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Ecommerce Site for Agriculture Using (C2C) Method

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ABSTRACT: Agriculture is the field which plays an important role in improving our countries economy. Agriculture is the one which gave birth to civilization. India is an agrarian country and its economy largely based upon crop productivity. Hence we can say that agriculture can be backbone of all business in our country. Today, mobile phones are used everywhere, and Android is the primary operating system dominating the mobile Operating system market field with a market share of more Than 80% and most of the applications are free to download. Agriculture E-commerce is a situation whereby buying and selling of agriculture products and services are carried out electronically with the use of computer systems linked together over inter network protocols and standards. The various parties involved in the electronic business dealings agree to conform to the norms, rules and regulation guiding the industry. A typical scenario in commercial transactions in most countries today, would include business dealings through physical contact. This method has been in use for some time and its relevance is not in doubt. The use of computer systems has brought about improvement and efficiency over the previous manual operations such as payroll processing, stock inventory analysis and control and scientific processes. In the same vein, the Agric E-commerce is going to change the way agricultural products are purchased. Agricultural E-commerce is any method of using electronic communications and computer technology to conduct agricultural business, so that trading partners can share a wide range of communiqué and data. Agricultural E-commerce transforms the way agricultural products are sold and the way farms interact with each other and customers through communication channels. In order words, this technology is a subject of the larger world of both Information Technology and Agriculture. Agricultural E-commerce converts the way people buy agricultural goods and services in the physical world to buying and selling in the virtual world. Eventually the movement of people, paper and products within an agricultural farm are replaced with IT Internet representations. Both small and large farms are opened to the same resources so the size of the farming plant does not matter. So this will eventually Help the farmers to get the good profit from the crops they have yield.

KEYWORDS: Agricultural Economy, Commercial Transaction, electronic communications ,Consumer to Consumer.

I. INTRODUCTION

The successful of internet Information and Communication Technology (ICT) together with Internet is making it possible to share vast amount of knowledge and information and is driving all round socio-economic changes and growth. There has been a tremendous rise in the Global internet usage and for a developing country like India this growth has been phenomenal. In the world, India is the second largest base with internet users of around 700 million. By 2020, India is expected to have an incremented growth with 750- 780 million internet users making it the second largest user base in the world. With the prospective to double its economic contribution from the Internet in the next few years. India can achieve a broad-based Internet impact by aiming for the digital inclusion of nearly 40 percent of its population, to reach a user base of 500 million by 2020, rather than the likely target of 330 million to 370 million. Indian Economy has a major contribution from the agricultural sector. Research, extension and farmer's efforts all contributed significantly to increase the food grain production from 50 million tons in 1950-51 to land mark achievement of an estimated production of 275 million tons of food production in 2017-18. The entire requirement for food grains is proposed to touch 320 million tons by the year 2022-23. To meet this high demand a proportional growth rate of nearly 2 per cent per annum is required in food grain production and a 4 per cent per annum growth rate is



required in agriculture. So there is an urgent need of pulsating, active and inventive approach that need to adopted to achieve a growth rate in agriculture and thus the farmers must be served better.

II. PROBLEM DEFINITION

- Farmers mostly sell their produce in their cart / carrier or by transports to nearby markets. While some grow crops which are taken by various middlemen, agents, companies etc.
- Mostly farmers sell their produce in APMC (MANDI). A place which is not regulated and have age old practice.
- First let's look at what is the APMC or the Agricultural Produce Marketing Committee. As the name suggests, it is a marketing place, or simply, a marketplace.
- APMC is a similar marketplace, or rather a marketplace of smaller marketplaces. When I say smaller marketplaces, they are individual commission agents who broker deals between farmers and vendors.
- In this marketplace model, the marketplace brings together sellers and buyers and brokers the sale between them.
- The money goes from the buyer into the account of the marketplace and the product goes from the seller to the buyer.
- After deducting taxes, other charges, and its commission, the marketplace passes on the remaining money to the seller.
- Now let's look at what happens in the e-commerce marketplace. Here, the commission of the marketplace and taxes are transparently known and all charges are billed to the buyer, except commission, which goes from the seller's share.
- The seller will know exactly at what amount his product was sold for. The seller also knows exactly when he will get the money in his account post the sale or delivery.
- Most importantly, the seller is not bound to sell his product on any one particular marketplace. He can sell it on any marketplace or even sell directly to the customer. The seller is free to decide the price for his product and choose when to change it.
- So the crop that farmer sold for ₹3400, will eventually be sold to the end customer at ₹5000. And finally, the farmer would not even get 10% of the actual value of his product.

