DEVELOPMENT OF A WEBSITE FOR AGRICULTURAL MARKETING

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ABSTRACT
India places a high importance on agriculture, but today's farmers are of a lower social class and deal with a lot of difficulties in their daily lives as a result of extreme poverty. Although the employers in this artwork represent 50% of our working population, agriculture only contributes to roughly 15% of India's GDP (properly domestic Product). One of the main factors contributing to farm suicide in India is the income era. Farm poverty is caused by a lack of understanding of the modern generation or new techniques. Even after all the laborious effort and output produced with the help of the farmers, the farmers are still pressured by the sellers in the modern marketplace, which causes poverty. To create direct income between farmers and consumers, it is essential to reduce middlemen's roles in marketing farm products. By using direct farmer-to-patron and language communication with farmers, this website enables farmers to ensure the most profitability. Farmers would be able to understand how entrepreneurs are deceiving them about the quality of their products with the help of this program. The farmer's need is made apparent by this utility. Farmers can learn all there is to know about eliminating inflation and black marketing by using this service. It enables accurate data and information remodeling. The device's clearly defined interfaces allowed one to easily explore the vast amount of information. Higher communication between the farmer and the consumer is made possible by this optimization website online.
Keywords—Farmer, consumer,website

INTRODUCTION
India's economy is based on agriculture. More than 60% of Indians are concerned about agriculture. It was a crucial development in the development of sedentary human civilization, which allowed people to live in cities thanks to the surpluses of food produced by raising domesticated animals. Approximately 0.33 percent of all people work in agriculture.

The second most useful sector after agriculture is the service sector, although, during the past few years, the number of agricultural workers in developed countries has significantly decreased. There are a few apps available in the play store, including farming, Farmers Maret, Aggregate, and eNam. These apps have several risks, thus overcoming these issues is our challenge idea. The main goal of the challenge is to develop a website that would assist Indian subcontinent farmers in quickly selling their goods to customers at local markets without the aid of middlemen or retailers. It is an automated device for more effective and transparent sales. This website will act as an entirely original and safe method of agricultural marketing and advertising.

LITERATURE REVIEW
[1]"Farming Assistant Web Services", D. Magheshkumar, M. Pavithra .It is a web project designed to support farmers who are pursuing increased profitability through direct interactions with suppliers and fellow farmers. The use of mobile phones in developing nations are essential for the Growth of farmers' businesses in agriculture. Communication via mobile devices is now thought to be crucial for improving farmers' access to information on the state of the agricultural market. Utilizing a cell phone also keeps them informed about weather forecasts for applying agricultural inputs like herbicides and fertilizer. [2] "Android Based ICT Solution in Indian Agriculture to Assist Farmers",

Arpit Narechania.India has a relatively low average yield when compared to other nations. E-agriculture is only being promoted in India by developments in information and communication technology (ICT) and government initiatives in e-governance. As a result, not only will the state of Indian agriculture be improved, but also the living and working conditions of farmers. This study suggests the mobile application KisanVikas (Farmer Development), which uses ICT to promote e-governance by providing ongoing information on agriculture, such as weather forecasts, crop prices, news, government support lines, and an inventory database manager. [3]"ICT for Indian Agricultural Informatics Developments", Dr. Deshmukh Nilesh Kailasra

It seeks to concentrate on the most important aspects that have been discovered for, at least on the surface, successful use of information and communication technology for agricultural boost up. As they are two sides of the same coin, some of the concerns raised involve how information technologies contribute to the broad field of agricultural and rural activities. Offer services based on IT and ICT to the Asian region. [4]"E-Agriculture Information Management System", Sumitha Thankachan, Dr. S. Kirubakaran

