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Agro-Marketing

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ABSTRACT: Farming Is The Prime Occupation In India. In Spite Of This, Today People Involved In Farming Belongs To The Lower Class And They Are In Deep Poverty. The Advanced Techniques And The Automated Machines Which Are Leading The World To New Heights, Is Lagging In Farming Domain. Either The Lack Of Awareness Of The Advanced Facilities Or The Unavailability Leads To The Poverty In Farming. Even After All The Hard Work And The Production Done By The Farmers, In Today's Market, The Farmers Are Cheated By The Local Agents, Leading To The Poverty. The Proposed Application 'Agro-Marketing' Would Make All The Things Automatic Which Offer The Best Solution To All The Problems Of Farmers. Agro-Marketing Will Serve As A Way For The Farmers To Sell Their Products Across The Country Just With Some Basic Knowledge About How To Use The Website.

KEYWORDS: Web Application, Location Based, E-Mail, Sms.

I. INTRODUCTION

Agro-Marketing Is The Web Application That Will Help The Farmers To Perform The Agro-Marketing, Leading To Achieve Success And Increase In Their Standard Of Living. The Marketing Facility Would Allow The Farmers To Have A View Of The Receipt And The Related Information In Their Accounts. An Agent Would Serve As A Way For The Farmers To Sell Their Products To The Retailers.

Farmers Can Fix Cost For Their Product. In This Web Application, Retailer Can Purchase The Required Agricultural Product With In The Nearest Location. In Rural Area, The Sms Facility Would Give The Required Market Information, Where Internet Cannot Be Aailed Or Else The Mail Will Be Sent. This Project Is To Build A Website Which Will Help Farmers From Indian Villages To Sell Their Products To Different City Markets. It Is A Computerized Approach For Better And Clear Marketing.

Farmers, The Agents And The Retailer Will Be Provided With A Unique Id For Logging Into Their Accounts Leading Towards Secure Access.

II. AGRO-MARKETING

Agro-Marketing Will Provide Unique Id To Each User That Can Be Used To Perform Agro-Marketing And Can Apply For Scheme.

2.1 Design And Architecture

The Architecture Of The Proposed Work Contains Many Modules. System Architecture And Database Architecture Is Elaborated Below.

2.1.1 Algorithm

There Is No Need Of Login For Normal User Who Has The Curiosity To Know About The Market Information And Different Products. Farmers Who Want To Perform Marketing And Apply For Products Must Have The Login With Username And Password. Along With Farmers, The Agent And The Retailer Will Perform The Selling Of Farmer's Product. It Must Be Authorized By The Agent/Admin License Of Marketing And After Authorization, They Will Be Given Authorized Agent Id And Password. During Authorization, Farmer Need To Provide His Bank Account Number,

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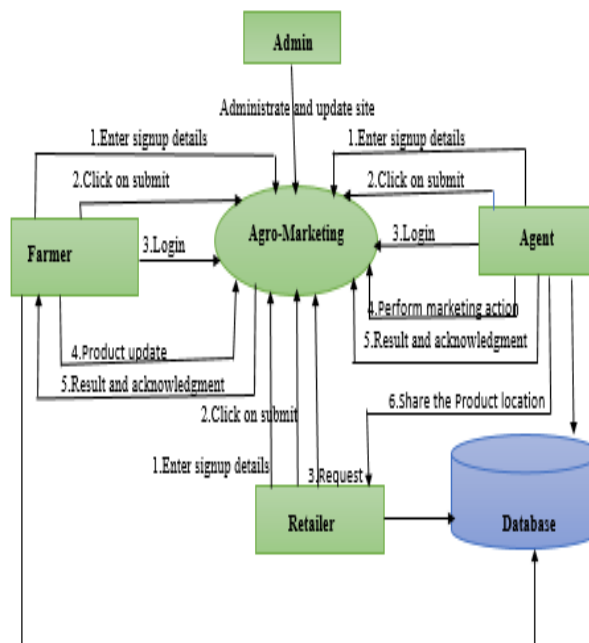
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Name Of His Farm Products, His Personal Details, Etc. This Information Can Be Used For Various Purposes Ofmarketing.Once Aailed With The Username And A Passwordfor The Website, The Users Can Perform Different Operationslike Marketing, Viewing The Account Information,Checking The Fund Transfer After A Sale.

III. SYSTEM ARCHITECTURE



3.1 Farmer And Agent:

Step 1: Create A New Account For The Farmer Or Retailer Or Agent With Unique Details To Communicate.

Step 2: After The Details Are Filled, Click On Submit Button. The Details Will Be Automatically Updated In Database Of Agro-Marketing.

Step 3: Login The Web Application By Using Their Unique Id.

Step 4: Farmer Can Update The Product In The Agro-Marketing and Agent Can Perform Marketing Action In Agro-Marketing.

Step 5: The Result Of The Update And Acknowledgement For The Update Will Be Send As A Sms Or Email To The Farmer And At The Same Time It Will Be Updated In Database.

3.2 Retailer:

Step 1: Creating A New Account For Theretailer With Unique Details To Communicate.

Step 2: After The Details Are Filled, Click On Submit Button. The Details Will Be Automatically Updated In Database Of Agro-Marketing.

Step 3: Retailer Can Search And Order The Product.

