Scientific Journal Impact Factor (SJIF) : 3.518
International Journal of Modern Trends in Engineering and Research
ISSN (ONLINE) : 2349 - 9745 ISSN (PRINT) : 2393 - 8161

Online Farm Based Trading

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Abstract— The OLFT (Online Farm Based Trading) is related to the online farming product sell; with the help this system farmer can easily sell there farming product and customer can get this product in fewer prizes. Our system offers salient features including efficient cost reduction, direct attraction between farmer and customer, and easily retrieval of farming product. Specifically, we propose this system to avoid the intermidiatory people between the farmer and customer which are responsible for increasing the cost of the farming product.

Keywords— Trading, Farming product

I. INTRODUCTION

The main motivation behind the online farm based trading is to connect the farmers from rural areas to the big market. Online farm based marketing creates new income opportunities for farmers with limited environmental impact. Farmers frequently consider marketing to be their major difficulty [6]. However, while they will be able to identify many of these problems as poor rates, insufficient transport. Successful advertising requires learning new abilities, new techniques and innovative ways of obtaining information. Online farm based trading is the online platform for selling the farm products [5] [6].

Day by day in online marketing there is a large scope for selling the farm products. So, online farm based trading is the better way to sale farm products such as fruits and grains. Due to this we avoid the merchants or commission agents .These commission agents causes increase in the price of the farm products. This online farm based trading is beneficial for both farmer and the customers. Farmer will getting better price of their product and the customer take product at minimal price. The system collects less information from both customer and farmer and provides the more output [1] [6].

II. EXISTING SYSTEM

The existing system is based on the current market analysis of farming product. The current situation of our market is very critical. In which the farmer goes to market and sale its product to the merchant. Then the merchant sale that product to another merchant or it will also store the product. After that the distributer role is start, he buys the product from merchant and provides this product to the suppliers. Lastly suppliers provide this product to the customer. This process is very long and it is responsible to increase the cost of product. The cost is increases up to the 70% of the original cost. This system also requires the more man power and time consuming so the quality of product also decreases [6].

Day-to-day the rate of fraudness is increase in the market because the merchant sometimes store the large amount of farming product to get the maximum benefit. So the scarcity of product is increases and automatically it increases the cost in vary large amount. So this system is not good for the farmer and also customer because farmer not get the expected benefit from the system and customer pay the more money to purchase the product as compared to its original cost[4][5][6]. The following figure shows the architecture of an existing system.

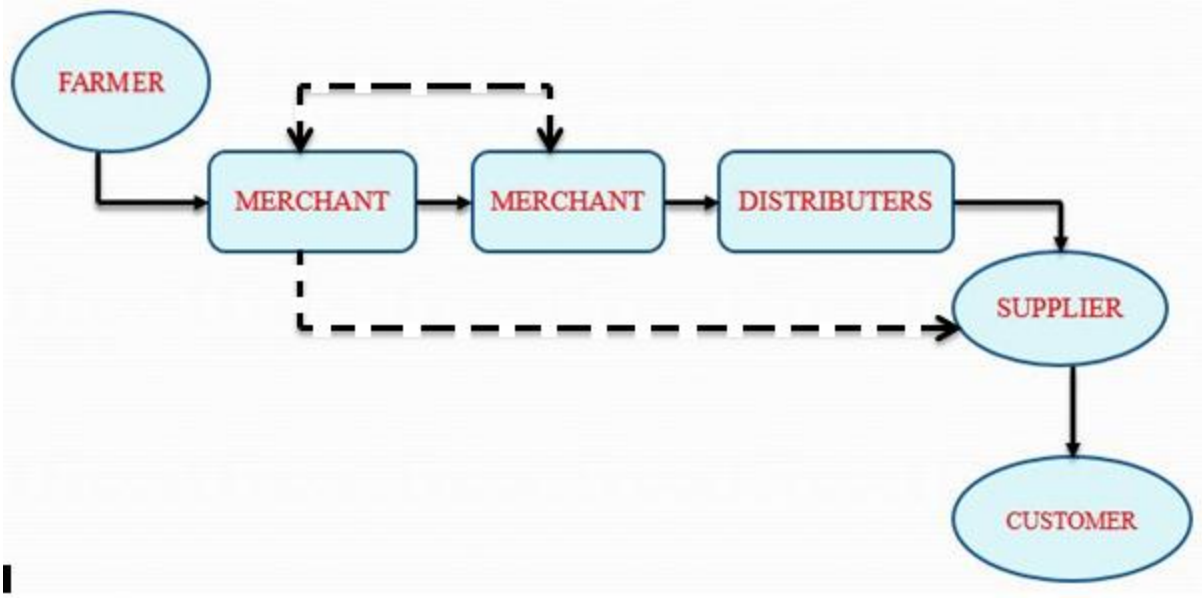

Figure1: Architecture of existing system.

