Online Organic Agriculture Product Selling

Aayesha Shaikh*, Prof. Prajakta Solankar, Monali Maske, Priti Takik, Nayna Randive

Dept. of Computer Science & Engineering, Karmayogi Engineering College Shelve Pandharpur, Solapur University Solapur Maharashtra, India

*Corresponding author
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ABSTRACT

Organic Agricultural Products Selling website will provide a facility for farmers to sell their farm fresh organic products directly to the end users. Farmers can register and get authorized by admin to farmer's portal. Also, they can add their product details on portal and current price of that product will get fetched from central market of metropolitan city like Pune, Mumbai, Delhi. Customer will be able to contact directly to the Farmers and able to rate of products. In that the project website are totally useful for the farmer's and also customer. Increasing demand of farm products led farmers to use of chemical fertilizers/insecticides/pesticides and other chemical medicines to increase the production.

Keywords: Organic agricultural products, APMC, Online food delivery.

1 Introduction

Farm direct marketing involves selling organic agriculture product from the farm directly to customers. Often, the farmer receives a price similar to what the marketed grocery store charges. In a manner of speaking, the farmer using this method grows a "product" more than a crop. The opportunity to interact with growers is one of the reasons consumers like to purchase this way. The experience of the purchase of is often part of the product. As India is a country where more than 65% population is dependent on Agriculture and Agriculture related jobs. Maharashtra state government is working out changes in the Agricultural Produce Marketing Committee (APMC) Act. OAPSP will deal with issues in existing system and make their life easier. Below are advantages to farm direct marketing:

- Since small quantities of farm products can be sold, small farm producers can participate.
- The farmer sets the price of product or is more control of the price of the product.
- Good products and services sense can get attractive prices and therefore, small farms can be profitable amount.
- Payment is usually immediately.
- In addition, farmers receive instant feedback from customers on products.
- The farmer can improve his/her business through this input and feedback of any product increase farm profitability.

2 Materials and methods

This study is limited to online organic agricultural products and its comparison with Indian farmers and the businessman. The main objectives are:

(1) To explore the organic agricultural products at an all over India.

(2) To investigate the trends of online organic agricultural products usage in India is more popular.

(3) To analyze the online export of organic agricultural products from India.

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(4) To compare the production of organic agricultural products in other countries.

(5) To predict future demands and their fulfilment strategies in India.

This case study of the product is developed on the basis of secondary data. Published sources are taken into consideration for the analysis of the data..The method for an Online organic product selling system is based on the farmer‘s farm product for directly marketed in the market .In that research of methodology of agricultural product based on agriculture farming products.

Methods

1) Social network: You can take advantages of social networking by advertising your business or services. Types of social network

Face book
Snap chat
Instagram
LinkedIn
YouTube

2) Social Network Applications: This is the form of viral marketing that has appeared on the social networks over the last few years.

3) Social News: So from social networking we look at social news sites such as Slashdot, Reedit.

4) SMS on Steroids these micro blogs aren’t hugely popular everywhere in the world but where they still generate huge amount of traffic.