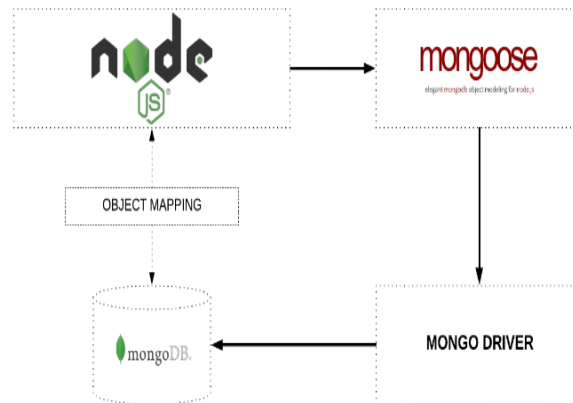
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IV. DATABASE ARCHITECTURE



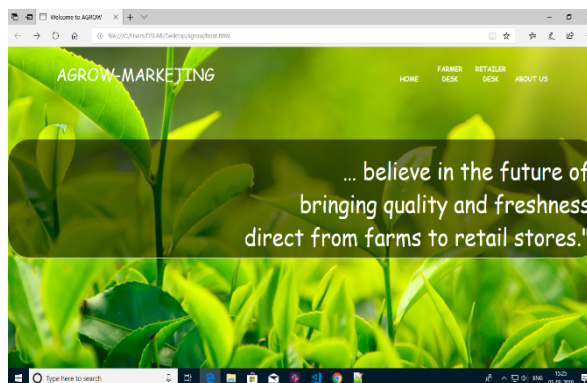
Step 1: Node.js Can Generate Dynamic Page Content. Node.js Can Create, Open, Read, Write, Delete, And Close Files On The Server. Node.js Can Collect Form Data. Node.js Can Add, Delete, Modify Data In Your Database.

Step 2: Mongoose Is An Object Data Modelling (Odm) Library For Mongodb And Node.js. It Manages Relationships Between Data, Provides Schema Validation, And Is Used To Translate Between Objects In Code And The Representation Of Those Objects In Mongodb.

Step 3: Mongodb Documents Are Similar To Javascript Object Notation Objects But Use A Variant Called Binary Json (Bson) That Accommodates More Data Types.

V. METHODOLOGY

5.1 Account Creation: It Includes The Creation Of account, In Which Basic Information Of user, Type of User, Whether They are farmer, Agent Or Retailer Is Submitted. Through This Module, User gets The Unique Id Which Serves As The Identity of User.



5.2 Login: It Contains The Unique Id And Password For The Farmer, Retailer And Agent To Login Their Account.

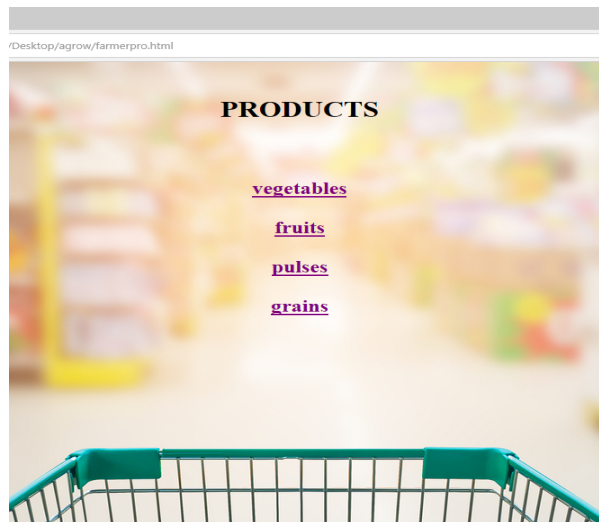
5.3 Product Update: Farmer Can Update The Product According To Their Cultivated Categories Like Vegetables, Fruits, Pulse And Grains. They Can Fix The Cost For Their Product Per Kg.

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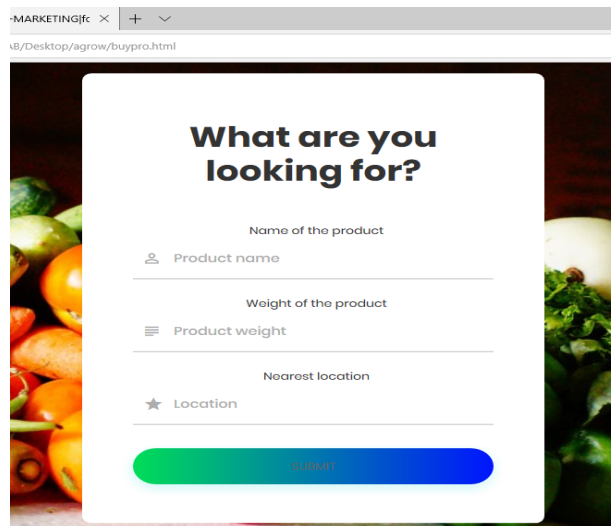
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5.4 Retailer Request: Retailer Will Request The Required Product With The Nearest Location. Then It Will Be Undertaken By The Agent.



5.5 Marketing Action: Agent Will Monitor The Database Of Product Updates By The Farmer. And Also, They Monitor The Retailer Request. Then The Product Location Will Be Directed To The Requested Retailer. Then The Product Will Be Brought By The Retailer.

5.6 sms: Serves As An Alternate To Get The Market information To The Farmers Through Mobile. User can Get Message Related To Specific Commodity by Sending The keyword To The Service Number.

5.7 E-Learning: Includes Documentation, Videos and Audios Working As A Helpdesk. It Will educate Farmers About New Trends and techniques For Farming As Well As Notice For different Workshops That Will Be Conducted. User can View And Download The Content For Future Use.

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VI. CONCLUSION

This Work Will Be Useful For Farmers To Assess The Market Related Information. The Work Involves Novel Technique That Will Improve The Overall Profit For The Farmers. This System Is Faster, Secure And Comfortable. In This Fast-Moving World, This Sort Of Modern And Intelligent Marketing Will Help Large Number Of Farmers.

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