

Smart F2C Profiling Based On Cultivated Product Direct Marketing System

Dr.P.Vijayalakshmi¹, P.Ajith kumar², E.Megasuriyan³, G.Vignesh⁴

Associate Professor1- Department of Computer Science and Engineering, KSR Institute for Engineering and Technology - Tiruchengode. Email-viji.vietw@gmail.com

Student2-Department of Computer Science and Engineering, KSR Institute for Engineering and Technology -Tiruchengode. Email-pajithkumar3012@gmail.com

Student3-Department of Computer Science and Engineering, KSR Institute for Engineering and Technology -Tiruchengode. Email-emegasuriyan@gmail.com

Student4-Department of Computer Science and Engineering, KSR Institute for Engineering and Technology -Tiruchengode. Email-vigneshvishwa211@gmail.com

Abstract:

Problem statement in Description System that provides farmers an interface to sell their produce , and connect with the buyers all over India Simple interface that works on mobile, SMS to upload produce details and respond via phone and SMS (taking care of digital divide). Interface for anyone to buy the produce/vegetable – initially visit the place and buy or have courier service integrated to deliver the vegetables Farmers can get a better price for their produce, no additional cost spent in marketing and delivery of goods, however they can choose to charge more by delivering the items themselves. Farmers, Restaurant owners, Buyers, Courier Companies, Delivery Agencies, Vegetable Vendors. Better rates for the vegetables, Make the Farmers live with pride and make additional income. Practical and reasons why this idea could be a challenge Brokers ,Govt rules Overall profitability in the deal for the buyer to purchase directly from farm , excluding transportation. Technology that can be used as a platform for connecting car buyer to Seller Domain Bucket.

- o Agriculture
- o E-Commerce
- o Payment

Keywords: Android, cultivated product, farmer, smart phone, weather forecasting.

INTRODUCTION

A farmer (also called an agriculture) is a person engaged in agriculture, raising living organisms for food or raw materials. The term usually applies to people who do some combination of raising field crops, orchards, vineyards, poultry, or other livestock. A farmer might own the farmed land or might work as a laborer on land owned by others, but in advanced economies, a farmer is usually a farm owner, while employees of the farm are known as farm workers, or farmhands. As the android is the current trend in the today's world, each and every domain has android based applications. Android Smart Phone is becoming more popular due to low price and free applications. Smart phone makes all our tasks fast, efficient & accurate Android Market allows Android Smart Phone users to download application freely. Due to this android features, we are developing the farmer helper app for farmers to utilized the maximum benefit. This Android application for farmers who are using smart phones where they can get the real time updates about the vegetables, fruit rates of every market in India and they will be able to sell their products at the proper rates. Our application will providing the feature where all the farming related notices from the government will be added and farmers will get a proper information about different schemes.

ANDROID

Android is a Linux based operating system it is designed primarily for touch screen mobile devices such as smart phones and tablet computers.. One of the most widely used mobile OS these days is android. The android is a powerful operating system

and it supports large number of applications in Smart phones. These applications are more comfortable and advanced for the users. The hardware that supports android software is based on ARM architecture platform. The android is an open source operating system means that it's free and any one can use it. The android has got millions of applications available that can help you managing your life one or other way and it is available low cost in market at that reasons android is very popular. The android development supports with the full java programming language. Even other packages that are API and JSE are not supported. This application once install in farmers mobile, they access information from any place and at any time. If farmers have any query they will directly communicate with experts and take the advantage of real time information.

LITERATURE SURVEY

There is no computerized system for the farmer to sell their product. Currently, the farmer goes to nearest market handover his product to a particular agent, agent ask the farmer to visit the market after a specific time to collect the cash earned out of the sold product. Agent sells the product to another agent or a dealer at the cost of that market. Every Agent tries to cuts his commission out of that. There is no way for farmer to know about the deal and the exact amount at which their product was sold. There is no transparency. No facility is present for the farmers to know the product rates at different markets where they can sell their products for achieving high profits. Many times, farmers are not even aware of the schemes and compensation provided by government. In spite of all the opportunities banging

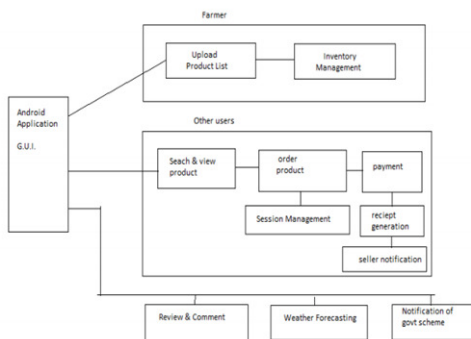
the doors the farmers are not able to benefit out of those. Current system does not provide the way of e-learning for farmer that will provide the knowledge of new techniques in farming. So he doesn't get the maximum profit through the current system.

SYSTEM METHODOLOGY

Farmer cannot finding the demanded area for delivery a product. There no Notification process to notify the buyer mobile, when a farmer can update their product .Not included retail sale for surrounding areas. Does not included the Google translation.

PROPOSAL SYSTEM

Including Google translation user can view their own language and also Finding the demanding area to delivery a product. Including notification process is useful to view the product when farmer can update his selling product details .



