

## Vidarbh Farmer Fest

Smita Khandar, Jinkal Kansagra, Prof. Manoj Vairalkar, Kiran Thakre, Mayuri Jambhale

*Department of Computer Science and Engineering Guru Nanak Institute of Engineering and Technology, Dahegaon Nagpur, Maharashtra, India*  
*Project Guide*

*Department of Computer Science and Engineering Guru Nanak Institute of Engineering and Technology, Dahegaon Nagpur, Maharashtra, India*

---

**Abstract**-Farmers are called as backbones of India because when backbone is damaged, we are unable to stand. Farmers are compared as backbones because Indian economy mainly based on farmers. Without farmers, Indian Economy will be in critical stage. Indians will proudly say India is famous for agriculture but at the same time, farmers are facing many challenges during the growing of crops in their land and especially after cutting the cereals the main issue is to sell the cereals with good values. Our system provides a solution for selling the cereals by providing a facility that the customer can contact to the farmer directly and can be able to take customer's order. Customer service, a collection of marketing data and online feedback respectively. To use the same function, we provide an application for farmers who have problem and difficulties by a broker who gave them less amount for their cereals. To avoid these such type of problem we make an application for them. By using this application, they can register and can put their cereals for selling and getting the actual amount of price without the interference of the third party.

**Keywords**-Auction system.

---

### I. Introduction

The Agriculture is the backbone of Indian Economy. About 65% of Indian population depends directly on agriculture and it accounts for around 22% of GDP. Agriculture derives its Deciding what to sell is an integral part of marketing; especially farm direct marketing. Farm direct marketing is closely related to the concept of "niche marketing." Niche marketing is producing a product that differs somehow from what others are growing. Through its uniqueness, the product fills a niche or gap in the market. Niche marketing provides a customer base for sales and allows the farm the ability to more closely control the price for the product. Niche marketing is counter to the traditional approach to agriculture in which commodities that are virtually all alike are marketed to "everyone." Instead, a specific product is marketed to a specific segment of the population that desires it and is willing to buy it.

Importance from the fact that it has vital supply and demand links with the manufacturing sector. During the past five years agriculture sector has witnessed spectacular advances in the production and productivity of food grains, oilseeds, commercial crops, fruits, vegetables, food grains, poultry and dairy. India has emerged as the second largest producer of fruits and vegetables in the world in addition to being the largest overseas exporter of cashews and spices. Further, India is the highest producer of milk in the world. The Agricultural marketing is a matter of great importance to farmers, consumers, middlemen's and society. It provides the channel of communication between farmers and the society. It also gives continuous information about the demands of the agricultural produce. Agricultural marketing in general includes all activities from farm to the kitchen of the consumers. Thus, the marketing of agricultural produce has become an integral part of the modern production and consumption process. Agricultural marketing is a process by which the producers and the buyers are brought together to affect the sale on the part of the producers and make the purchase on the part of consumers. Role of the Agriculture in Indian economy India is second most populous country in the world. Majority of its population lives in villages and earns their livelihood through farming. Agriculture is the backbone of Indian economy.

Since a farm using direct marketing is responsible for what it grows and how and to whom it markets its products, risk is much higher than it is for farms using wholesale markets. Farm direct marketing is equivalent to starting a small business in addition to the farm. Using farm direct marketing, the farmer takes on new roles and becomes responsible for marketing, retailing, advertising, customer relations and so on. The method requires the personality and patience to work with people: the farm's customers. There are also regulations that pertain to farm direct marketing that other farms do not worry about. Lastly, even though the

potential for profit is much greater for small farms marketing directly, there is no free lunch. This approach will require long hours to produce crops, service customers, keep up with competition, and more.

According to the ways in which the farmers link to the buyers, market linkages can be classified into the following categories: □ Farmer to domestic trader

1. Farmer to retailer
2. Linkages through cooperatives
3. Farmer to exporter
4. Contract farming

Deciding what to sell is an integral part of marketing; especially farm direct marketing. Farm direct marketing is closely related to the concept of “niche marketing.” Niche marketing is producing a product that differs somehow from what others are growing. Through its uniqueness, the product fills a niche or gap in the market. Niche marketing provides a customer base for sales and allows the farm the ability to more closely control the price for the product. Niche marketing is counter to the traditional approach to agriculture in which commodities that are virtually all alike are marketed to “everyone.” Instead, a specific product is marketed to a specific segment of the population that desires it and is willing to buy it.



**Fig: Classification of agricultural markets**

The Current Structure of Agricultural Markets in India This introductory chapter deals with the current Indian agricultural market structure, types of agricultural markets prevailing in India, roles of agencies of the produce and share of farmers in consumer rupee along with a d supply chains and value chains. The idea is to develop a basic understanding of the prevailing agricultural marketing system existing in India.. All these products directly or indirectly support the effort to produce and deliver agricultural products from farm to the consumer. Agricultural markets have been classified based.

## II. Existing System

Nowadays farmer must sell their cereals with the help of a broker, who provide the very low cost to the farmer because the broker earns his percentage from this as well and it reduces the income of the farmer. As above mention the process is also long, the farmer must wait for any party for selling the crop.

There are many techniques provide for farmer where farmers may be able to identify the best date to start planting, best date to harvest, optimal water as well as the projected dry yield for the crop but there is no technique which may connect the customer to the farmer directly. The farmer unable to sell their cereals at the time when they need. They must wait for the broker to sell the cereals and they have too long wait for the money, and this is the major issue with the farmer.

