

**Network of Agricultural Commodities for Farmer's Benefit**Ms. Monika K. Hande<sup>1</sup>, Ms. Sayali A. Navale<sup>2</sup>, Ms. Arati D. Jadhav<sup>3</sup>, Ms. Prabhavati P. Khutal,

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**Abstract** — This paper highlights the commission taken by middlemen in the distribution chain, due to which consumer face high inflation. Basically as compare to farmers investments for harvesting product farmer get low prices from the middlemen. The bulk amount of profit goes to the middlemen who buy up the farm products at low prices and sell at high prices to the consumers. This attitude of middlemen creates threat in distribution chain and become obstacle for investors getting into agriculture. Build android application which will help farmers from villages to sell their goods directly to end user, is the main objective of this project so that any farmer can use this facility to sell his stock. In this project an online auction system with large potential market of buyers is presented for farmer's product. An Online Portal System is developed for defining the layout in android application and analysing the working of online auction house which stores the details of bids created and the details of bidder who provides maximum rates for the product .this system is introduced with the intension of reducing the gap between farmers and end users this will increase the profit of the farmers and also end users can get good quality product at cheaper prices as they will directly buy from farmers.

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**Keywords**-Farmer, Middleman, Online Auction, Farmer, Middlemen, Farm Product, Distribution chain, Market.

**I. INTRODUCTION**

Mostly farmers are from small villages, are not aware about the current market conditions and due to lack of information of market places over the world; farmer they sell their products in limited markets. Farmers, spends lot of efforts and there from sowing the seeds to dispatching the grown crops, obviously they expect the fair amount for their efforts. Most of times buyers, dealers, retailers, wholesalers are not able to track details about the productions, quality, quantities and availabilities of different AGRI Products produced in every corner of country or world. Buyer doesn't have time to physically visit the agri product for determining quality and available quantity. Everyone wants to save time so, now a day's e-marketing is better solution. The basic idea to this problem is providing a user-friendly Android application that will interact with the farmer and consumer/retailer, which will provide online auction for agri products .Auction means the process of buying and selling goods and services by offering them for bids, taking bids, and selling items to the highest bidders. The traditional way of auction, is still popular but due to its limitations more and more people are thinking for shifting to online auctions. Today's generation is attracting towards online marketing. So online auction is better solution instead of traditional auction. In manual auction system less number of people are involved, chance of corruption is more and there is no transparent bidding. Online bidding will reduce the time for physical auction system. In online auction highest bidder is selected, product is delivered to the highest bidder and the highest bidder pay the farmer amount online. This android application will help to provide better advantage to farmer, simplifies the communication between farmers and consumers by reducing number of middleman. Digital market place offered to the rural farmers and retailers/wholesalers also. Aim of this android application is to provide virtual market system on which any kind of agricultural product can be auctioned. Also the transport facilities to the farmers are provides if needed. This will save cost and reduce time for searching transport facilities.

**II. EXISTING SYSTEM**

Current farmers markets are using digital technology like taking advantage of online tools to connect to their customers. In this existing system, farmers have to go through multiple stages to reach at consumers. Food distributors or local merchants act as the middleman between the farmer and the customer/retailer. Middlemen take advantage of weakness of farmers & purchase their produce at less price than the market as well as most of the farm products are perishable such as vegetables & fruits need immediate selling , but middlemen himself sells that product with profit or to others with share in profit. They purchase agri-products directly from the farmers at lower price, and then sell at higher price to a variety of customers:

retailers, wholesaler, restaurants and super-markets, institutions and universities, food processing industries During this process farmers get less value to their own goods, and merchants earn more benefit as compare with farmers. Also higher level customers pay more amounts to merchants, hence final production cost get increased. Due to this consumer face inflation problem. This system does not provide total benefit to farmers for their efforts and consumers. There is also some app for digital agriculture but they are not getting surety for their product sell. Overall, the image of a farmers' market doesn't immediately evoke "high-tech."

