

Android E-Mandi for Farmer and Consumer

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Abstract - Marketing for Agricultural commodities referred to services which involved in agricultural product movement from farmers to consumers, we know all, farmers are backbone of our country, consumers are next to them, from this the application needs to interconnect them using digitization through recent technologies available, the farmers, producer and consumer facing problems day to day in their life such as good producer and consumer is not for farmers and farmers is not for consumer and producer. The problem needs a good solution in the way from recent technologies, in such way the application proposes a mobile solution, that interconnects farmers, producers, consumers in one portal and one of Administrator need to admin all activities done by all of them, through this solution all of three were satisfied and vital problem of digitization of India for farmers gets resolved. The project contains all the details of farmers and consumer who registered in portal, this portal increases their communication of consumers for farmers, they get their price for their commodities, at same time consumer also gets good products from farmers and producers. The project, include farmers product details, market information, services provided, key functions, operations done, producer and consumer collaboration activities such as daily transactions, quantity available, stock, product details for future reference. All those details are provided in single portal and all those details are maintained by administrator and they give alert for any updates in portal activities for others. In this way the proposed application gives solution to one of the most important Digitization of India in the category of Farmers. The proposed application will be developed using the Android and Java and it stores all the information in MYSQL database which one is most available and open-source technology.

Index Terms - Marketing, Agricultural, Consumer, Farmer, Application, Administrator, Administrator.

I.INTRODUCTION

E-Mandi is an online fruits & vegetable store that is enthusiastic to providing account to people in making online marketing accessible to them. It is an online

store which will allow the people buying Vegetables and Fruits easily and also maintain transparency between the whole seller and retailer. This application helps customers to buy vegetables and fruits at best value. People can easily browse through the various items using the explicit alliance that will be provided by the system. The productivity of a region's farms is vital for many reasons. Not just providing more food, it also increases the productivity of farms affects the region's prospects for growth and competitiveness on the agricultural market. The NGO helping feature would provide us a social work for the needy ones by feeding the poor people by the proposed application made.

Android is an open cause and Linux-based OS for mobile appliance like smartphones and tablet computers. Android was advanced by the Open Handset Alliance, led by Google, and other association. Android offers a unified approach to application development for mobile devices which suggests developers need only develop for Android, and their applications should be ready to run on different devices powered by Android. The first beta version of the Android Software Development Kit (SDK) was discharged by Google in 2007 whereas the first commercial version, Android 1.0, was discharged in September 2008. On June 27, 2012, at the Google I/O conference, Google announced subsequent Android version, 4.1 jelly egg. Jellybean is an additional update, with the first aim of improving the interface, both in terms of service and performance. The ASCII text file for Android is out there under free and open-source software licenses. Google publishes most of the code under the Apache License version 2.0 and therefore the rest, Linux kernel changes, under the GNU General Public License version 2.

A. MOTIVATION

The main motivation of this project is to provide a bridge of communication between the farmers and customers. They can get together and do business that is beneficial for both ends. Basically, it will be a threat

for most of the grower since they lack the learning about the new telecommunication and trends of this fast-developing world. Here we also minimize the wastage from any function conducted by any user so NGO can collect that and help to the small children. The paper discusses about the prevailing agricultural marketing system in India and identify the issue and inability. We propose that the given wholesale market called the E-Mandi should be transformed into an electronic marketplace (exchange) for agricultural produce. An important function of the electronic transfer is available to match the supply of the farmers' produce with the requirement from the trader and retailers. We present a mixed integer programming model that the electronic exchange needs to solve in a constant way to optimally match buyers with sellers. We present a stylized case study to illuminate the working of such a E-Mandi exchange. Therefore, such as E-Mandi exchange will have a translational impact on agricultural trading, particularly in India.

B. CHALLENGES

1. Technical feasibility

Here we check problem during the software installation with compatibility issues.

2. Economic feasibility

This system is low cost for development software to get end user and get more profit the farmer.

3. Performance feasibility

Proposed system performance is better than other for search farmer also foods stored on database server.