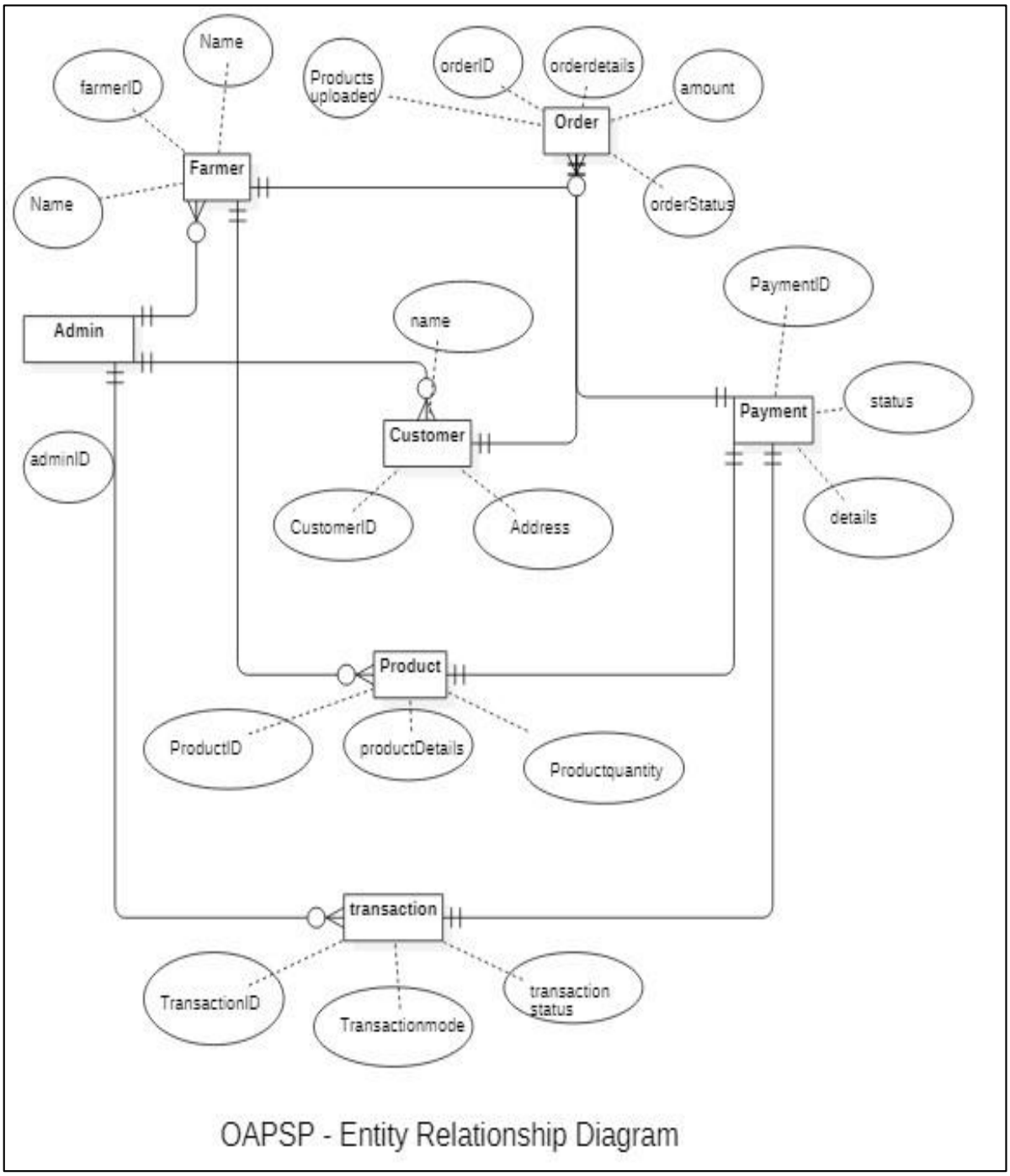
Twitter
We Chat
WhatsApp

3 Result And Discussion

In that the Online Organic Agriculture product selling website are very useful for the farmers and also end user. In India Indian traditional farmers possess a deep insight based on their knowledge, extensive observation, perseverance and practices for maintaining soil fertility, the progress in organic agriculture is quite commendable. In discussion of that product for the farmer can easily export the product in market or home to home to end user. The product quality is good or bad are suggestion or compliant from the feedback form.

4 4. Architecture Design

ER Diagram:



ER Diagram

ENTITY RELATIONAL (ER) MODEL is a high-level conceptual data model diagram. ER modelling helps you to analyze data requirements systematically to produce a well-designed database. In this system we have various Entities like Farmers, Customers, Admen's

