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Design of Web Portal for E - Trading for Farmers

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***Abstract* –** At times, the farmers are not able to receive a price to cover his cost of production while the consumers are paying an abnormally high price for the same commodity. It gives the registration and posting to the farmers in this e-Krishi portal. And identify the potential traders and agents to explore market opportunities. This portal provides a web based platform for advertising of their commodities and attract potential buyers with the update and delete post options. And the database contains all the information of farmers which help the buyers to contact them. This portal also provides enabled market and price information on various agriculture commodities from selected markets. From this, it enhances the awareness among farmers in order to enable them to negotiate on a fair basis with middleman.

Keywords *& Phrases – APMC, Trading of Crops, Online Advertisement, Issues being a Farmer.*

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I. INTRODUCTION

India is the world's largest democracy and fourth-largest economy in purchasing power parity terms. According to the World Bank the country is an agricultural powerhouse, producing for example the world largest amount of milk, pulses and spices. Even though the growth of rural population is decreasing, nearly three – quarters of India's families still depend on rural incomes (2012 National Census, World Bank 2013).

In India a majority of the population depends on agriculture: 50% of the working population works as cultivators or agricultural laborers and 20% depend indirectly on agricultural activities. This act has been launched in many states in order to provide regulation of agricultural products and fixes the creation of Agricultural Produce Market Committees supervising the application of these regulations. The absence of this regulation in India penalizes particularly small farmers, as they lack real-time and updated information regarding market prices, access to quality insurance, logistics, warehousing, commodity trading, pesticides and other activities and resources. Subsequently, they have difficulties to produce in a market oriented way and are vulnerable towards middlemen and money lenders. This situation is even more difficult as the majority of small farmers cultivate non-traditional perishables, e.g. vegetables, herbs, and medicinal plants.

In this area, there is a lack of institution support for trade, compared to the very organized sector of for example tea, coffee or pulses trade. This project seeks to improve the bargaining capacity of farmers through an internet platform, accessible online and through e-centers, allowing small farmers to access information and contact various stakeholders in view of facilitating their agriculture activities. E-Krishi is piggy backed on the successful platform. E-Krishi initiative is aimed at providing inputs and value added information to the farming communities as well as to all stake holders in the agriculture sector. Investing online or self-directed investing also known as online trading or trading online. It has become the norm for individual investors and traders over the past decade with many brokers now offering online services with unique trading platforms.

II. SOFTWARE REQUIREMENTS

- Eclipse IDE
- MySQL 5
- Apache Tomcat
- Java Development Kit (JDK) Ver. 1.7

III. ISSUES IN E-TRADING

Food and agricultural commodity prices in India are primarily determined by domestic demand and supply factors. Market micro infrastructure, the systems and procedures of commodities trading and players determine the market efficiency. It has been observed that there is wide spread imperfection in the agricultural produce markets. There is general opaqueness and poor price transmission mechanism. Consequently, there is a wide gap between the prices received by the farmers and the prices paid by the consumer.

At times, the farmers are not able to receive a price to cover his cost of production while the consumers are paying an abnormally high price for the same commodity. This is a major concern for the policy makers.

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High food inflation with an inadequate supply response, aggravated by logistic and market-related constraints are other areas requiring attention. Imperfect market conditions, restrictions on the movement of agricultural commodities due to infrastructural constraints, transport bottlenecks and local taxes influence the retail prices trends across the major markets and consumption centers. Contract farming has considerable potential in terms farmers access to modern technology, quality inputs and marketing support through contractual agreement between processing and/or marketing firms for production support at predetermined prices. It is necessary that direct marketing and contract farming is promoted to facilitate enhanced share of producers in consumer's rupee. Development of agricultural marketing infrastructure is the foremost requirement for the growth of comprehensive and integrated agricultural marketing system in the country. The development of alternative and competitive marketing channels is necessary to induce competition in the existing marketing systems and to facilitate farmers to sell their produce at remunerative prices. Creation scientific storage nearer to farm is necessary to avoid wastage and deterioration of the produce.

