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# CattleCart: A Digital Portal for Livestock

Amol Potgantwar, Amit Gadekar, Megha Singru, Gaurav Bawa, Aditya Warungase, Krushna Kasar,  
Yash Jirage

Principal, Sandip Institute of Technology and Research Centre (SITRC), Nashik, India

Head of Department, Department of AI&DS, Sandip Institute of Technology and Research Centre (SITRC),  
Nashik, India

Associate Professor, Department of AI&DS, Sandip Institute of Technology and Research Centre (SITRC),  
Nashik, India

U.G. Student, Department of AI&DS, Sandip Institute of Technology and Research Centre (SITRC), Nashik, India

U.G. Student, Department of AI&DS, Sandip Institute of Technology and Research Centre (SITRC), Nashik, India

U.G. Student, Department of AI&DS, Sandip Institute of Technology and Research Centre (SITRC), Nashik, India

U.G. Student, Department of AI&DS, Sandip Institute of Technology and Research Centre (SITRC), Nashik, India

**ABSTRACT:** The national animal markets, or "Pashu Melas", are a key economic pillar in the rural areas of Maharashtra, providing essential income for farmers and merchants while supporting the agricultural and dairy industries of the region. This document examines the economic aspects of these markets, particularly in Maharashtra, and introduces a mobile application aimed at improving their operational efficiency. The application seeks to address critical issues such as prices transparency, market accessibility and digitalization of buyer-venture interactions. By offering real -time data on livestock prices, market locations and transactions facilitation, the application improves the economic potential of these markets. The research highlights the case studies of prominent markets in Maharashtra and explore how digital tools can address regional challenges, such as inconsistent prices and limited access to broader commercial networks. Cattle is part of the agricultural sector that focuses on raising cattle. The activities of the livestock are aimed at using livestock as a source of income. Many people are involved in cattle agriculture with an approach to sales [12]. Little ruminants, namely, sheep and goats, have become constantly more important in Maharashtra cattle economy during the last four decades. In 1951, the total number of sheep and goats in the state was 58.22 Lakhs. The total number of small and large ruminants, including cattle, buffalo, as well as sheep and goats, was 219.91 Lakhs[1].

**KEYWORDS:** Livestock Market, Rural Development, Agriculture, Domestic Animal.

## I. INTRODUCTION

National animals markets, locally known as Pashu Meles, are an essential component of the rural economy in Maharashtra. These markets facilitate cattle trade, including cattle, goats and poultry, which are crucial for agriculture, dairy production and other rural media. For centuries, these markets have largely operated informal, where farmers, merchants and buyers come together to exchange cattle. Despite their important economic impact, the structure of these markets remains not regulated, which leads to problems such as price fluctuations, inconsistent access to markets and the lack of a formal negotiation system.

Maharashtra, being one of the key agricultural states of India, depends largely on these markets to maintain rural income. However, many challenges persist, particularly in terms of market transparency, prices discovery and accessibility for smaller merchants and farmers. In addition, the traditional nature of these markets limits the scope of buyers and vendors, often restricting them to local areas and avoiding a broader economic integration. The absence of a simplified communication channel exacerbates these inefficiencies. The economic impact of national animal markets is multifaceted. For rural farmers, the sale of livestock represents a vital source of income, which often represents a substantial portion of their annual profits. This income not only supports household consumption, but also allows



investments in agricultural supplies, education and medical care, contributing to general community development. In addition, these markets create employment opportunities, not only for livestock merchants but also for auxiliary services such as transport, veterinary care and food supply. With the rapid penetration of mobile technology in rural India, there is an emerging opportunity to modernize these markets and make them more efficient. The introduction of a mobile application specifically designed for the national animal market in Maharashtra seeks to address these challenges. By providing real -time information about livestock prices, market locations and facilitation of direct communication from the buyers seller, the application has the potential to revolutionize the structure of the traditional market. This integration of digital tools in rural markets can promote economic inclusion, increase market access and reduce inefficiencies that have long affected the sector.

The proposed mobile application is expected to provide several key benefits for farmers, including:

Market information in real time: farmers will have access to updated prices, demand trends and market forecasts, allowing them to make informed decisions about when and where to sell their animals.

Direct buyer connections: by connecting farmers directly with buyers, the application reduces the dependence of intermediaries, which allows farmers to retain a greater proportion of the sale price and improve their general income.

Improved negotiation power: With access to market data, farmers can negotiate better prices and terms with buyers, promoting a sense of agency and empowerment in their transactions.

Community Construction: The application can serve as a platform to share knowledge among farmers, promoting best - breeding animals.

