

# AGRICULTURE MARKETING (AGMART)

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**Abstract:** India ranks second worldwide in farm outputs, Agriculture and allied sources like forestry and fisheries accounted for 15.4% of the GDP (gross domestic product) in 2017 with about 31% of the workforce in 2014. India ranks first globally with highest net cropped area followed by US and China. The economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. The main problem faced by the farmers are they don't know how to sell their products, they sell their harvested products to a owner in less cost and not gets the enough profit, We introducing a new application that helps farmers to sell their products directly to the customers

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## I INTRODUCTION

According to some scientist's agriculture was widespread in the Indian peninsula, 10000–3000 years ago, well beyond the fertile plains of the north. For example, one study reports 12 sites in the southern Indian states of [Tamil Nadu], [Andhra Pradesh] and [Karnataka] providing clear evidence of agriculture of pulses [Vigna radiata] and [Macrotyloma uniflorum], millet-grasses (Brachiaria ramosa and Setaria verticillata), wheats (Triticum dicocum, Triticum durum/atrium), barley (Haredim), (Eleusine coracana), cotton (Gossypium sp.), linseed (Linum sp.), as well as gathered fruits of Ziziphus and two Cucurbitaceae.

Some claim Indian agriculture began by 9000 BC as a result of early cultivation of plants, and domestication of crops and animals. Settled life soon followed with implements and techniques being developed for agriculture. Double monsoons led to two harvests being reaped in one year Indian products soon reached trading networks and foreign crops were introduced. Plants and animals considered essential to survival by the Indian came to be worshiped and venerated.

The middle ages saw irrigation channels reach a new level of sophistication, and Indian crops affected the economies of other regions of the world under Islamic

patronage and water management systems were developed with an aim of providing uniform growth.

Agricultural marketing still continues to be in a bad shape in rural India. In the absence of sound marketing facilities, the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw-away price.

In most cases, these farmers are forced, under socio-economic conditions, to carry on distress sale of their produce. In most of small villages, the farmers sell the produce to the money lender from whom they usually borrow money.

According to an estimate 85 percent of wheat and 75 percent of oil seeds in Uttar Pradesh, 90 per cent of Jute in West Bengal, 70 percent of oilseeds and 35 percent of cotton in Punjab is sold by farmers in the village itself. Such a situation arises due to the inability of the poor farmers to wait for long after harvesting their crop.

## II PROBLEMS FACED BY FARMERS

- In order to meet his commitments and pay his debt, the poor farmer is forced to sell the produce at whatever price is offered to him. The Rural Credit Survey Report rightly remarked that the producers in general sell their produce at an unfavorable place and

at an unfavorable time and usually they get unfavorable terms

- In the absence of an organized marketing structure, private traders and middlemen dominate the marketing and trading of agricultural produce. The remuneration of the services provided by the middlemen increases the load on the consumer, although the producer does not derive similar benefit.
- Many market surveys have revealed that middlemen take away about 48 per cent of the price of rice, 52 per cent of the price of groundnuts and 60 per cent of the price of potatoes offered by consumers.

### III IDEA

- To integrate a mobile based platform where a user can upload information about the harvested product
- This Application provides the guidable information in Different languages (i.e, Hindi, English, Tamil) for the ease of user
- The Harvester can give a pictorial view on each product that harvested by themselves
- The Harvester can upload the details of the product like rate per Kg and the amount of fertilizer used to the crops
- This application can help the people to get the fresh vegetables and can make them to be rich in their health