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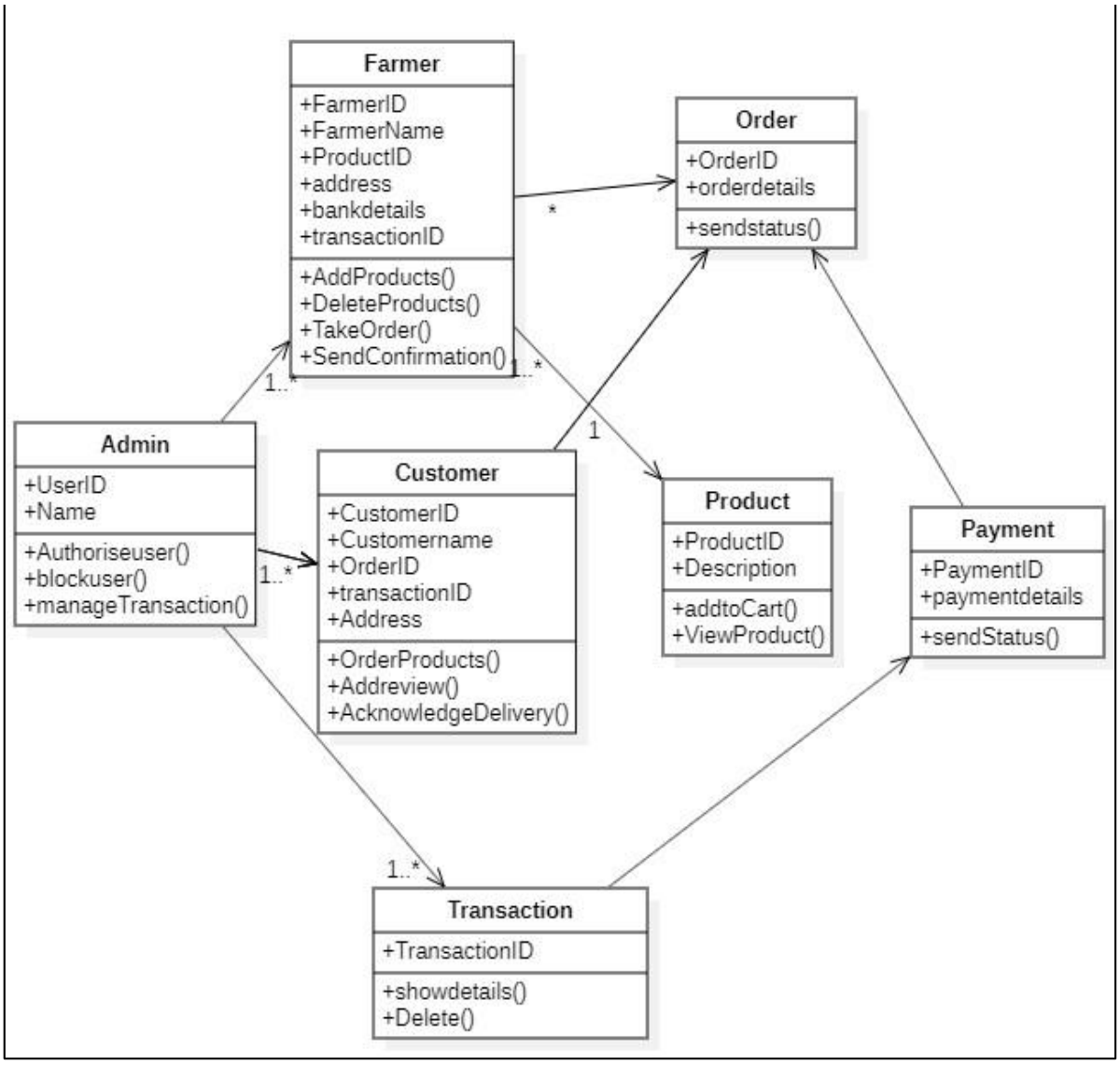
Class diagram

A **class diagram** in the Unified Modelling Language (UML) is a type of static structure diagram that describes the structure of a system by showing the system's classes, their attributes, operations (or methods), and the relationships among objects.



Class diagram

Use Case Diagram:

Use case diagrams consist of actors, use cases and their relationships. A single use case diagram captures a functionality of a system. A use case diagram shows the relationship between the user and the different use cases in which the user is involved