WEATHER FORECAST

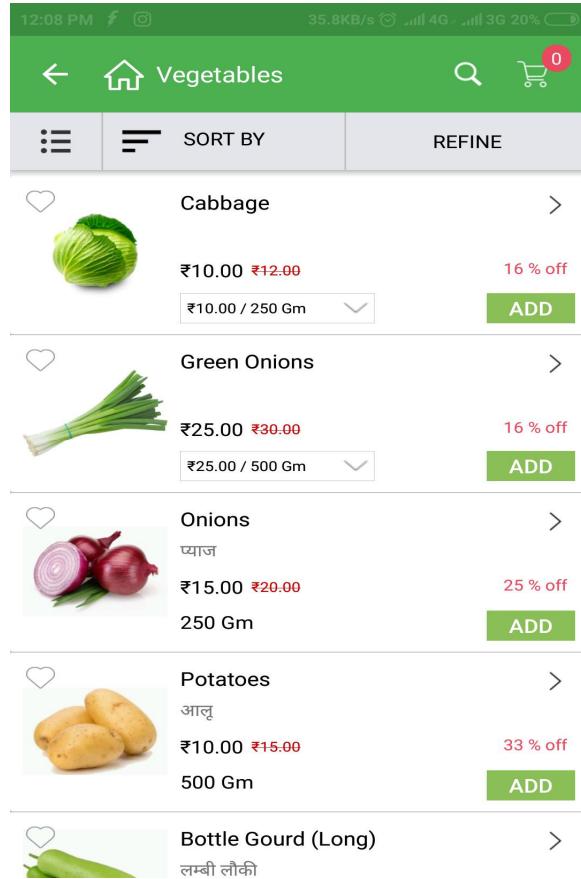
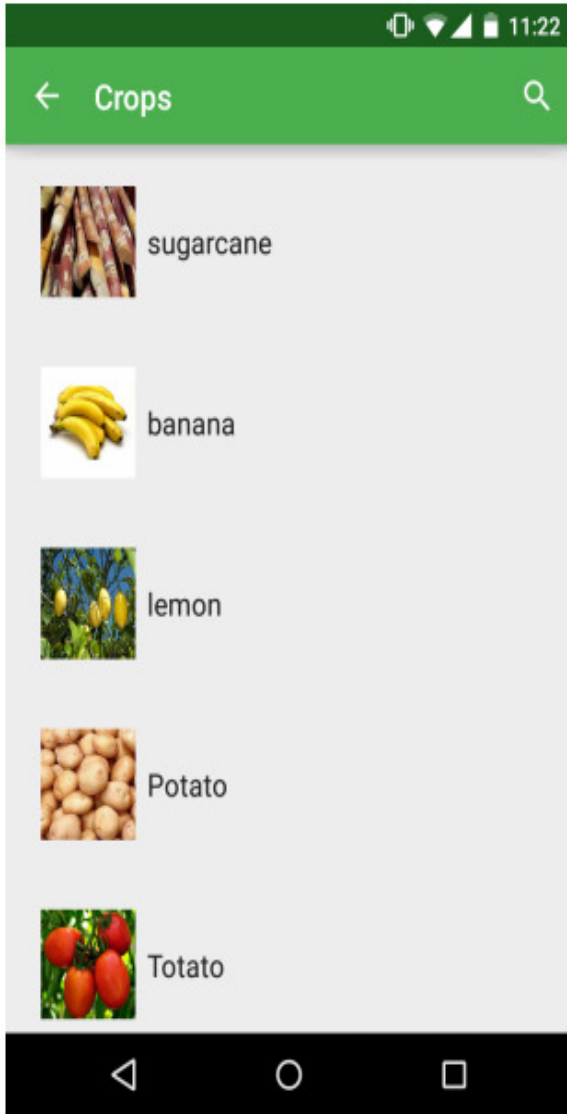
Weather forecasting is deal with science and technology to predict the state of the atmosphere for given time and for a given location. Human beings have attempted to predict the weather informally using their experiences. Weather forecasts are made by collecting quantitative data about the current state of the atmosphere at a given place and using scientific understanding of atmospheric processes to project how the atmosphere will change, after 24hr or a week. This weather report will help the farmers to take necessary decision for their crops.



CULTIVATED PRODUCT

A crop is a plant grown by the farmers which can be consumed by animals and humans. Grains, vegetables and fruits are some of the crops grown by the farmers. Agricultural study says that growth of production will be dependent on climate, soil and medicines and fertilizers. And proper information

help to grow production of food we are providing all detailed information about crop.



IMPLEMENTATION

The system will be having only one User-name and Password section on the front page, as per the user-name and password the system will know whether user only the register the farmer and consumer. Farmers can create new account, log-in to their existing accounts which will give them the authority to use the services provided by the system. Authenticated farmers can sell their product, claim the compensation from government and can view his fund. If user select as farmer then there is option to select whether he wants to take lesson or if he is already familiar with online buying and selling then he can directly go to sell his products. The Farmer can check their account on fund transfer. Farmer sells

the product to consumer or other Home appliance. Consumer transfers the fund to farmer's account as per the product sale.

CONCLUSION

In this paper, it is conclude that this proposed system provides user friendly environment to the illiterate farmer of India as System provide information in local language and in voice form. He received all Whether Forecasting, Agricultural crops information just operation Android Phone. Farmers can access information 24x7 from anywhere. The farmers will derive greater benefit when they can make better decisions about where to sell their output after getting market prices for a variety of local and distant markets.

- Location specific information delivery
- Highly authentic and reliable database on agriculture.

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