### III. PROPOSED SYSTEM

Proposed system aims to provide android platform for creating virtual market place for connecting farmers directly with retailers and wholesalers to remove all the anomalies in exiting system. This application facilities the farmer and the buyer to create there profiles and update information related with the post of product (like quantity, price, bidding price, etc.).Using this application seller and buyer can deal without any physical efforts as this app will be available on the Android based mobiles. One can easily login anytime, anywhere with correct login id and password and processed for a deal. As seller can search/bid for the product which is added by farmer so transparency about price is maintain during deal and process of online auction become simple. In this system other facilities such as transport, packing, cold storages, etc. are maintain by the online portal on the demand of buyer or sellers.

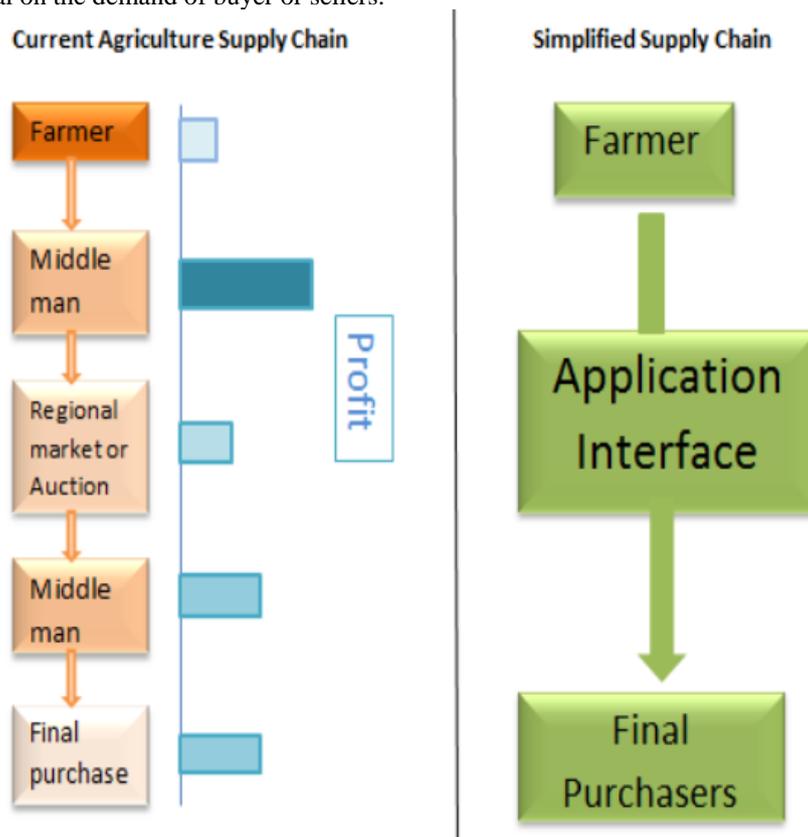


Fig.1.Real system v/s Future system.

Following modules are implemented for working of system:

- Registration  
Using this module separate registrations for seller and buyer is done. This module simply collect the personal and banking information needed for creating deal, and delivering product.
- Login  
Using this module farmer can login for posting product details as well as analyses the bidding history and buyer can login to search product and perches the product suffering from auction process.
- Add product  
In this module, the farmer will post the product information for auction. this module fascinate the seller to post the image of the product by using capture image and other required details about the product such as the product name, quantity and desire price is going to be auctioned
- Bid for product  
In this module, the bidder will first see which product is posted by the seller and able to access all information of product, buyer can able to see other bids for same product and decide bid amount and creates his own bid using this module

At the end of the auction bidder with bulk amount is selected to deal with the farmer and both the parties are notified via SMS and product is delivered to the destination

#### **IV. CONCLUSION**

Thus, simple system to connect farmers directly with Retailers/Wholesalers is provided, Online Auction system is also included to expose maximum price for farmer's product. Online auction system helps to save time and Perishable product wastage gets also reduced. With less number of middlemen, commission is also reduced and the time to reach product at final consumer gets reduced. Benefit to consumer by reducing the number of middlemen in supply chain. And take small step to brought farmer forward from the limitations of local mandies (Markets).

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