Financial inclusion: By providing information on loans and subsidies available, the application can help farmers' financial resources to invest in their livestock.

It is important to highlight that, by directly linking sellers and buyers, the application aims to eliminate the need for runners in rural areas, which often charge high commissions and manipulate prices for their benefit. This change towards a more direct commercial model can foster a more transparent market, promote fair trade practices and generate confidence within the community. By identifying the challenges and opportunities within these markets, this research seeks to contribute valuable ideas that can inform political decisions and support the development of a more equitable and sustainable rural economy in Maharashtra.

This document aims to explore the economic importance of national animals markets in the rural areas of Maharashtra and examine the potential for technological interventions, particularly through the development of a mobile application. The study deepens the structure of the current market, the challenges facing interested parties and how the use of digital tools can transform these markets, ultimately contributing to economic resistance and growth in the region.

The process of selling domestic animals has the potential to be developed even more through the implementation of information system solutions. Therefore, this study proposes the design of an online animals purchase and sale application as a way to build a solution system solution as a means to sell cattle online. [11] The activities of livestock are aimed at using livestock as a source of income. Many people are involved in cattle agriculture with an approach to sales, especially in animals. A purchase and sale activity occurs through a digital platform when using the Internet as a transaction medium. The existence of electronic commerce makes it easier to buy and sell online, which is the key to business development and potential profits in the future. Online commercial competition is increasingly intense, even reaches price competition. To guarantee the continuity and growth of the marketing of animals online, it is important that they segment the market and provide a unique added value in their services. Providing a better service is the key to maintaining customer confidence and consistency in the online store. One of the obstacles in the sale of livestock is the difficulty in obtaining information on the appropriate quality and prices. This challenge is an obstacle for sellers and buyers, especially for people who need domestic animals. To overcome this problem, the use of technology is proposed as a solution, as in the previous situation. An implementation of this solution is the development of a web -based application that provides information on the sale of livestock. The objective in question is to ensure that consumers and livestock sellers can carry out purchase and sale transactions through a connected system. This system provides non - cash payment options (transfers) that can be adjusted to the buyer's choice. The presence of digital platforms such as mobile applications, which are accessible to farmers and buyers, is also crucial to prevent the spread of diseases in cattle. Mobile applications, designed to run on smartphones and tablets, have been particularly beneficial to develop the purchase and sale of animals for farmers and buyers. It is studied that these applications have the potential to support and effectively reach small rural producers and farmers. Among the various agricultural applications, which provides valuable information, it has been considered the most significant due to the disparities of information that prevail in the

rural markets of developing nations, the use of mobile applications has helped small holders increase their income By reducing transaction and distribution costs related to production and production sales. Input supplies. [18]

According to the investigation carried out by [11], the implementation of the request for sale of animals through the website makes a positive contribution in the increase in sales results. This is due to the capacity of the system to facilitate sales not only directly, but also through online platforms. By adopting this system, data management can be carried out more efficiently and precisely. This online system was created with the objective of expanding the scope of animal sales. Complete details about animals, as well as their availability, are clearly presented to facilitate the ordering process for customers. This system is designed to simplify the process of purchase and sale of domestic animals, starting when selecting the animal, ordering, paying, distributing it. This system is expected to help the community obtain the quality of domestic animals at affordable prices, as well as simplify the process of distribution of animals to those in need. This research uses qualitative methods that involve the application of field observation techniques, interviews and documentation studies. [12] Farmers, who have always paid less attention to goal -oriented marketing activities, often depend on mouth marketing and personal sale, which has become less efficient in the digital economy. The purpose of this study is to analyze and evaluate how digital marketing can help spread the potential of livestock products in certain areas to urban areas. The results of this study are expected to be one of the results of the evaluation for other companies on the platform or domain won by maximizing the benefits of technology, especially the media, providing more power and results for regional farmers. [15] This study suggests that mobile application developers for livestock marketing should consider the lack of digital literacy among farmers as a crucial factor that influences their interest in adopting new technologies. Addressing the digital literacy gap could increase the adoption and effective use of these applications within the agricultural community. [18]