Expenses	Cost
Labour charges	250
Weighing Machine Charges	250
Transport Charges	800
Petrol Charges	500
Storage Charges	250
APMC Registration Charges	350
other charges	500
Total Expense	2900
Profit = Amount Earned- Total Expense	Profit = 3400-2900 = ₹500



III. IMPLEMENTATION

E-commerce business models for Agriculture can generally be categorized into the following categories.

- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Consumer - to - Business (C2B)
- Business - to - Government (B2G)
- Government - to - Business (G2B)
- Government - to - Citizen (G2C)

A website we created is the C2C business model helps Farmers to sell their product like crop, tractor etc. by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the Farmer by viewing the post/advertisement on the website. This will reduce the traders and transport charges and it will give the direct market price to the farmer.



Fig. 3.1

- How Customer to Customer (C2C) Works:-

C2C represents a market environment where one customer purchases goods from another customer using a third-party business or platform to facilitate the transaction. C2C companies are a type of business model that emerged with ecommerce technology and the sharing economy. Customers benefit from the competition for products and often find items that are difficult to locate elsewhere. Also, margins can be higher than traditional pricing methods for sellers because there are minimal costs due to the absence of retailers or wholesalers. C2C sites are convenient because there is no need to visit a brick and mortar store. Sellers list their products online, and the buyers come to them.

