

SURVEY ON DHANYA SEVA AGRICULTURE USING WEB SERVICES

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Abstract—farmers nowadays dropping the agriculture activities due to the low profit, less yield, high payment for the wages and less awareness about the market analysis. A price of the commodities varies and fixed by others this make the farmer's huge loss. The reason because the farmer didn't knows the consumer and at what rate the consumers are taking the commodities, these details are hided by the middlemen or middle dealers. The consumers also don't know the farmers, there is no bridge between them We are developing a mobile or web application , which is bridging link between the farmer and the consumer directly ,It is just like a OLX.com, but it is for agricultural marketing, The farmers and consumers can directly linked through this app. The farmer can reach the consumer & consumer can easily meet the farmer. It is simple app & it will increase the knowledge of the farmer and keep them safe from middlemen

Keywords— Bridging link between farmers and consumer, Direct Marketing

1. Introduction

India is an agricultural country and one third population depends on the agricultural sector directly or indirectly. Agriculture remains as the mainstay of the Indian economy since times immemorial. Indian agriculture contribution to the national gross domestic product (GDP) is about 25 per cent. With food being the crowning need of mankind, much emphasis has been on commercializing agricultural production. For this reason, adequate production and even distribution of food has of late become a high priority global concern. Agricultural marketing is mainly the buying and selling of agricultural products. In earlier days when the village economy was more or less self-sufficient the marketing of agricultural products presented no difficulty as the farmer sold his produce to the consumer on a cash or barter basis. Today's agricultural

marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. There are three marketing functions involved in this, i.e., assembling, preparation for consumption and distribution. Selling on any agricultural produce depends on some couple of factors like the demand of the product at that time, availability of storage etc. The products may be sold directly in the market or it may be stored locally for the time being. Moreover, it may be sold as it is gathered from the field or it may be cleaned, graded and processed by the farmer or the merchant of the village. Sometime processing is done because consumers want it, or sometimes to conserve the quality of that product. The task of distribution system is to match the supply with the existing demand by wholesaling and retailing in various points of different markets like

primary, secondary or terminal markets. Most of the agricultural products in India are sold by farmers in the private sector to moneylenders (to whom the farmer may be indebted) or to village traders. Products are sold in various ways. For example, it might be sold at a weekly village market in the farmer's village or in a neighboring village. If these outlets are not available, then produce might be sold at irregularly held markets in a nearby village or town, or in the mandi.

1.1 Architecture

A Web service is a service offered by an electronic device to another electronic device, communicating with each other via the World Wide Web. In a Web service, Web technology such as HTTP, originally designed for human-to-machine communication, is utilized for machine-to-machine communication, more specifically for transferring machine readable file formats such as XML and JSON. In practice, the Web service typically provides an object oriented Web-based interface to a database server, utilized for example by another Web server, or by a mobile application, that provides a user interface to the end user. Another common application offered to the end user may be a mash up, where a Web server consumes several Web services at different machines, and compiles the content into one user interface

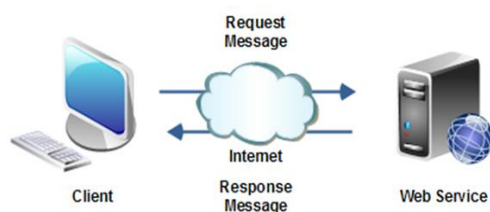


Fig 1. Process Architecture

This paper is organised as follows

SECTION 1: Facilitates Contract farming model

SECTION 2: Special market for perishables

SECTION 3: Farmers, private persons can setup own market

SECTION 4: Licensing norms relaxed

SECTION 5: Single market fee

SECTION 6: APMC Revenue to be used for improving market infrastructure

2. Related Works

Using 2002 Agricultural Resource Management Survey (ARMS) and a double hurdle approach Detre et al. (2010) investigate the adoption of direct marketing strategy and its impact on gross sales. The authors found that production of organic crops and the regional location of the farm were important factors in adoption of direct marketing strategies. Farmers who adopted direct marketing strategies were likely to have higher income. However, it should be pointed out that the study by Detre et al. (2010) was limited in several ways. For example, the authors did not identify the types of direct marketing strategies used by the farmer; secondly, the share of income from each direct marketing strategy was not reported or estimated in their model. Thirdly, the authors failed to assess the impact of choice of sales outlets on farm business income separately. Finally, the authors do not correct for sample selection bias in their study Good sell, Stanton, and McLaughlin (2007) provide a detailed listing of the direct marketing opportunities available to livestock and poultry producers, including but not limited to: classic farm stands, farm to retail, farmers' markets, farm to school, farm to restaurant, fundraising dinners, fairs and festivals, and mail orders. They indicate that the process of establishing a DMS for a livestock producer can be complex because of regulations, but that it is one of the best methods for livestock producers to capture more of the

food dollar

3. Research Directions

- Each state which operates APMC markets geographically divide the state and markets (mandis) are established at different places within the state.
- Farmers are required to sell their produce via auction at the mandi in their region. Traders require a license to operate within a Mandy.
- Wholesale and retail traders (e.g. shopping mall owners) and food processing companies cannot buy produce directly from a farmer.
- Some of the salient features of the APMC Model Act 2003 However, not all States have passed the bill. Some States have passed but neither framed rules nor notified it.
- Thus, inter-state barriers continue. Further, Union Budget 2015 proposed to create United National Agriculture Market with the help of State Government and NITI Ayog.

4. Discussions

Now a day's farmers are dropping their agriculture activities, because of low earning of money & crop productions. Prices for the commodities were fixed by others; sometimes it may give loss to the farmers. The reason because the farmer didn't knows the consumer and at what rate the consumers are taking the commodities, these details are hired by the middlemen or middle dealers. The consumers also don't know the farmers, there is no bridge between them We are developing a mobile or web application , which is bridging link between the farmer and the consumer directly , It is just like a OLX.com , but it is for agricultural marketing, The farmers and consumers can directly linked through this app. The farmer can reach the consumer & consumer can

easily meet the farmer. It is simple app & it will increase the knowledge of the farmer and keep them safe from middlemen.

5. Conclusion

The main aim this project it to create the awareness of agricultural marketing among the peoples and farmers, we are acting as a social network or social forum for agricultural commodities marketing direct marketing is an innovative concept, which involves marketing of produced commodities by the farmers directly to the consumers/millers without any middlemen. In this project we are using a web service as a bridge between farmers and consumers/millers. Easy Marketing Concept. Farmer has to intimate this web service organization in order to register his yield, this web service will act as an medium , which will market the commodities to consumers , which helps the consumer to contact the farmer directly without any middlemen for direct contact. So it involves active participation of the farmers, it minimizes the marketing cost of the producer. . The company bears the entire cost of marketing & transition.

This project mainly roots for the farmers, purely aims for the benefit of the farmers and consumers.

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