

An Effective Agriculture by Using Android Application

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ABSTRACT

In the agricultural sector agricultural products are removed from the farms for production by consumers or producers. The profitability and resilience of Farm Progress can be increased by assisting farmers in improving sales practices, expanding market access, and reducing price distribution between producer and consumer. The solution to this problem is direct marketing of farms, which provide a link between urban consumers and rural farmers. The paper mainly focuses on direct sales, its profitability to farmers and direct marketing strategies. In direct sale of farm products or farm products are sold directly to consumers without the use of a mediator. Direct marketing helps to ensure greater income for farmers and improves consumer satisfaction. It is also helpful for the local economy by providing other marketing channels. The paper highlights the importance of direct marketing and remove to the mediator .Using this Android application, farmers directly communicate with the retailers. The importance of FarmEra using Android applicaion is farmers directly communicate and sell them farmer farms and get the right price.

KEY WORDS: Communication, Farmer, Retailer, Direct marketing, Customer satisfaction.

1. INTRODUCTION

The direct marketing of farmers' food is the most neglected branch of agricultural marketing today. It is indeed a niche market but it plays a unique role in establishing high-end markets for the food business. Consumer marketing is very important, not only for providing more farmers but also for maintaining food traditions .The direct interaction of farmers with consumers enables both sides to develop special qualities such as traditional agricultural products, organic food, culinary programs and a very old food style. There is widespread illiteracy among farmers about the new farming technology. They have least or no negotiating power for their own produce. It will provide forward communication linkage and backward communication linkage with respect to market, increase profit margin of farmers, enable the farmers in minimizing cost of production, equip farmers with timely nutrient schedule, with knowledge about package of practices and channelize work through Android based connectivity between the farmers and customer . To provide analyzed reports of input database. This concept will provide a system that will be easy to use. It will provide a list where user needs to select his requirements and requirements information will be delivered to the server end and accordingly information is sent back in response.

2. LITERATURE SURVEY

Johnston and Mellor (1961) in their paper argue that the demand for commercial agricultural products increases due to income and population growth, urbanization and liberalization of trade. Supply supply is rising concurrently due to advances in manufacturing, end-use, and distribution systems [1].

Hoff et al. (1993) in their research paper write that due to the demise of rural institutions following state repression, the rebuilding of new agricultural centers that are commensurate with the market and the state is therefore an important factor for rural development [2].

Grosh (1994) believe that the since the turn of the millennium, attention has shifted toward more microlevel and institutional policies. In a particular arrangements with downstream of the processors, agricultural exporters and retailers, often orchestrated through farmer groups, are increasingly seen as a means of overcoming the market imperfections that led to the failure of macroeconomic and sectoral adjustment policies [3].

Barret and Reardon (2000) in their study suggest that when market reforming to the commodity prices raising, stimulating an increase in production, especially of the export crops. The rise in price facilitates the establishment of super market chains, cooperatives, export oriented schemes, processing zones and general stimulation of agro industrialization in developing countries [4].

Sivanappan (2000) in this paper study stated that with modernization of existing that the post-harvest processing, establishment of suitable infrastructural facilities and huge amount of countries exchequer can be saved and further helps in feeding the teeming population in the country [5].

Hota et al. (2002) in their study viewed that cooperatives occupy an important part in India's economy in terms of their coverage of rural producers, business turnover and contribution to economic welfare of their members as well as to rural economy of India [6].

Brithal et al (2007) in their studys suggested that by building efficient and effective supply chain using states that of the art techniques it is possible to serve the population with value added food, while simultaneously ensuring remunerative prices to farmers [7].

Prasad (2009) and tirupathi in this paper reported that Indian agriculture farmer farms has progressed not only in out-puts and yield terms but the structural changes have also contributed [8].

Pathak (2009) in his research paper states that the contribution of agriculture in growth of a nation is constituted by the growth of the products within the sector itself as well as the agricultural development permits the other sectors to develop by the goods produced in the domestic and international market[9].

Godara (2006) in his study described that the positive trend of economic liberalization and associated opening up of Indian economy have significantly reduced the structural rigidities in the system, this trend should be a premise of India's future agricultural reform. Agricultural business has come a under strong and direct influence of international market. Indian farmers have to produce quality goods to meet the international standards [10].

3. PROPOSED WORK

The concept proposed in this paper aims at minimizing productivity cost by enabling collective buying, collective selling ,providing assistance for farmers where right from the sowing date nutrient schedule will be generated and thus timely assistance notifications will be sent. The farmer will have power to decide rate of produce and no mediators would be entertained. This will eventually increase profit margin of farmers, enable customers to get agricultural products at affordable costs, efficient knowledge and use of recent trends and package of practices.

This Android Application involves selling a product from the farm directly to customers. Often, the farmer receives a price similar to what the grocery store charges. This method of marketing is more entrepreneurial or business-like than wholesale marketing. In a manner of speaking, the farmer using this method grows a “product” more than a crop. The opportunity to interact with growers is one of the reasons consumers like to purchase this way. The experience of the purchase is often part of the product.

4. RESULTS AND DISCUSSION

The concept is proposed to be used as an android application where the homepage will appear and the user is asked to enter a user id and password .A unique login will result in some functionality and result in different situations as detailed in Fig.1.

