

Improvement In Consumer And Farmers Relationship in Vegetable Market Through Mobile Application

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ABSTRACT

India is one of the world's biggest producers of vegetables but its share in the global horticulture market is insignificant. The fragmented supply chain and inadequate health, safety and quality mechanisms (means the quantity and quality of vegetables) often do not meet the demands of high-end or international markets. Moreover, Indian farmers receive less than a fifth of the end price for the vegetables they produce, while a long line of middlemen, transporters, wholesalers and retailers get the rest. So, the aim behind developing this app is to give India's huge farming community a fair and consistent price for their produce. Using this android based app "Improvement In Consumer And Farmers Relationship in Vegetable Market Through Mobile Application", will help some of the farmers to overcome this problem. Using these app farmers can directly connect with the end users and supply the product directly to them. This will increase the profit of the farmers and also end users can get good quality product in fewer prices as they will directly buy from farmers.

Keywords : Online Shopping, Vegetable, Consumers, Payment, Mobile technology.

I. INTRODUCTION

The efficiency of marketing for vegetables in India has been of significant concern in the recent years. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and fluctuating consumer prices, but also to little of the consumer rupee reaching the farmer. Indian farmers typically depend heavily on middlemen particularly in vegetable marketing.

The producers and the consumers often get a poor deal and the middlemen control the market, but do not add much value. There is also massive wastage, deterioration in quality as well as frequent mismatch between demand and supply both spatially and over time. India is currently the world's second-largest producer of vegetables and the post-harvest losses are estimated at nearly 30%. Farmers have little option but to send their produce to urban markets as there are no warehouses close to their fields. The role that agriculture should play on economic development has been recognized for years.. India's poor infrastructure

in crop producing regions also enables middlemen to receive farmers as to the true value of the produce they are selling.

II. LITERATURE SURVEY

"Prof.Anirudha Joshi, Tanya Kumar, "Vegetable Market on the Web" "Information technology can bring about considerable change in the way systems work in India. Especially system in which the rural economies cater to the urban consumers for e.g. agro products, vegetables, milk sectors etc .The paper proposes to organize the vegetable market and bring about a change in the way things work. Vegetable, one of the products that is highly dependent on the rural section of the country has developed into such an efficient system that ensures that every household in the country gets fresh vegetables in the morning with all due remuneration to the producers.

"Vasant P. Gandhi N. V. Namboodiri et al.," Marketing of Vegetables in India: A Study Covering the Ahmedabad, Chennai and Kolkata Markets"" There has

been concern in recent years regarding the efficiency of marketing of vegetables, and that this is leading to high and fluctuating consumer prices and only a small share of the consumer's rupee reaching the farmers. Results indicate that in Ahmedabad the direct contact between commission agents and farmers is very low. "Thakur, D.S., et al. Efficiency and Weakness of Regulated Markets". "An average Indian spends approximately Rs.150 to Rs.200 on vegetables every day. Average time that he spends in the market varies between 30- 40 minutes. Due to lack of time and several other problems in the recent times, especially in the metropolitan cities people have resorted to alternative methods of buying vegetables other than the vegetable market.

"Mukar Gupta, Pooja Manikar, et al,"Online Shopping Behavior in India""Recent years have seen a remarkable transformation in the way India shops and trades. The advent of the disruptive revolution among Indian consumer has led to a new wave in organized retail. E- commerce has taken the world of retail by storm and captivated the imagination of an entire generation of entrepreneurs,with E-commerce ventures with various business and commercial models.

" Dr.R.Shanthi Dr. Desti Kannaiah , et al," Consumers' Perception on Online Shopping". "Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller.

Android Platform

Android was built from the ground-up to enable developers to create compelling mobile applications that take full advantage of all a handset has to offer. It was built to be truly open. For example, an application can call upon any of the phone's core functionality such as making calls, sending text messages, or using the camera, allowing developers to create richer and more cohesive experiences for users. Android is built on the open Linux Kernel. Furthermore, it utilizes a custom virtual machine that was designed to optimize memory and hardware resources in a mobile environment. Android is open source; it can be liberally extended to incorporate new cutting edge technologies

as they emerge. The platform will continue to evolve as the developer community works together to build innovative mobile applications.

