of the product. From Fig 10 where customers get the details that order is placed.

order placed successfully

Figure 10: Order placed page

Fig 11 is page where customers get the details of order that they placed i.e. from which farmer and how much quality of products they ordered.

name	productname	farmername	quantity	contact	address
Ramu	Grape	Lakshmi	1kg	9867567432	D-no:6-31,bc colony,chinaogirala,Krishna dist,521245

Go Back To Home

Figure 11: Details page

VI. CONCLUSION

Agro marketing is a lovely and extremely helpful website for farmers as well as for consumers looking to purchase high-quality items like fruits and vegetables. Both farmers and consumers can benefit from this application for agro marketing. Customers receive healthy and fresh products that come straight from farmers rather than a market as a result of the farmers' uploading of natural and fresh goods. Additionally, the administrator of this website has also published essential farming-related schemes that aid farmers financially.

VII. SCOPE OF FUTURE USE

The application can be developed further by including the farming and cultivating process for those who are new to agriculture. And also there are many new technologies in the present generation that develops the agriculture system and helps small holder farmers. Farming applications such as Agro marketing are well used if only everyone knows about it for this more advertisement is needed. The farmers in the villages should know about this application for the better scope of future use as many farmers are in the villages. The scope of this application will be high as there is no halt for farming or agriculture in India.

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