That is:

Module 1: Farmer filing form

Module 2: Submit the form and proof of the farm (such as Aadhar, certificate, garden order picture)

Module 3: The buyer chooses what kind of farm is required

Module 4: Customer as a consumer

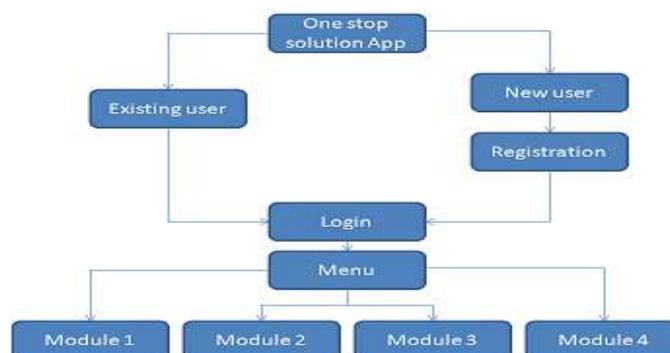


Figure 1: Flowchart architecture

Module 1: - The user completes the form

This module one designed for the farmer. The farmer will fill in the forms, what kind of form we have to produce and submit the forms to the farmers. The farmer will include details of his needs such as fertilizers, pesticides, cleaning equipment, seeds etc. These items are grouped together on a server placed there and therefore bulk

Fig 2: Enter to the crop details

purchases will be made thus reducing the cost to which they will be available to growers as shown in Figure 2. So farmers would be able to get production materials at cheaper prices [8]. Usually when a farmer used to buy fertilizers, pesticides, seeds farmers had to deal with a lot of difficulties. In most cases the required products are low enough to meet the requirements. And there is at least a guaranteed delivery of the right stock which results in a price fall. Due to the above difficulties the farmer may agree to purchase it at any available price [3]. The cost of the product will therefore be increased. The idea presented in the paper comes with a solution where the farmer can overcome all the above difficulties and costs of reducing the product, enabling the farmer to sell the product at a lower price.

Module 2: - Submit the form and proof of the farmer

The farmer after completing that form, then we have to submit the form again and provide other authentication methods such as those of the Aadhar language card language, certificates and field certificates.

This module is designed to provide assistance to farmers.

1. The first idea will be one where the farmer will enter details about his or her crop to be taken and the date of planting on the android application. Depending on where the nutrient program is going to be done and before one day the specific work will be done the farmers will be notified about it [11] [15][18]. There will be a device that uses GPS to assist the system with regard to the user's location and [16][19]. The help module looks at the farmer's location.

Second is a database that provides detailed information about the package of practices, latest trends and technologies followed. This will also provide a platform for communication between different farmers and sharing their knowledge etc. [12] [14] [22]

3. The third provision will be for diagnostic assistance when the farmer needs to include a picture of the affected area of the crop as shown in Fig. 3. Professional help will be provided on the type of disease (if any), medication etc.



Fig 3: upload Aadhar

Module 3:- Buyer choose what type of form required

In this course the farmer will inform you of the correct product depending on the quantity and price he or she would like to sell. It does not deal with shortcuts but it deals directly with the end user. He is able to determine prices for his products and is aware of the prices of products in various markets for maximum profit [13]. This program helps overcome the negative effects of globalization and allows farmers to successfully participate in today's competitive world. [Back] .Buyer chose what form to look for, and then chose and bought the forms.

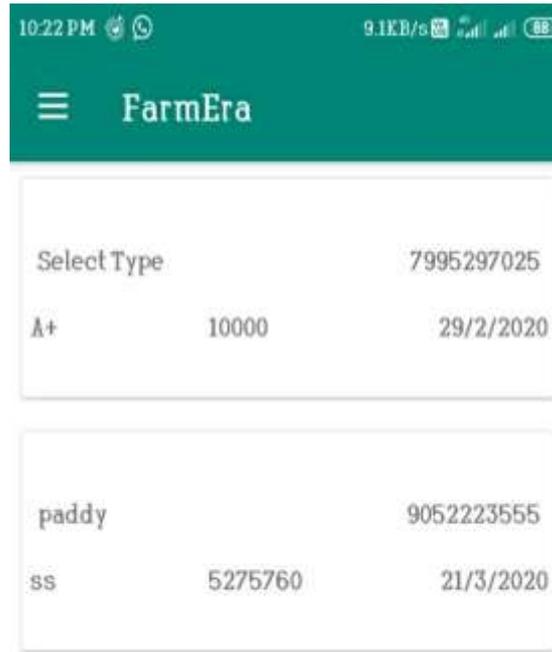


Fig 4: Consumer choose to the what type of crop required

The Fig. 4 is visible to the Consumer side, what type of consumer required farm. Choose to the correct type of farm then we have to check to the all data and once satisfies to the consumer then we have to directly contact to the farmer and consumer keep touch in farmer as shown in Fig. 5 and Fig. 6



Fig 5 : visible to the farmer details



fig 6: uploaded certificates

Module 4: - customer as a consumer

In this customer module looks at available grain, agricultural products in their quantity and price. Subsequently consumers can directly obtain agricultural pricing information which enables them to decide which one they can buy. They place orders correctly and buy directly from farmers without the intervention of intermediaries thereby acquiring agricultural products at lower prices [13] [20].

5. CONCLUSION

In this paper we establish a communication link between the farmer and the customer. The study began by presenting evidence that direct consumer markets are exploding in the southeast region related to other regions. For some farmers who are not involved in this market, this would be a logical choice, since many farms, especially small farms, are directly involved in providing consumers with efficient prices, obtaining the necessary commodity prices, and linking producers to their direct buyers without intermediaries. This android-based device can be very useful.

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