Android provides access to a wide range of useful libraries and tools that can be used to build rich applications. In addition, android includes a full set of tools that have been built from the ground up alongside the platform providing developers with high productivity and deep insight into their applications. Android allows background processing, provides a rich user interface library, supports 2-D and 3-D graphics using the OpenGL libraries, access to the file system and provides an embedded SQLite database.

Data Base

SQLite is an Open Source Database which is embedded into android. SQLite supports standard relational database features like SQL syntax, transactions and prepared statements. In addition it requires only little memory at run time (approx. 250 Kbyte). SQLite supports the data types TEXT (similar to String in Java), INTEGER (similar to long in Java) and REAL (similar to double in Java). All other types must be converted into one of these fields before saving them in the database [1]. SQLite is available on every android device. Using a SQLite database in android, does not require any database setup or administration. The SQLite statements are defined for creating and updating the database only once. Afterwards the database is automatically managed by the android platform.

III. EXISTING SYSTEM

- In the existing system all the works are done manually. So it is time consuming.
- Lack of time, late hours of buying results in getting poor quality of vegetables.
- Due to lack of price information, generally end up buying on the higher side.
- Buying large quantities- wastage increase since perishable items such as leafy vegetables doesn't survive for more than a day even after storage.
- Although Packed and standardized vegetables (super markets) is better but the cost is very high.
- Market place - crowded and irritating to move around, parking of vehicles become a problem.

Servants are unreliable in terms of Quality, price, variety.

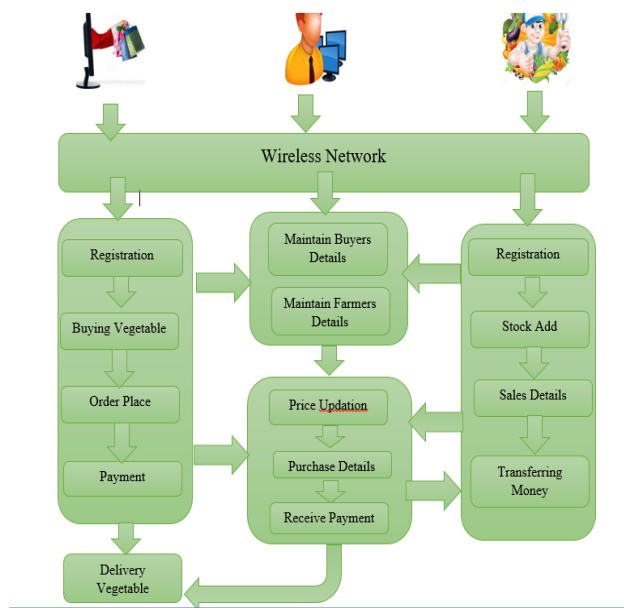
- The whole load is taken mostly by the females in the family.

IV. PROPOSED SYSTEM

Indian farmers have small holdings and they don't produce enough to dictate the price of their produce. Most of the farmers don't have storage facility. So middlemen take advantage of weakness of farmers purchase their produce at less price than the market as well as most of the farm produce are having less life such as vegetables need immediate selling , but middlemen himself sells that product with profit or to others with share in profit.

So to resolve the problem due to middlemen & direct connecting farmers to the consumer ,so that they get complete profit of their product & consumer also get fresh & tax free farming produce. A design in application using "Android Technology", where farmer can login to app & give the complete details of farms & vegetables. Also purchaser can see the various ranges of vegetable & they can select the vegetable of their choice & get the price & location of farm from their current Location. This application will be used to connect farmers & consumers.

Architecture Diagram



Advantages

- Save effort and time.
- Good quality at better price along with transparent pricing information.
- The timely delivery of vegetables.
- Quality and variety segregation for the ease of buying and exploration.
- Replace bargaining by standardization.

Module Discription

There are three modules define in the system.