Making judgments has benefited greatly from the role of technology in many areas, especially in agriculture. Due to a lack of agricultural expertise and environmental changes, agriculture has been underdeveloped for the past few years. The primary goal of this work is to inform farmers about e-agriculture and how to use and perceive it. To gather information about farmers' awareness of e-Commerce, the study used a statistical survey design technique.[5] "Sustainable E-Agriculture Knowledgebase for Information Dissemination to Develop Indian Agriculture Sector and Empower Rural Farmers",Rahul Singh Chowhan, Purva Dayya, Dr. U.N. Shukla E-Agriculture uses a variety of information and voice exchange strategies to assist agricultural and rural development. The idea to use ICTs to their fullest extent for farm marketing and capacity building has existed for a very long time. It's only recently that the dissemination of information has begun to more effectively use ICTs to provide better service to the farmers. [6] "A Web System for Farming Management",Glaubos Climaco, Fernando Chagas, Valéria M. Silva, Gentil V. Barbosa, and Patrick Letouze .In this research, a web-based farming management system that uses a conceptual framework for modeling production is presented as a farm-scale system. The web system supports the production system's design, which is conceptually divided into three parts: the technical subsystem, the bio-physical subsystem, and the decision support subsystem. Additionally, interdisciplinary research projectmanageme(IRPM) principles were used in the development of the online system.

METHODOLOGY
DIJKSTRA'S ALGORITHM- This approach could be used to determine the shortest pathways between nodes in a graph. In our project, we are looking for the closest distant farmer in a particular district.
MERGE SORT ALGORITHM - This algorithm is used to sort data using a divide-and-conquer strategy. This splits the array in half evenly, then joins the halves together in a sorted fashion. In our project, the consumer places orders from the product list using this algorithm.
   BINARY SEARCH ALGORITHM - Using a   list of things that have been sorted, this algorithm can find an object. It works by periodically dividing by half the portion of the list that might have the item, until only one location remains.

MARKETING OPTIONS FOR AGRICULTURAL GOODS ONLINE
1. System that gives farmers a way to connect with buyers and sell their goods within a certain radius of kilometers.
2. Farmers can increase the price they receive for their goods while incurring no additional costs for marketing or delivery; however, they can also decide to increase the price by handling their own delivery.
3. This application also provides a consumer option to meet the needs of farmers and make things simple.

4. The farmer can use this program to determine the optimum price for his goods and avoid being duped by marketers.

5. This application simplifies the needs of farmers.

6. Farmers can use this program to acquire all the information they need on combating inflation and black marketing.

7. It aids in the accurate upkeep of data and information.

8. Using the system's clearly defined interfaces, one can quickly browse through the many details.
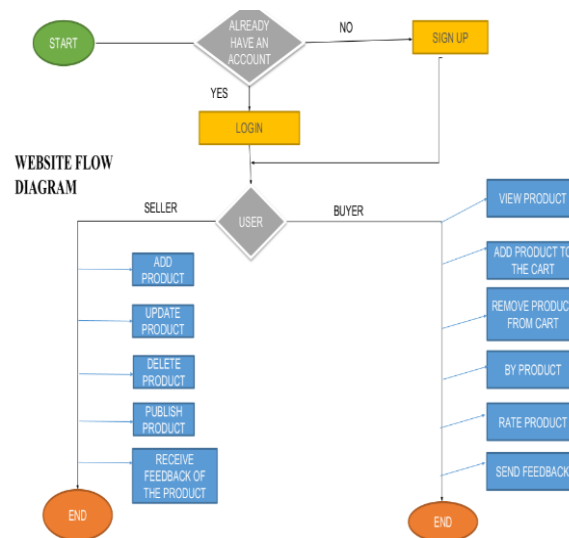
CONCLUSION

Farmers will benefit from this web-based program's increased market knowledge. Because the concept is so straightforward, farmers can profit more from it than from any other existing programme. It will function as a different way to look at plans and pay. They will stay up to date with fresh approaches and strategies during this time. Each customer's demands have an impact on how well farmers execute in terms of the quality of their products. This approach is more efficient, safe, and cosy overall.

The proposed system can ensure that the data saved in the database is kept private and secure. Unstructured data is transformed into structured data and sorted format. Getting alert messages and emails on a cell phone or other mobile device is incredibly useful, dependable, and functional.

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