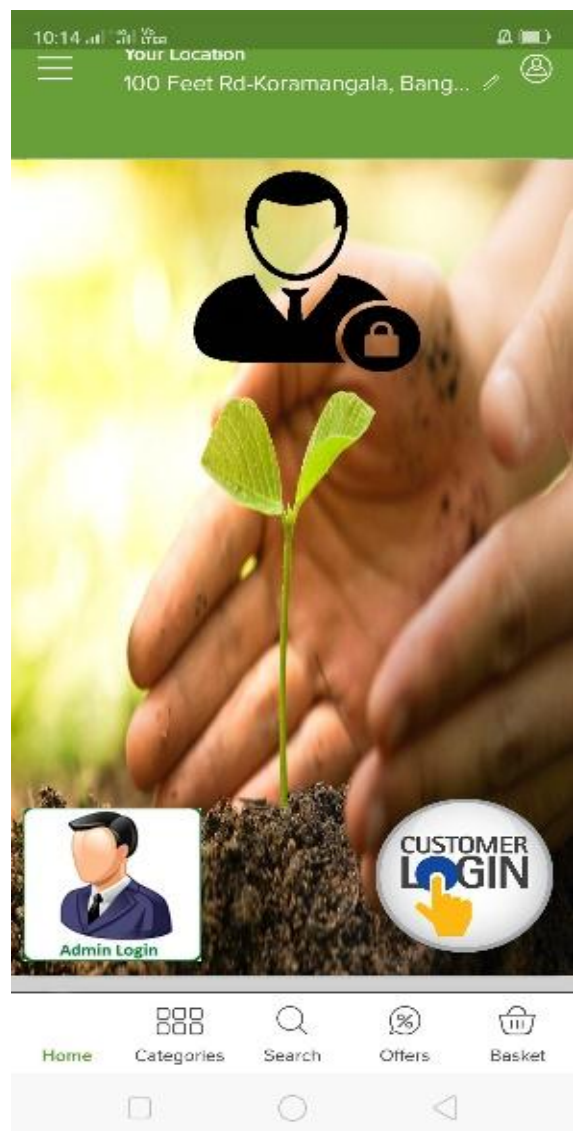
### IV USER

- The application carries two logins one is ADMIN Login and another is CUSTOMER Login
- Each village carries one admin login and customer can login in customer login
- User can directly buy the fresh vegetables through this application from the harvester which are grown without any chemicals
- User can login using their mail id or phone number (only one registration is allowed for one number or mail id)

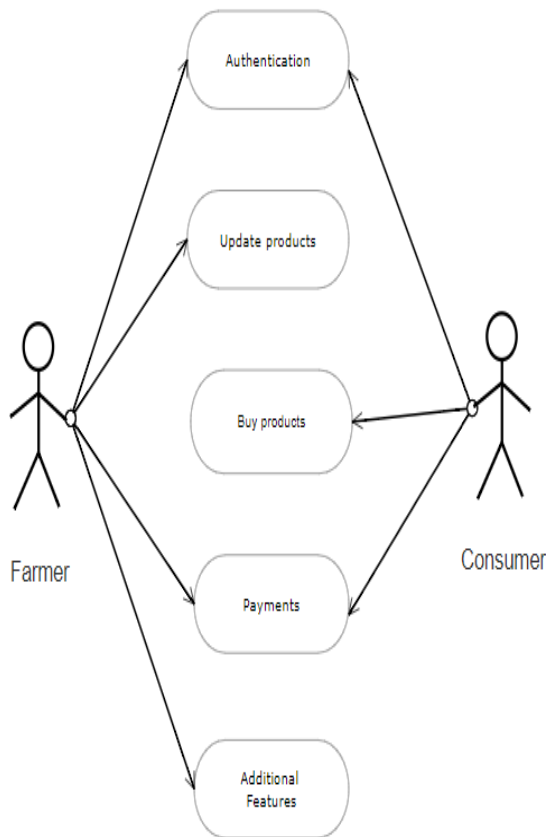
### V SOLUTION

This is user friendly application it gives the information of harvested product which will used to buy or sell the vegetables. Thus, by creating an application of above said structure, we let know about various information about the vegetables harvested by the farmers. This application will help to get the fresh harvested products directly from the farmers and how to and to whom the concerned citizen will have to report in case of coming upon an offender committing an offer

### VI PROTOTYPE



### VII USERCASE DIAGRAM



### VIII TECHNOLOGY STACK

- Android SDK : 2.2.3
- OS version : MS Windows 10/8/7 (32 or 64-bit)
- RAM : MAX 8 GB RAM
- Disk space : 500 MB disk space for Android Studio, Java

### IX DEPENDENCIES

- Android mobile phone (for real time execution of our application)
- Internet Facilities

### X HOW TO EXECUTE

First he/ she should login using their mail id or phone number , this application carries two types of logins one is ADMIN login and another one is CUSTOMER login the admin login is for the farmer and the customer login is for the customers , the

customer he/she should turn on the location in the mobile phone by doing this it is very easy to access the location of your own. Then open the application select the category of your needs either fruits or vegetables. Then you can check the rate of the vegetables or fruits to buy he / she can order the vegetables for home delivery or they can buy them directly in gudown. Here the roll of the farmers are to cultivate the products and give them to the micro stations and upload them into the application and getting a slip which carries all the information.

### XI SHOW STOPPER

- The stake holders and higher authorities should be eager to install this application
- Awareness to be created among the peoples regarding the application and its uses

### XII CONCLUTION

This application will help to sell all the harvested products directly to the customers, the positive thing is all the vegetables will be highly fresh and hygienic. By using this application farmers will get their correct pay for their hard work. No mediator will be presented the deal will be done with seller and the customers. This application will be highly useful for all the farmers when they get a proper awareness about the application.

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