



JAIKISAN: E-Commerce Web Application for Farmers

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ABSTRACT:

To increase the direct selling's/profits for the farmers and to maintain direct communication with customers, we introduce JAIKISAN as an e-commerce web application that provides different views for both customers and farmers. The proposed idea is to cut down the additional expenses and commissions which acts as middle-man charges/compensation between farmers and customers. Other most objective of the JAIKISAN is to provide the justification for the farmer service and to provide products for the better prices to the consumers.

Keywords: *Jaikisan, webpage, payment page, secure mail.*

INTRODUCTION

In India, agriculture is the largest dependent sector. As we all know, farmers are struggling to meet their needs. There comes a thought to use software technologies to help farmers with our hands-on project. We are utilizing the latest tech simple to integrate agricultural efforts. A simple user-friendly interface easily helps users to get into our website. Fortunate and very responsive which enables it to work effectively on any type of device.

The farmers who grow crops according to the season, after harvesting the crops they pack them and contact the vendor regarding the stock availability. The wholesale vendor asks for the price, the farmer tells the price at which he can trade at. The vendor who is striving for his profits negotiates with the farmer regarding the price the needy farmer

sacrificing their profits generally accept the price told by the vendor. Due to financial conditions and the unavailability of vendors, the farmer will sell their products at low prices demanded by the market. Farmers grow their crop since there are various other problems such as soil infertility, weather changes, seed defects etc. So, they expect some profits for their products. Due to wholesale vendors and their marketing strategies farmers are not getting their required profits. The wholesale vendors after buying the crop from farmers at their quoted price, sell it to retail vendors. Then the retailer vendors sell it to end customers. Here the intermediate vendors are getting enough profits for their selling. Farmers only lose their profits even though the hardest work is theirs. On the other hand, customers get these products at very



high prices. Technology is the driving force in every sector. We use this technology to drive the farmers into a profitable way. Here we are introducing the multivendor E-commerce business for farmers to do their business with customers. It will help farmers by giving an opportunity to sell their products easier on our digital platform at reasonable prices. Our main aim is to develop farmers by using the new technology and making their business more efficient and also it is used to speed up their marketing process. It will be helpful for farmers to generate profitable income. In the same vein, customers can buy the products at very affordable rates. It will disconnect the connection with intermediate vendors that helps to save some money.

LITERATURE SURVEY

Significant research has been done on the agriculture market and various studies in journals about the agricultural sector. Making a distinct platform for farmers helps them to share some information about agriculture. Technology is existing everywhere from well-equipped cities to a small village in the current generation. So, there are no difficulties in using the technology to move into this ecommerce field. In the study, we got to know that the majority of the farmers are not getting enough profits for their crops, Customers are also receiving products at higher prices. All the intermediate market strategies doing all these losses to the hard-working farmers. Despite all the hard work and patience to grow the crops, farmers play a crucial role in the

agricultural life cycle but still they are facing a lot of issues to get profit due to their bad circumstances.

The farming sector has to formulate with the rise in the market to do such increments there should be unique development that has to be done. That is the new techniques and technology should be used to build modern farming in a high yield manner. A lot of countries are doing their research on technologies to use them in farming, in the process, they are achieving good outcomes. With the spread technology, agricultural system connections between regions become easy and they can easily get the information they are seeking. The modern Technology infrastructure simplifies the integration in the network. We can use technology in an enormous amount in the agricultural sector.

From planting saplings to harvesting the present advances help us to adopt new automated ways in farming. All of this resulted is very much beneficial in all the techniques carried out in the farm management system. After harvesting, there is the main struggle to begin selling the product, every farmer wants to sell their product for profits. To analyze the cost in different markets technology will be more helpful to farmers. Most of the public are aware of smartphones and their usage which will help to go with the technology. The website we are making is simple in design and easy to understand the interface of the website. Technology has advanced to a high level and farmers have the option of using

mobile phones in rural regions effectively.

We can develop E-commerce (Electronic commerce) in a way that may increase the sale of crops to every place. E-commerce is an effective tool that has fundamentally altered the flow of human life. And E-Commerce is largely known as buying and selling products using the Internet. The website system we are developing will help them to make more informed decisions and increase their income potential by aligning the farm output to market demands. There might be an effective increase in the usage of the network in future and also networks available in every rural area in India. So, there should not be any consequences with the networks to manage the digital system.

PROPOSED SYSTEM:

An e-commerce that provides the best quality products at a better price for the customers and also provides the best profits to the farmers. JAI KISAN provides the direct marketing between farmer to the customer. It provides the justification for the farmer service and to provide products for the better prices to the consumers. A platform where farmers get profits and the customers are also benefited.

METHODOLOGY

Farmer module: Separate view is provided for farmer where in which they can add, remove or edit products, discounts, categories and track the customers their orders and their payments.

Customers module: Separate view is provided for Customers as well where in

which they can register themselves and buy products which are added by the farmers.

2-step verification: OTP will be sent to the registered e-mail Id at the time of customer registration.

PHP mailer: A mailing service which is used to invoke the mailer where ever is necessary. Paytm payment gateway: Paytm service which is used for the transactions

Checkout module: This module is used for multiple products checkouts per active session.

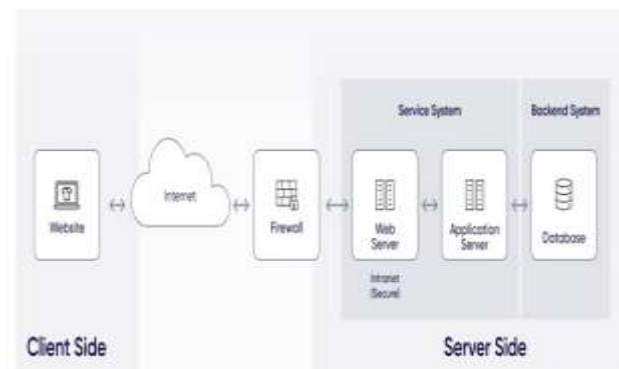


Fig.1. Home page.



Fig.2. Customer page.



Fig.3. Jaikisan Email Authentication page.



Fig.4. Cart page.



Fig.5. Check out and payment page.

CONCLUSION

Technology is existing everywhere from well equipped cities to a small village in the current generation. So there are no difficulties in using the technology to move into this ecommerce field. In the study, we got to know that the majority of the farmers are not getting enough profits for their crops , Customers are also receiving products at higher prices . All the intermediate market strategies

doing all these losses to the hard-working farmers. Despite all the hard work and patience to grow the crops, farmers play a crucial role in the agricultural life cycle but still they are facing a lot of issues to get profit due to their bad circumstances.

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