Disadvantages:

1. Time consuming
2. More cost
3. Require more human efforts
4. Responsible to increase the fraud
5. Decreases the quality of product

III. PROPOSED SYSTEM

The proposed system is OLFT (Online Farm Trading).This system helps to sell the farming products, Such as agricultural food, grains, vegetables, milk products etc. OLFT works online in which the farmers and sellers are interact with each other.

Proposed system plays an intermediatory role between the farmer and customer. This system can be access by anyone from anywhere.

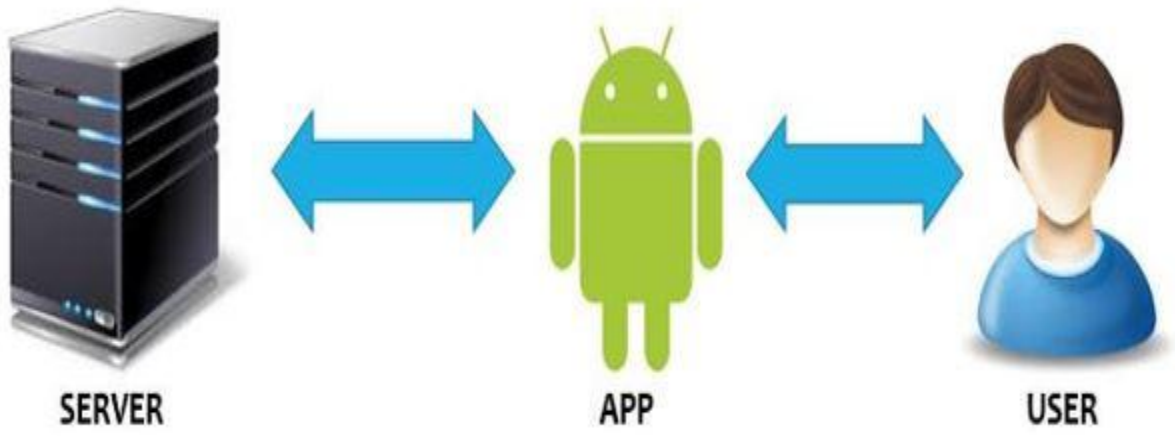

Figure 2: Overview of proposed system.

A. Proposed System Architecture:

The OLFT Provides more output to the farmer and customer as compared to the existing system. Also the system contains the current market prices and news feeds related to the new technologies, so the user of the system knows about the new technologies used in farming and also know the updated prices of product.

The seller post the free ad of their farming product with the help of android app then this post is verified by the system administrator after that this post is visible to the end users. The following fig shows the detailed working of the system.

