Crop Market
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Abstract:
There is lot of headache in crop selling and buying because farmer get very less prices of crop and these crop are very expensive for customer. In the current situation, farmers to direct consumer marketing is the most need of the country. As farmers are not getting high Compensation on the selling of agriculture commodities and customers are also not satisfied because they are paying high price than the original price of the product. This situation happens because of mediators. In this paper, we are trying to resolve various approaches regarding farmer to customer crop selling

Keywords: Direct marketing, farmer-to-customer crop selling, traditional marketing, direct marketing channels.

I. INTRODUCTION
In day to day life, vegetables are one of the most important things to improve human health. In the current scenario, customers are going to the market and buying vegetables. It is not possible for all the categories of people every time to go to the market for buying vegetables. Today, the Internet is the most robust technology in the world. The Internet has play an important part in our daily life and it brings us lots of advantages to us. Today, a huge number of people like to buy anything online. So, the online system is one of the convenient techniques for farmers to customers direct crop selling. Farm direct marketing is an essential need of the farmers and consumers of the country as it goes a long way in ensuring higher Compensation to the farmers and meeting the satisfaction level of the consumers through direct sale of the agricultural commodity by the farmers to the consumers at affordable prices. Direct marketing of agriculture give rise to helps in complete elimination of middle men and commission agents who charge high level of commission fee from the farmers coming to the market yards for selling their product and then artificially inflate the retail prices.

II. OBJECTIVES:
1. In online marketing, customers can buy crop products from farmers via the online ordering of products.
2. Farmers get the online order and deliver the products as per the requirement of the customer.
3. In the site, farmers can sell their products based on current prices and can know the demand from the customer. Customers can also buy products at a reliable price.

III. BLOCK DIAGRAM
A. Traditional Way of Crop Selling and Buying:

![Figure 1. Selling of food from Farmer to Customer](image1)

In this way of marketing and selling, goods must be routed through state-owned mandis, retail markets where intermediaries pinch farmers to increase margin. Traditional Marketing is known as mandi. In the mandi network, on one side there is a group of farmers and on the other side, there are consumers. In mandi, three sides are involved: Farmer, Middleman System, and Customer. The direct contact between farmer and customer is not involved but, they are chained through a middleman. The middleman collects food from various farmers and distributes them into various areas. Now, the area manager divides the food to the sub-manager. Afterward, they give food to the local vendors, and finally, food reaches to the customer. So, observation from traditional marketing is that the food passes through many phases which results in high prices of food products. As a result, a middleman gain more profit than farmers. So, a farmer's financial condition is decreasing more and more.

B. Farmers-to-Customers (F2C) Direct Crop Selling:

![Figure 2. Direct Selling of crop from farmer to customer](image2)

In this way of buying and selling of products from farmers to customers, the existence of middleman is removed completely. Here, farmers and customers communicate between themselves directly.

IV. APPLICATIONS
1. In online marketing, customers can buy crop products from farmers via the online ordering of products.
2. Farmers get the online order and deliver the products as per the requirement of the customer.
3. Crop Market include reduced grower risk and need for operating capital, reduced customer sensitivity to cosmetic defects of products, building a sense of community and farm brand and a reduced amount of time required for selling during the production season.
V. LITERATURE SURVEY

1. “On non-fixed” retailing places and through the use of face-to-face sells, the product and service are sold directly to the consumers.
2. “Direct Selling” as a face-to-face selling without fix retailing sites.
3. “Direct Selling” is a distribution method for consumptive product and service through personnel contact.
4. Direct Selling is a selling way that the manufacturer product importer sells the product directly to the final consumer.

VI. ADVANTAGES

1. Since small quantities of farm products can be sell, small producers can participate.
2. The farmer sets the price of the product or is more controlled price. Good products can get attractive prices and therefore, small farms can be profitable.
3. Payment is usually immediate
4. In addition customer gives their feedback on products and services. The farmer can improve business through this input and increase farm profitability.

VII. PROBLEM OUTCOME

This survey paper has indicated that the target group of direct farming presents a good opportunity for selling high-quality food. Selling farm products from the farmers to directly the customers can get a high amount of benefits and delivers a good quality product which helps them to expand their income by building their own business.

VIII. REFERENCES