## II. LITERATURE SURVEY

India cattle economy: current state, emerging problems and long -term perspectives: in India, cattle form a crucial component of the agricultural system, significantly affecting the national economy and socio -economic well -being of numerous rural homes. For agricultural families, livestock serves as a vital source of animal protein through milk consumption, dairy products, eggs and meat. Beyond their role as food sources, animals are used for agricultural and transport work, while their manure contributes to the improvement of soil fertility. The sale of livestock and related products constitutes a substantial portion of cash income from rural farmers. In recent decades, certain segments of the Indian livestock sector, particularly the production of poultry and milk, have experienced remarkable growth. This expansion occurred in conditions of self -sufficiency and very regulated internal markets. To promote national production, India implemented an import substitution strategy, protecting the sector from external markets through measures such as quantitative restrictions in imports and exports, as well as channeling (limiting imports and exports through agencies designated by the government or government). The competition within the organized sector was controlled through license provisions. Since the early 1990s, India has adopted a more liberal policy framework, further reinforced by the 1994 signing of the Uruguay Round Agreement (URAA). It is anticipated that this globalization process will integrate internal markets with the global economy and introduce standards for increasingly strict food security and safety. Other factors that shape globalization, including urbanization, increasing income, internal demand for rapidly growing livestock products and technological advances, significantly affect cattle production systems are also expected. These developments are likely to generate substantial changes in the structure and performance of livestock industries, presenting opportunities and challenges. Many developing countries, including India, consider their livestock production systems particularly vulnerable to trade liberalization, mainly due to the prevalence of small producers' systems. [3]

A study by Andika Bayu Shantya Budi, Galih PRIMBOD, Sony Wirdianto Saputra and Yudo Devianto, entitled "Design of an information system to buy and sell sacrifice and distribution animals in the soaptabek area," concludes that the Qurbanku application points to rationalize the processes of the processes. of selling, buying and distributing animals qurban in the animal farm of Qurban Haji Ugan. [17]

The study by Pakaya, Tapate and Suleman focuses on creating an application to rationalize transactions between buyers and vendors of animals Qurban and Aqiqah, with the aim of increasing sales. The researchers used the Unified Modeling Language Method (UML) for system design. [18]

The research of Rasyid, Musyaffa, Mohammad and Nuraminah addresses issues such as sales data that takes a long time and manual customer service. To solve these problems, the authors designed an electronic commerce system using the rapid application development method to facilitate transactions. [19]

The study by Wulandari, Prayaga, Putro and Wahyuni used a prototype and black cash tests to evaluate the success of the application. The implementation of an online system through the website was beneficial for Raisha Farm, improving sales performance and improving the efficiency and precision of data management. [20]

Silviana and Sutarmin's investigation into an application based on the website to sell qurban and Aqiqah animals demonstrated an increase in sales of direct and online transactions. The online system aims to expand market scope, providing detailed information to help possible buyers in decision making. [21]

### III. METHODOLOGY

Market research covers several key aspects. It implies examining farmers and vendors, requirements and challenges, evaluating the size and potential for market expansion and studying competitors. The approach is to understand how the platform can minimize waste in terms of time and money, reduce animal abuse and bridge communication gaps and market inefficiencies. In addition, the research process includes the collection of user preferences, evaluate a prototype and make improvements on the platform to ensure that the user's needs effectively addresses.

Evaluation of needs: This phase implies determining essential components such as prices at the end, protected payment methods and simple communication routes between producers and buyers. The platform must incorporate mechanisms to improve the efficiency of transactions, reduce animal waste through rapid logistics and offer market information to reduce inefficiencies. In addition, it should be easy to navigate, available both on mobile devices and in web browsers, and backed by a support team to handle any emerging concern. The architectural frame for an online animal market uses a customer customer model, with web interfaces and mobiles for convenient access. Backend infrastructure uses micro services to handle essential functions, such as user verification, animal publications, financial transactions and user interactions. The platform incorporates characteristics such as dynamic prices, protected payment processes and messaging capabilities, together with integrated logistics to minimize animal waste. Data -based ideas are used to reduce market inefficiencies, while the system is designed for expansion capacity and ease of use. The examination of the market structure implies evaluating several factors: the number of buyers and vendors, obstacles to the entry and exit of the market, accessibility to information and diversity of products. These structural elements shape the market environment for producers and other marketing entities. Market performance is evaluated using four criteria: technological progress, focus on the development of marketing institutions, greater efficiency of resources use, better product quality and marketing services optimized at a minimum cost.