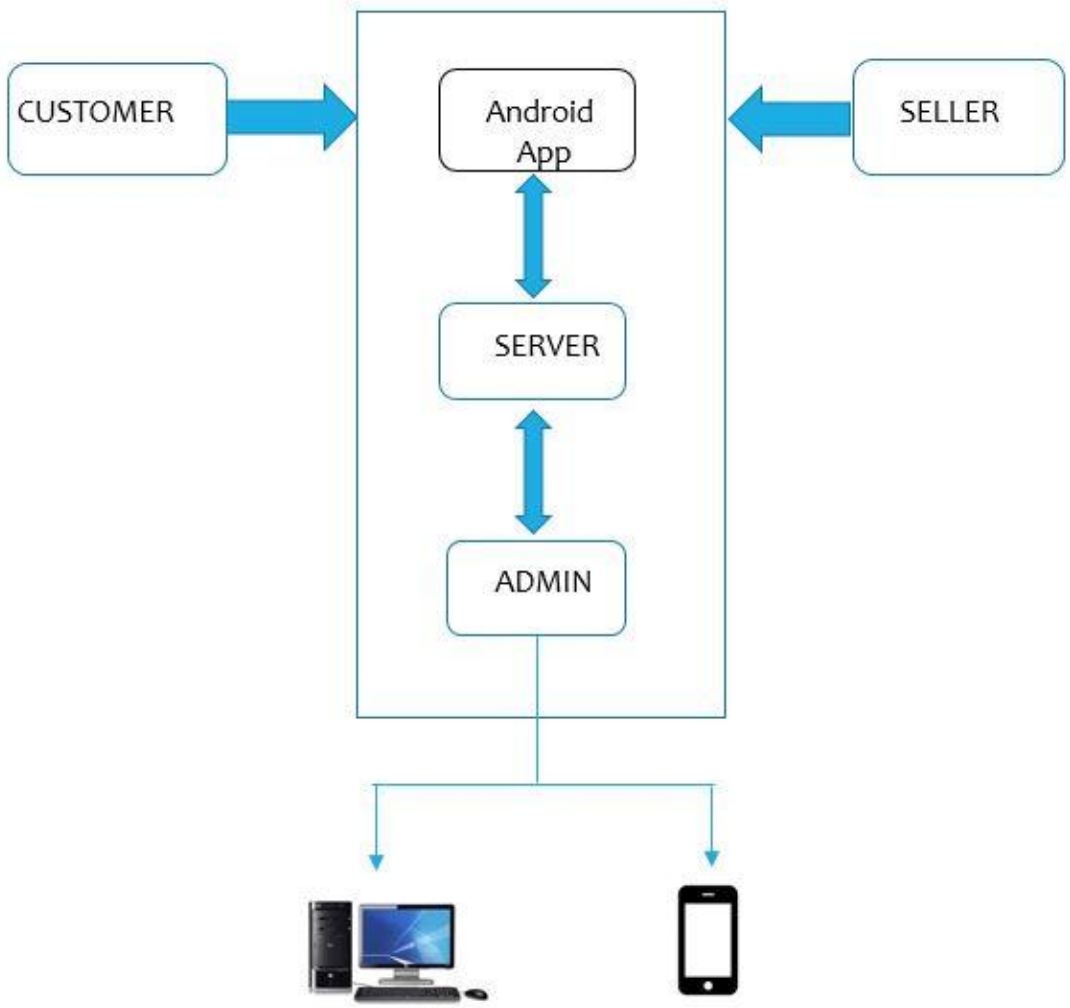

Figure 3: Proposed System Architecture.

B. Proposed System Algorithms:

Image Compression: Image compression is minimizing the size in bytes of a graphics file without degrading the quality of the image to an unacceptable level. The reduction in file size allows more images to be stored in a given amount of disk or memory space. It also reduces the time required for images to be sent over the Internet or downloaded from Web pages. Basically there are two types of image compression algorithm i.e. lossless algorithm and lossy algorithm [2][3].

Step1: Original Image:
Step2: Color Quantization:
F: M N C
Where, F = ((ri,gi,bi) | 0 r, g, b 255)is the RGB color space (x, y) M N are the co-ordinate of a pixel, M and N is the integer set of colors used in the image is
C = (C1, C2,. . .Cn).
There are 256 256 256 possible combination of red green and blue components.
Where, R= (r1, r2,. . .rk) is a set of representative color used in the quantized image.
It will consider the RGB color image is divided into the number of regions.
Q: M * N - R = F
Step3: Output = (Centroid of the region)
Step4: Predicate color:
Input predicate = Original image
Predicate coding=(Splitting image, Quantized value for each)
Step5: Output predicate = (Predicate color, Residual error)
Step6: Encoding:
Input = (Centroid, Residual error)
Consider, a set of centroid C= (C1, C2, C3,. . .Cn)
Taken a Residual error of image
Centroid+ Residual error=Output
Output = (It will provide a Compressed Image)
Step7: Calculate pre x value of image
CR = Compression Ratio = Original Image / Compressed Image
Mt = (1,. . .n) = Total Memory
Mavi = (1,. . . n) = Available Memory
Mocc = (1,. . .n) = Occupied Memory
Step8: Output :(Image is compressed and Save the more Memory of Android Devices.)
Success: (Reduced the file size of Image reduced consumption of memory.)
Failure: (The File size of the image is not reduced more consumption of memory.)

C. Comparison of existing system with proposed System

We propose the online farm based trading which is the online market for farmer and customer. The OLFT helps the direct communication between the farmer and customer so it will help to reduce the cost. It helps to connect the farmer to the external world.

The OLFT require less manpower and less time as compare to the existing system. It will help to reduce the fraud in the market.

With the help of this system farmer knows the actual information about the market and its situation. This system can be accessed by anyone from anywhere.

The traditional system requires hazards work to sale the farming product and it is time consuming process. Also it is responsible to increase the cost of farming product, increased fraud in the market, Decreases the quality of product and requires more human efforts. So to overcome these entire problems we have to implement the new technology which is Online Farm Based Trading (OLFT).

D. Advantages of Proposed system

- Third party event eliminated
- Reduced cost
- Direct communication between farmer and customer.

- Updated market prices
- News feeds and updates
- reduces the fraudeness in the market
- user friendly

IV. CONCLUSION

The system is used to connect the farmers across the India to the Big Trading Market without any intermediary/middle person to gain profit in their Farming Business. In this way they can easily connect to the Governments Farming Market and knows the actual Big Market Business.

ACKNOWLEDGEMENT

A dissertation of this magnitude has been a journey with various ups and downs. Whenever We are standing on most difficult step of the dream of our life, We often remember the great almighty god for his blessings kind help and he always helps us in tracking off the problems by some means on our lifetime. We feel great pleasure to represent this project entailed data sharing in cloud storage by using key public key cryptosystem. We would like to convey sincere gratitude to our project guide and head of information technology engineering department Prof. P.V.Waje for her valuable guidance and support and who guided us and provided with her useful and valuable suggestions and without her kind co-operation it would have been extremely difficult for us to complete this dissertion. We would like to convey sincere gratitude to B.E. Co-cordinator Prof. R.S. Bhalerao for his valuable guidance and support. We would like to express our appreciation and thanks to Prof .Dr. G. B. Shinde, Principal, S.V.I.T. Nashik.

Finally we are very grateful to inspiring parents who loving and caring support contributes a major share in completion of our task.

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