Farmer Total Expense for Selling Crop

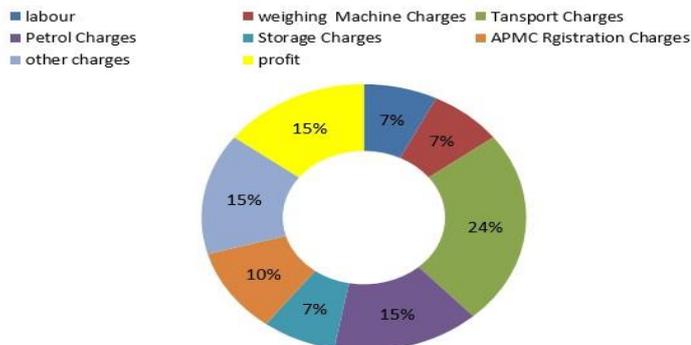


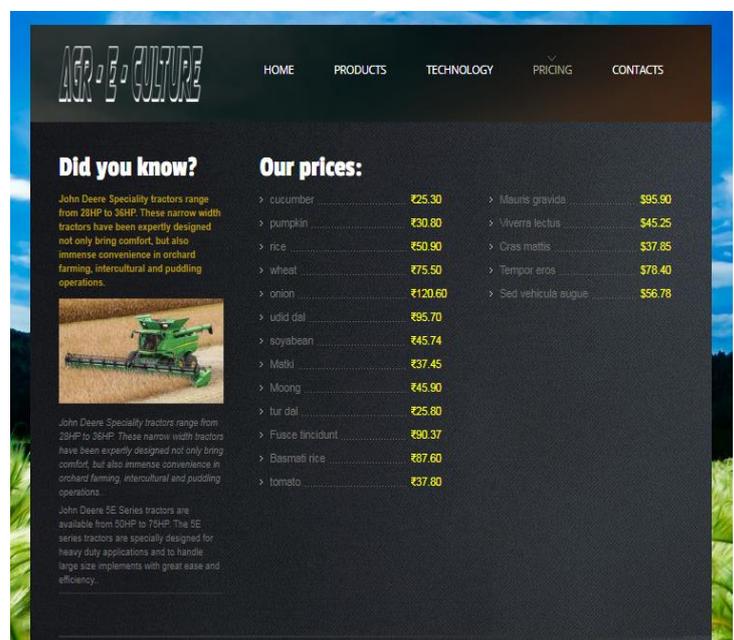
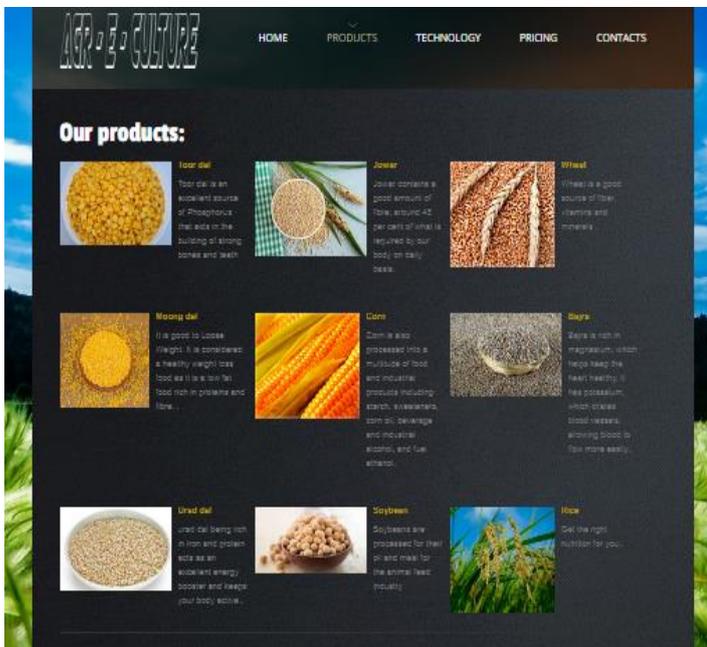
Fig. 3.2



IV. ACTUAL PROJECT VIEW



FIG. 4.1: HomePage



V. SUMMARY

- Non-Cash Payment – E-Commerce enables the use of credit cards, debit cards, smart cards, electronic fund transfer via bank's website, and other modes of electronics payment.
- 24x7 Service availability – E-commerce automates the business of enterprises and the way they provide services to their customers. It is available anytime, anywhere.



- Advertising / Marketing – E-commerce increases the reach of advertising of products and services of businesses. It helps in better marketing management of products/services.
- Improved Sales – Using e-commerce, orders for the products can be generated anytime, anywhere without any human intervention. It gives a big boost to existing sales volumes.
- Support – E-commerce provides various ways to provide pre-sales and post-sales assistance to provide better services to customers.
- Inventory Management – E-commerce automates inventory management. Reports get generated instantly when required. Product inventory management becomes very efficient and easy to maintain.
- Communication improvement – E-commerce provides ways for faster, efficient, reliable communication with customers and partners

VI. CONCLUSION

Convenience. E-commerce can occur 24 hours a day, seven days a week. Increased selection. Many stores offer a wider array of products online than they carry in their brick-and-mortar counterparts. And many stores that solely exist online may offer consumers exclusive inventory that is unavailable elsewhere. Faster buying process, Store and product listing creation, Cost reduction, Affordable advertising and marketing, Flexibility for customers, No reach limitations, Product and price comparison, Faster response to buyer/market demands.

Due to pandemic situation customers are mostly preferring to buy online so there is large amount of consumers who are willing to join our website. The technology will make easy for the farmer to sell their product. The ecommerce field is growing day by day so there is large amount of consumer who are willing to buy online .so our website can give access to them. Farmer will become self-sufficient to sell their product online through our website the ecommerce market is projected to grow in the future because of its cost-effectiveness. The cost of using third parties is declining, and the number of products for sale by consumers is steadily rising. Retailers consider it to be an essential business model because of the popularity of social media and other online channels. These channels showcase specific products already owned by consumers and increase demand, which drives increased online traffic to C2C platforms.

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