- Admin Module
- Farmer Module
- Buyers Module

A. Admin Module

The Admin can starts their work from register the buyers and farmers details and maintain the details. Then update vegetable details and their price information, maintain the purchase details. Then receive payment and delivery the vegetables.

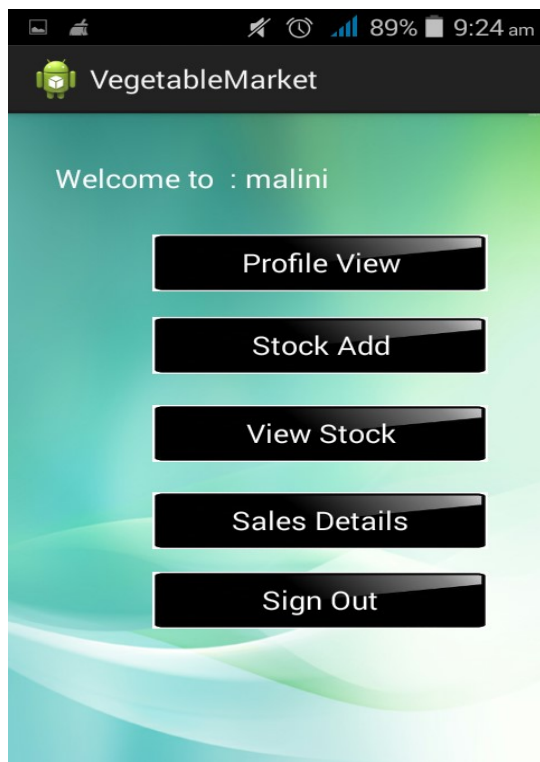
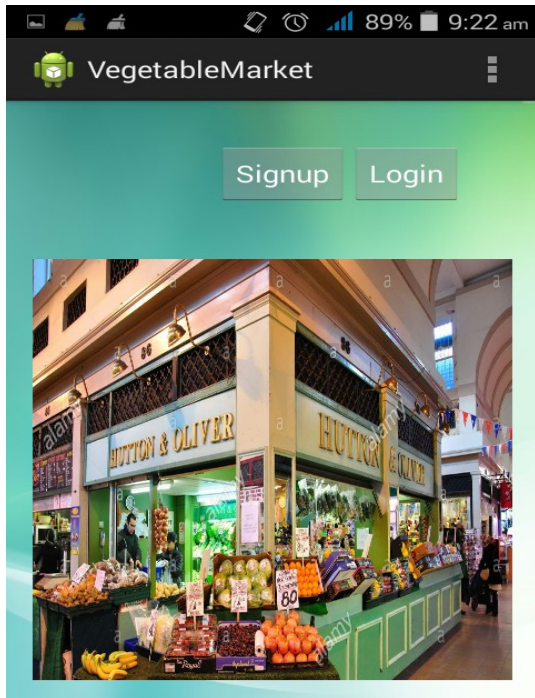
B. Farmers Module

The farmers can starts their work from register their details and add the stock information then view the sales details.

C. Buyers module

The buyers can starts their work from register their details and view the vegetables then search the vegetables and buying the vegetables then order will be place ,pay the payment to the admin.

V. RESULT AND OUTPUT



The screenshot shows a mobile application interface. At the top, there is a status bar with signal strength, Wi-Fi, battery at 24%, and time 4:00 pm. Below the status bar is a black header with the Android logo and the text 'VegetableMarket'. Underneath is a green gradient bar with the text 'Sales Details'. Below this is a table with four columns: ID, Name, Quantity, and Price. The table contains four rows of data.

ID	Name	Quantity	Price
1	Onion	20	25
2	Tomato	25	30
3	Carrot	10	5
4			

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VI. CONCLUSION

From the traditional manual work and time consuming process, the project helps to utilize technology. The farmers are provided the better scope for improvement by selling their products in the market directly to the people, thus improving the life to the farmers. Also, helps economically to stop the third parties benefits and provides the hope for less cost of living by promoting the communication between farmers and people, as it helps to eradicate the black market of food agri products.

VII. REFERENCES

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