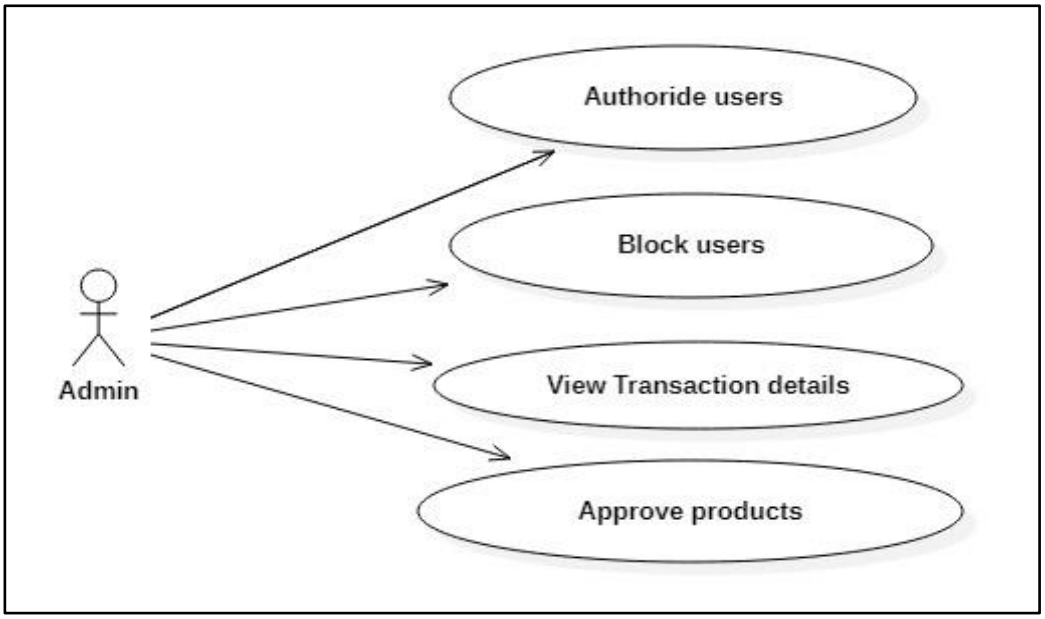


Figure a: Admin

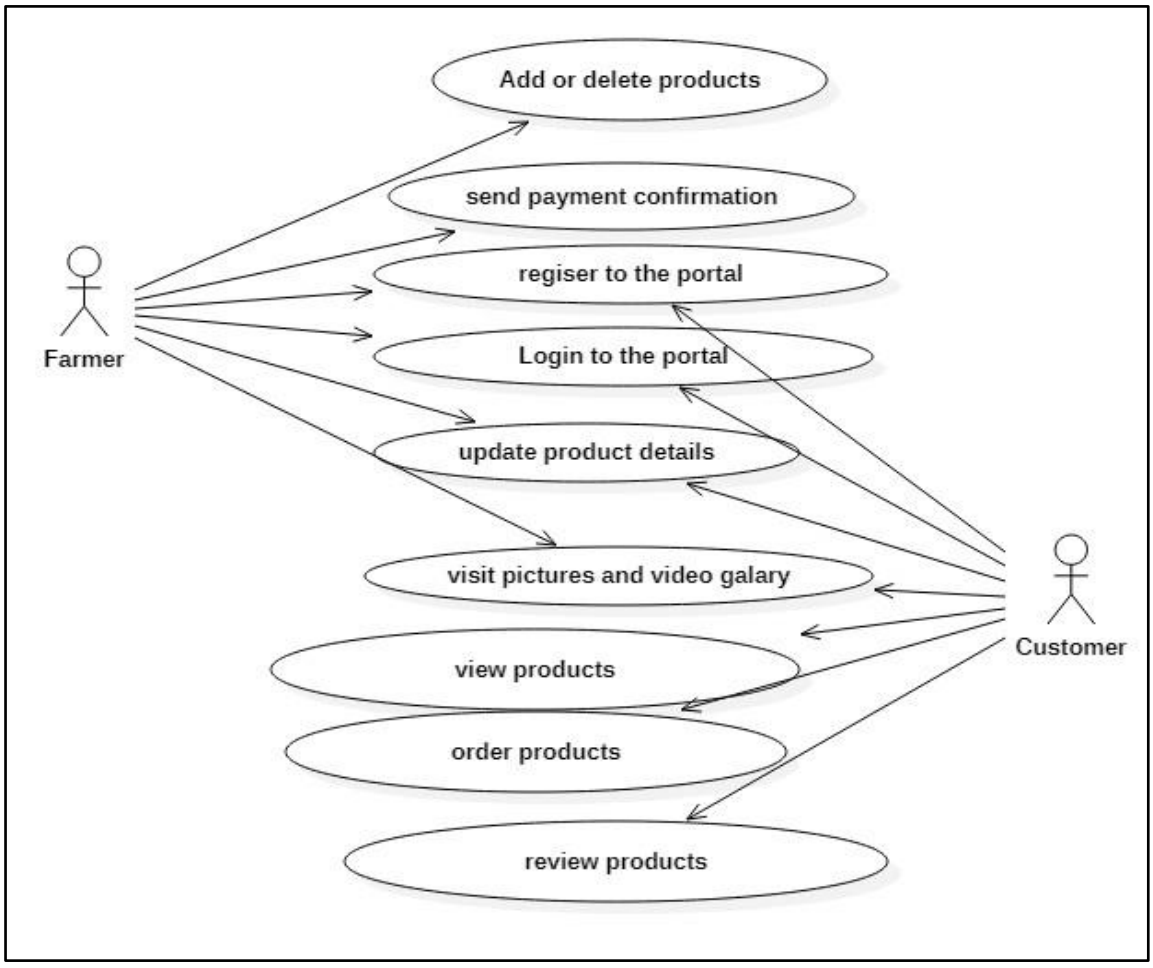


Figure b : Farmer and Customer

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5 Problem Statement

Organic agriculture is a production system that relies on ecosystem management rather than the flow of external agricultural inputs. Farmers in resource-constrained countries traditionally use few external inputs but many of the environmental, social and economic benefits of organic management, which translate into ecological intensification, are hampered by a lack of appropriate agro ecological knowledge.

6 Conclusion

Online Organic agriculture product supports to sustain economical condition of farmer better system and cycles. It also enhances and sustains the health of soil, human, animals, plants, and planet. With regard to the growth of organic products The main organic products which have been produced in India are basmati rice, fruits, oilseeds, sugarcane, pulses, dry fruits, vegetables, seeds, ketchups etc. Madhya Pradesh, Himachal Pradesh, Rajasthan and Maharashtra in India are popularly known for the highest amount of production of organic products. Growing awareness towards environmental issues, health consciousness, leading a healthy lifestyle, is mainly responsible for the higher demand for organic agricultural products. The attractive market and high profit margin have motivated many farmers to venture into organic farming. The highest amount of organic basmati, organic spices, and organic herbs are produced by Indian farmers and started earning profits.

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