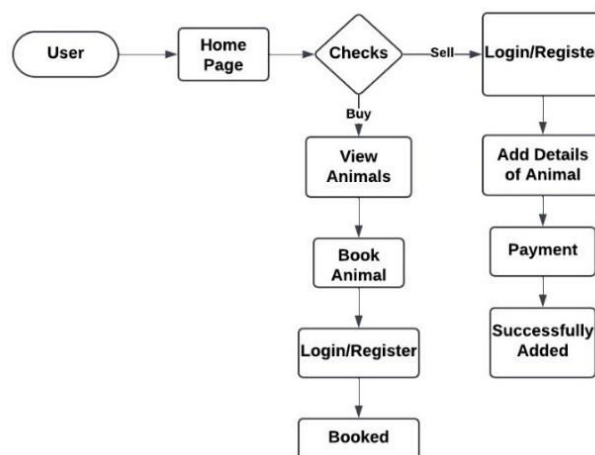


Fig.1. Proposed System Architecture

The study compiled primary and secondary data. The primary information was collected through direct observation and interviews based on the questionnaire with respondents. Secondary data from various literary sources, including books and magazines, were obtained to complement the primary data. The information collected was processed using qualitative and quantitative methods and was presented as a descriptive text and numerical tables. Data analysis used a descriptive approach.

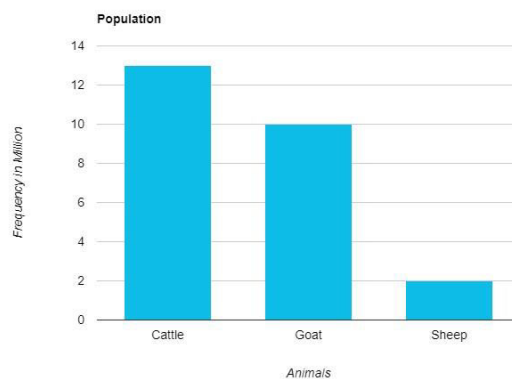


Fig.2. Bar Chart of Domestic Animal Population in Maharashtra

Market behavior is evaluated using five indicators: feasible price practices, uniform marketing expenses, collusion free prices, absence of dishonest or illegal commercial activities and greater consumer decision making.

The bar chart effectively illustrates the distribution of populations of domestic animals in Maharashtra. Several key observations of the data presented can be extracted:

Prevalence of cattle: the number of cattle far exceeds that of goats and sheep, indicating its significant importance in the agricultural sector and the economic panorama of the State.

Substantial goat numbers: goats represent a considerable portion of the animal population, probably due to its dual purpose nature as meat and milk suppliers.

Population of sheep smaller: although the sheep have the lowest count among the three types of animals, they can still have importance in specific regions or communities within Maharashtra.

Data restrictions: The graph is limited to information on three domestic animal species. A more complete understanding of the state livestock demography would require additional animals such as pigs, buffalo and poultry.

In summary, although the bar chart offers valuable information about the comparative populations of domestic animals in Maharashtra, a more thorough analysis and additional data to completely understand the role and importance of cattle in the agricultural and economic sectors of the State would be necessary.

An integral methodology to develop a livestock application to buy and sell animals must cover several stages, from planning and research to deployment and evaluation. Below is a structured approach divided into key phases:

Research and Planning Phase:

This phase implies understanding the problem, the collection of requirements and the design of the project frame.

Problem identification: Identify central problems in the current process of purchase and sale of livestock (for example, inefficiencies in communication, price transparency, animal health, transport and logistics).

Analysis of interested parties: Inactive with farmers, buyers, veterinarians and intermediaries to understand their points and expectations. Conduct surveys, interviews or discussions of focus groups.

Market research: Explore existing platforms (if any) for cattle trade, identifying their strengths, weaknesses and improvement areas. Understand the adoption of digital technologies among target users.

Legal and regulatory research: Investigate animal welfare laws, commercial regulations and license requirements in the objective regions.

Requirements Collection: Develop a clear understanding of user needs and system requirements:

User people: Create profiles for different types of users (for example, small -scale farmers, large -scale buyers, transporters, veterinary services).



User stories: Define user stories based on the needs and challenges of each person. For example, "as a farmer, I want to easily list my animals for sale with clear health and age information."

Features Specification: Define characteristics such as user registration, the creation of lists, the search and filtering of animals, the integrated payment caters, the load of the health certificates and the management of the transport logistics. Technology stack selection: Choose the technology battery (for example, Mern Stack: Mongo DB, Express, React, Node.js) to develop the platform, considering the scalability, user load and possible future updates.

Feasibility study: Evaluate technical, financial and operational viability. Identify potential risks and mitigation strategies.

System design phase:

This phase focuses on creating a plan for the system, including the design of UI/UX, the design of the database and architecture.

Architecture design: Design the architecture of the system considering scalability and safety. This includes:

Client Architecture Client: Describe the data flow between customer interfaces (web/mobile applications) and the Backend server.

Cloud infrastructure: Define cloud infrastructure (for example, AWS, Azure, Google Cloud) to store data, manage server load and guarantee activity time.

Micro Services approach: Consider the use of micro services for modular functionality, such as animal listings, payment processing and transport services.