## III. Proposed System

The Vidarbha Farmer Fest Application is projected to have these objectives;

Develop and implement application, so that consumers (buyers) can get good quality agriculture products in minimum price. The need of this project is to avoid the brokers' commission so that farmers can sell their agriculture products with expected price. Create an application providing a consistent user interface for interaction between farmers and consumers.

## IV. Description

### 4.1 Login for Admin

Before being allowed to use the site administration tools, you will be asked to login. The login screen for the WordPress Admin asks for a username and password. Your username and password will be provided by your website developer.

#### To login to the Admin:

1. Enter your Username and Password

Click the Remember Me box to stay logged in for up to 14 days.

2. Click the Log In button to get access to the Admin.

If you forget your password, you can click the Lost your password? link. Follow the on-screen instructions to get an email with a link to reset your password. Once you have successfully logged in, you will be greeted by the WordPress Dashboard in the Admin.

### 4.2 Farmer Details

Farmer can easily add their products in our web application, and they can view their product and get best price on their crops.

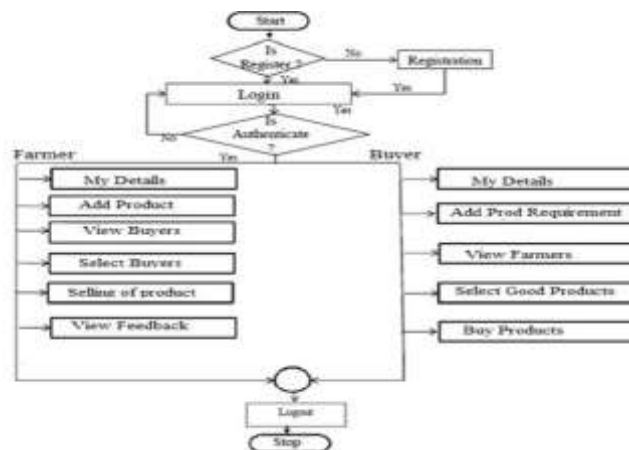
Farmers Markets - Ensures your product is exposed to a higher volume of consumers who will generally pay the highest price per Kg / piece, while also putting you in direct competition with other vendors. A great way to build customer loyalty, gets direct feedback, and promote your farm business. Farmer's market sales can make for notoriously long days, being off property or investing in staff, running trucks, and dealing with weather related uncertainty on market days.

Selling at market requires a high level of customer interaction. Farmer need to have proper transportation and storage, the ability to accept multiple forms of payment, and will need to develop a pretty good idea of what you'll sell on a given day. Farmer also wants to keep in mind the required vendor fees and other requirements for the market.

### 4.3 Consumer

Consumer can registration first and then they can directly login in our web application. Then they can use the service of our web application. In our web application they can buy the grains, pulses crops items etc. They also can bid for the farmer that added the crops and buy the crops.

### 4.4 System Architecture



## V. Result

The Vidarbha farmer fest web application is applicable for farmer and consumer. In our web application farmer can add their crops and consumer bid on their crops and purchases from farmer, so farmer get best price on their crops.

## VI. Conclusion

This application which allows to provide those cereals farm owners and managers who are interested in selling their food and fibre products directly to retailers, restaurants, and consumers with solid calculations that show how selling a specific product through one of these unique marketing channels will return additional

profits to the farm. • This project will thus pave the way for an efficient means to carry out the buying and selling of the products. • Farmers will earn money as per the work they have done and will not suffer losses.

### **VII. Future Scope**

Farmer sell their crops all over India. • Once the Farmer can login, they can use the service in our application

### **VIII. Application**

It contains all the data structure of farmer and consumer. In future is helpful for management of all the records of farmer and consumers, also for farmers to easily sell the crops.

### **Reference**

- [1]. <https://www.linkedin.com/pulse/f2c-farmer-consumer-farm-direct-marketingmandeep-pujara>
- [2]. [http://agmarknet.nic.in/amrscheme/rythu\\_bazarmodel.htm](http://agmarknet.nic.in/amrscheme/rythu_bazarmodel.htm)
- [3]. <http://www.extension.org/pages/18376/direct-marketing-introduction-for-organicfarms#.ViSw1eyqqko>
- [4]. [http://cals.arizona.edu/arec/wemc/nichemarkets/6\\_PromotionalResource.pdf](http://cals.arizona.edu/arec/wemc/nichemarkets/6_PromotionalResource.pdf)
- [5]. Praveen, K.V, "Linking small farmers to market", Scientist, Division of Agricultural Economics.
- [6]. Dr. Raju M. Thakare<sup>1</sup>, Kalpana R. Thakare (Kawathekar)<sup>2</sup>, " Agriculture Practices Sustainability in Vidarbha", e-ISSN: 2319-2380, p-ISSN: 23192372. Volume 9, Issue 7 Ver. I (July 2016), PP 05-10. [7]. Sales, J. V. Marti, R. Marin, E. Cervera, and P. J. Sanz, "CompaRob: The shopping art assistance robot," Int. J. Distributed Sensors Networks, vol. 2016, Article ID 4781280, 15 pages, 2016. [8]. Hsin-Han Chiang, Wan-Ting You, Shu-Hsuan Lin, Wei-Chih Shih, Yu-Te Liao, JinShyan Lee, and Yen-Lin Chen, "Development of Smart Shopping Carts with CustomerOriented Service", National Chi Nan University, Taiwan, July 7-9, 2016