II. LITERATURE REVIEW

A number of studies on cultivation marketing have been find in field of the literature of agricultural marketing. Some of the literatures that have been reviewed for this paper are presented as: These markets are operated through various channels: such as government channel, cooperative channel and private channel (Krishnamacharyulu and Ramakrishnan, 2011, p 494-495) [9]. Among these, lots of broker exist in private channel. In Assam except few, most of the rural crops are marketed through private channel. In their findings, Jaffer et.al (2005), show that lower the number of broker higher is the market ability and vice versa [3]. Sudha. et.al (2005) has found that 'the architect share in consumer's rupee is higher where no middleman continues then where

middleman existed' [5]. A study conducted by USDA in USA, over the period of about fifty years (1915 - 1964) resulted that "farmers have received an average of 42 per cent of the buyer fooddollar, while the marketing company have received 57 per cent of the food dollar." (Kohl, 1967) [4]. A study conducted by Khatkar et. al., (2005) have found that, in 'Marketing of Mushroom in Haryana'; major share of consumer's rupee is gone to the hole of the middlemen [8]. Ahmed (1979) opined that the jute farmer in Assam are deprived of getting the actual prices due to the middlemen like agency agents etc. In Mishra, J.P, (2010) 's study, dealer between Govt and traders is one of the causes that makes grower ultimate loser from the provision made by supervised market act in favour of farmers. According to Acharya and Agarwal, (1994) the marketing costs in such markets are systematized and operation is control [1]. Wide studies control in different parts of Assam showed that the rural marketing in Assam has been discomfort from manifold problems and the managed market is associated with various short comings (Deka, 1984) [2]. Due to current conventional marketing system in Assam, the architect is not getting actual prices of their cultivation produces (Rehman, 1978) [7]. "Entrepreneurship Development in Assam: a study of the bias factors", by Nibadita Goswami (2007) [6].

III. METHODOLOGY

The implementation process is very easy. Firstly, the farmer and trader need to register themselves neatly with their appropriate categories whether registering as a farmer or seller. For both the grower and trader a different ID is given to them, this ID is also called as their license to use the portal. Before going to tree the grower need to make an entry on the entry with the details of what he/she going to tree, which quality, expected quantity and harvest. After that he/she needs to restore their condition after the take in the portal.

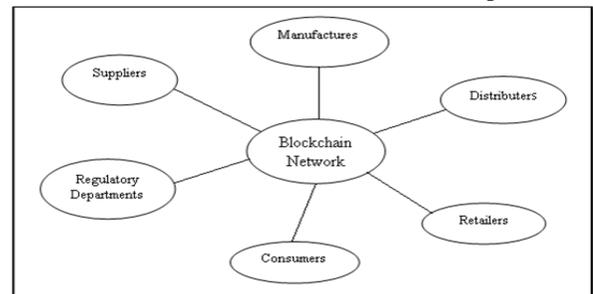


Fig 1: Block diagram for E-mandi for consumer and farmer

All the gateway entries are clear to all the members of the portal without any restrictions. After confirming the sell-off the product need to be transported to existing mandi's, where all the Mandi norms are done then the trader get their copied product. Once the goods reach the trader the amount will be made through online to the respected farmer's account. Through this system, farmers will get their right-backs at their right time without any heart persons or instruct agents in between them. It also helps the farmers to preserve their valuable time, avoid from misuse of their product in storing the mandi's for long time. All the process is carried out through online only.

Step 1: - Start.

Step 2: - User will Search Farmer fruits, vegetable area wise.

Step 3: - Algorithm will check for the farmer vegetable records in database.

Step 4: -If any record is found in database having all or any of the input record match then the entry that record is added to result array.

Step 5: - Again next records are searched from database for an of the match these records are entered in result array set.

Step 6: - Same procedure is followed throughout until complete database is scanned.

Step 7: - The result string now contains the entire Farmers product available to the end user.

Step 8: - Order Farmer vegetable and fruit.

Step 9: -User (NGO) also Check the users vegetable and fruit available any location before wastage that to the small children.

Step 10: - If available list then collect it form end user.

Step 11: -Stop

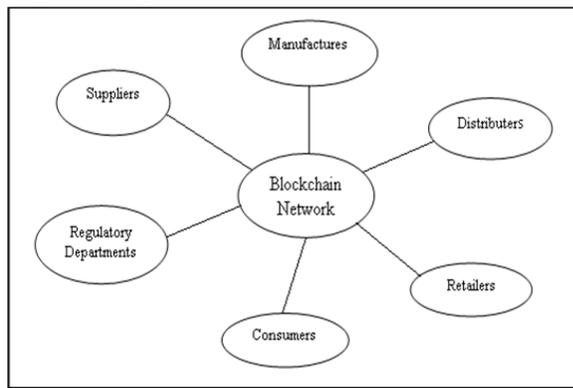


Fig 2: Block diagram for Application

IV. CONCLUSION

The proposed system in which we took the idea that will make every farmer reach the homes in their nearby locality or cities by the medium of this android application. In this we have used some simple database. Finally, here we achieve the farmer profit to be directly connected to the end user. There are some trends that indicate the transformation of agricultural information systems in India is occurring. This application provides availability of rates in various Mandi's help to give good rates to farmers. Transportation losses reduced after e-agriculture marketing. This is important for the transformation of agriculture in India.

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