Today's Scenario:

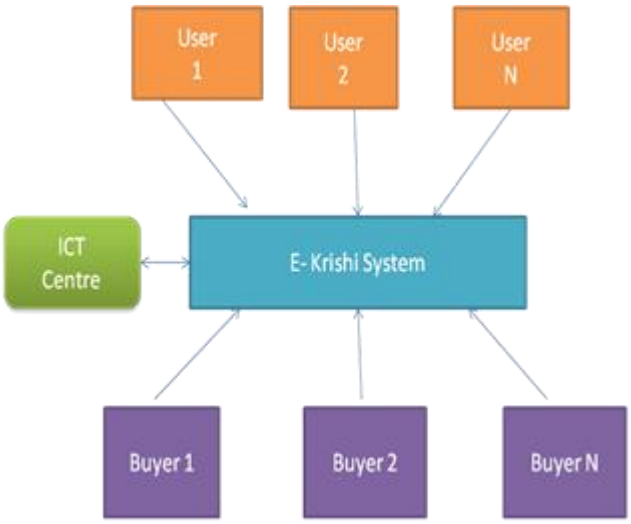
Fig 1: Conventional Trading

Our Objective:

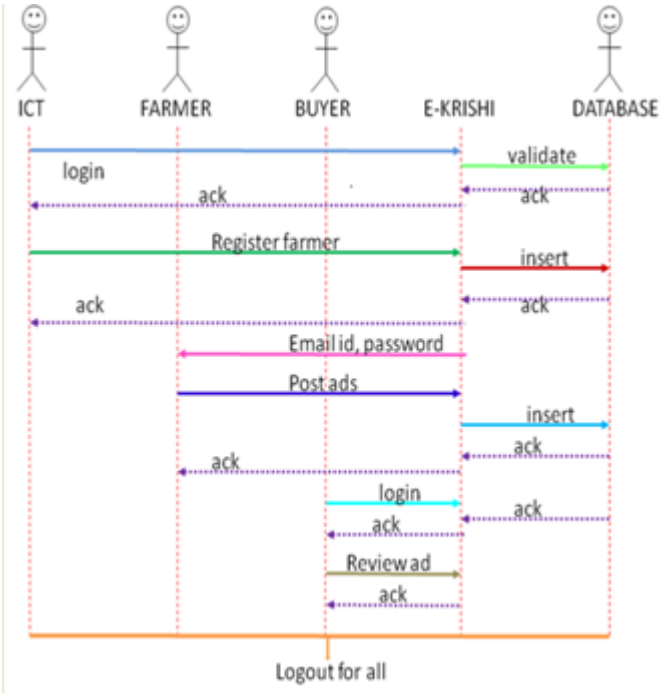
Fig 2: Online Trading

IV. SYSTEM ARCHITECTURE

- SYSTEM VIEW



- SEQUENCE OF NETWORKING



- MODULES

i. **Authentication**: This module will verify the Farmers and Buyers identity. It will be used for registrations.

ii. **Generate password**: After registration, password will be generated by this module.

iii. **Ad- post**: Farmers will create and post their ads with the help of this module.

iv. **Edit ads**: If farmers want to make changes in the posted ads then this module is applied.

v. **Review ad**: To view the posted ads, this module is used.

vi. **Order (Book)**: If the buyer is interested in buying the particular crop, then he can Book / order the crop.

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V. ALGORITHMS

- STEPS FOR FARMERS

i. Register to website (give name, ID proof and required info on the webpage).
ii. Get username and password.
iii. Login to the Website.
iv. Post advertisement on your page.
v. Check status.
vi. If sold then remove ads else leave it as it is.
vii. Remove as by its post expiry date.

- STEPS FOR BUYERS

i. Register on the website.
ii. Get username and password.
iii. Login to the website.
iv. View Ads.
v. Give responses to the ads (if interested else don't).
vi. Check status.

VI. CONCLUSION

This web app will enable the farmers to get in touch with the good traders very easily. The traders will look for the farmers with their adequate requirements. Profit margin to the farmer will increase drastically. The traders will get the product cheaper as compared to the market.

The costing to the consumers will lessen as a result of these consequences.

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