Relationship diagram between entities (ERD): Create an ERD to model relationships between users, animals, transactions and other entities (for example, farmers, buyers, veterinary services, payment records).

Data management: Make sure confidential information (such as payment details and health certificates) is handled safely and choose the appropriate databases (for example, Mongo DB for flexible data or MYSQL for structured relational data).

Contaments and models: Develop low -fidelity wired frames and high fidelity models for the application, ensuring easy to use navigation and intuitive workflows.

Design Principles: Concentrate on simplicity and ease of use, especially for non -technology -expert users such as farmers. Prioritize mobile response capacity and out -line access for areas with bad connectivity.

Prototypes: Create a prototype in click on user comments before the development phase begins.

Development phase:

In this phase, the actual coding of the application takes place.

Agile development: Use agile or scrum methodology for iterative development with short sprints, frequent feedback and adaptability.

Integration of the database: Implement the database and configure data storage, recovery and listed updates, transactions and user profiles.

API Development: Develop API Restful to handle data exchanges between the front end and the rear, ensuring safe and efficient communication.

Authentication and authorization: Implement safe login systems using JWT U OAUTH for different user roles (for example, veterinators, veterinarians).

User interface (IU): Create web interfaces/mobiles for user registration, list management, animals search, transactions and messaging systems.

Personalized validators: Implement forms with personalized validation for inputs such as animal health certifications, weight and age.

Real -time notifications: integrate real -time notifications using web sockets or Push notifications to inform users about offers, consultations or transactions.

Payment Walks: Integrate Safe Payme

Discussion :

Building a dedicated platform for the purchase and sale of domestic animals specifically adapted for farmers is a strategic solution to rationalize the agricultural market. This discussion deepens several key aspects of the project document, including its importance, contributions, challenges, future addresses and potential impact.

Meaning:

The importance of this application lies in its potential to revolutionize the traditional livestock market by rationalizing transactions between farmers and buyers. It provides a platform where users can connect, buy or sell animals in a more organized and efficient way over time. This application could address inefficiencies in the current system, such as geographical barriers and the lack of centralized markets.

**Contribution:**

The contribution of the application is in the creation of a more transparent and efficient market for cattle trade. By digitizing the process, it minimizes costs and time for both buyers and sellers. The application also reduces waste ensuring that animals are sold in a timely manner, avoiding problems such as supercharging or decreased health while waiting for buyers. In addition, it admits better communication and reduces the need for intermediaries.

**Challenges:**

Challenges that the application can face include adoption barriers in rural areas due to the lack of technological literacy or Internet access. Another concern could be to generate confidence among users, guarantee the quality and health standards of the cattle sold and administer logistics problems such as transport. In addition, the application would need to comply with the legal regulations on animal trade, health controls and the ethical treatment of livestock.

**FUTURE ADDRESS:**

Looking towards the future, the application could integrate advanced technologies such as artificial intelligence for price recommendations or the block chain for safe transactions and the traceability of animal health history. Expanding to include additional services, such as veterinary support or food suppliers, could provide even greater value. Developing a global market for cattle could also be a potential direction for growth.

**Potential impact:**

The potential impact of the application is immense, since the agricultural sector could revolutionize, especially in development regions. By reducing transaction costs and making the markets more accessible, the income of farmers, improving the quality of livestock and promoting sustainable practices could significantly increase. This digitalization could promote innovation in other areas of agriculture, potentially promoting the entire ecosystem around livestock agriculture.

The algorithm automatically generates mask image without user interaction that contains only text regions to be inpainted.

#### IV. SUMMARY

To summarize, the development of a specialized online platform for farmers to buy and sell cattle offers a significant opportunity to connect suppliers and buyers. The website can greatly improve user satisfaction through the implementation of features such as comprehensive animal descriptions, easy -to -use search filters and detailed sellers. The addition of user accounts, feedback systems, direct messaging options and safe payment methods will further sweep transactions and generate community confidence. In addition, site optimization for mobile devices and including educational content can attract more users and maintain their interest. The final objective of this initiative is to establish an efficient and easy -to -use market that addresses the needs of farmers while contributing to the growth of the Maharashtra agricultural sector. By taking advantage of technology to improve communication and accessibility, the website can become an essential resource for farmers seeking to buy or sell domestic animals efficiently.

#### V. CONCLUSION

The study shows that an online marketplace for cattle trading can streamline transactions and boost market efficiency by integrating detailed animal profiles, intuitive search filters, secure payment options, and mobile optimization. This platform not only builds trust through direct communication and feedback systems but also empowers farmers in Maharashtra to access broader markets, ultimately driving sustainable growth in the region's agricultural sector.

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