FARMTECH360: A COMPREHENSIVE FARMING APPLICATION WITH DJANGO

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Article History: Received: 15.08.2022 **Revised:** 16.10.2022 **Accepted:** 22.12.2022

Abstract

India's farming sector grapples with persistent poverty due to entrenched working-class cultures and outdated practices. Furthermore, farmers are subjected to exploitation by middlemen who manipulate them into selling their produce at unfairly low prices. To alleviate these challenges, agro marketing emerges as a promising solution by automating tasks and streamlining processes. E-farming, an integral part of agro marketing, empowers farmers with access to crucial data on market prices, sales trends, and profit margins, while enabling them to expand their customer base across the country. Through thisinnovative platform, farmers can now send and receive SMS messages to stay informed about market conditions and product information. Additionally, the system acts as a gateway to modern farming techniques and government-sponsored agriculture programs, fostering greater efficiency and productivity. The primary objective of this project is to establish an online e-farming store that serves as a virtual marketplace for rural farmers to directly sell their goods in cities. Customers gain convenient access to a diverse range of agricultural products and can make purchases directly from the website or communicate directly with sellers, promoting a transparent and mutually beneficial trade environment. As a result of this successful internet commerce initiative, both buyers and sellers save precious time and financial resources. By bridging the rural-urban divide and mitigating the exploitative practices of agents, the e-farming platform brings hope for the upliftment of India's farming community and the transformation of the agricultural landscape.

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DOI: 10.31838/ecb/2022.11.12.60

1. Introduction

E-farming is a web-based application designed to help farmers improve their financial success and living standards. It provides a marketing hub where farmers can access billing and account details. Farmers will need licensed agents to sell their goods at the market, and the central market committee can influence agents' behaviour through evaluations. The platform allows farmers to check market status and commodity prices. In areas without easy internet access, an SMS service provides market information. The government explains new options for farmers, and investors are compensated for crop losses due to natural disasters. The E-farming store is an easy-to-use web application that brings the convenience of online shopping to the agricultural sector. It connects buyers and sellers of agricultural products and services in one place. The platform is built using Python Django, providing a user-friendly experience for farmers and agriculture enthusiasts. Farmers can create profiles, list and manage products, interact directly with customers, and advertise their offerings. The platform also offers valuable insights and data-driven analytics to help farmers refine their practices. For customers, the website offers easy filtering and searching for products, catering to all levels of farming experience. With E-farming, both farmers and customers benefit froma streamlined and efficient marketplace for all their agricultural needs.

Literature Survey

Design and Implementation of an E-Farming Store Web Application the usage of Python Django.

This paper discusses the implementation of an e-farming store web application using Python Django. It focuses on user-friendly features like product listing, cart management, and order placement. The study evaluates the application based on user feedback and suggests future improvements for better agricultural transactions and user experience.

Enhancing User Experience in E-Farming Store Web Applications.

The paper focuses on improving the user experience in e-farming store web applications using Python Django. It discusses personalized product recommendations, intuitive navigation, user feedback incorporation, seamless checkout processes, and mobile optimization to enhance user satisfaction and engagement.

An FPGA-based a smart farming setup that might be employed for the period of term.

Agriculture faces challenges in adopting technology, especially in developing nations. Existing prototypes are incomplete, and efforts to integrate technology for farmers have been limited. This paper proposes a real-time model prototype with features like automated crop watering based on plant growth and weather conditions, using image processing and machine learning to detect diseases, and a user-friendly web or mobile app for farmers.

Scalability and Performance Optimization in E-Farming Store Web Applications using Python Django

This paper focuses on improving scalability and performance in e-farming web applications using Python Django. It discusses load balancing, caching, and database optimization to handle increased user traffic and data volumes. Asynchronous processing and performance monitoring are also highlighted to ensure efficient and responsive applications for agricultural e-commerce

Existing System: Farmers lack access to computerized systems, so they rely on agents to sell their goods in the market. Agents do not provide transparent information about the sales,reducing the farmers' income. Farmers also miss out on government assistance and modern farming practices due to limited resources and knowledge. The current setup needs improvement to increase farmers' income and knowledge.

1. **User Registration:** Users can sign up with their usernames, email addresses, and passwordsfor secure account access.
2. **Farmer Profile Management:** Farmers can create and manage their profiles, providing farm details and products to attract more clients.
3. **Product Search:** Customers can search for agricultural products using keywords or browse categories with filters for easy navigation.
4. **Product Details and Reviews:** Customers can access product information, images, prices, and farmer details, along with ratings and reviews for informed decisions.
5. **Shopping Cart and Checkout:** Customers can add items to their virtual carts, review them,and safely proceed to payment.
6. **Order Management:** Farmers receive notifications of orders, can handle them, confirm, dispatch, or deliver, and address customer inquiries.

Proposed Work: Collaborating on this project led to the development of the E-Farming Store Web Application, which eliminates the hassle of searching multiple websites for farmingsupplies. It serves as a middleman, connecting farmers and purchasers for easy transactions. The system

includes farmer profiles, product catalogues, secure payment methods, real-time stock updates, user evaluations, and logistics support. It aims to create an accessible and efficient marketplace for agricultural goods, utilizing technology and AI-driven algorithms. The platform encourages sustainability and knowledge sharing among the farming community. The proposed system aims to revolutionize the agricultural industry by promoting direct farmer-consumer interactions and fostering a strong agricultural community through automation and database integration.

Benefits

1. **Enhanced Market Reach:** The web application allows farmers to reach a larger customer base outside their local area, while customers can access a wider variety of agricultural products from different farmers, including niche items not readily available locally.
2. **Convenience and Time Savings:** The platform enables farmers to easily sell their productsand allows customers to shop from the comfort of their homes or offices, saving time and effortfor both parties.
3. **Transparency and Credibility:** Farmers can create comprehensive profiles, showcasing their operations and practices, which helps customers evaluate their credibility and farming methods before making a purchase.
4. **Direct Farmer-to-Buyer Approach:** Eliminating middlemen allows farmers to keep prices competitive and customers can support local farmers directly, leading to cost savings and supporting local communities.
5. **Sustainable Farming Promotion:** The web application encourages sustainable farming practices by showcasing eco-friendly and sustainable agricultural products, rewarding farmers who prioritize environmental concerns. It also facilitates knowledge sharing and discussions, fostering stronger agricultural communities focused on sustainability.

Module Description:

1. **Login Module:** This section describes the login process for the E-Farming Marketplace WebApplication. Users are prompted to select either ADMIN or USER to access their respective features. When logged in as ADMIN, all advantages and administrative capabilities are accessible, allowing the user to manage the site effectively.
2. **New User Registration:** This section explains the process for new buyers to create an account. Buyers who haven't registered yet are directed to the "New User" section. They are required to provide necessary information (name, phone number, email address, etc.) on the registration form to create a new account.
3. **Product Catalogue:** This section outlines the various medications available on the platform, including names, categories, subcategories, images, prices, and other details. The ADMIN user can perform administrative tasks like creating, editing, and removing records. The USER canbrowse and view products currently available for purchase in the market.
4. **Search Functionality:** This section describes the search feature, which is a crucial component of the module. Farmers can narrow down their search based on criteria like financial constraints or specific locations of interest. The search can be refined using various criteria such as category, subcategory, name, price, and more.

System Comparison Matrix:

Aspect	Existing System	E-Farming Store WebApplication
Access to Computerized Systems	Farmers lack access; rely on agents for sales	Provides an online platform for farmers
Transparency	Lack of transparency in sales information	Offers transparent product information
Government Assistance	Farmers miss out on government assistance	Connects farmers to government programs
Modern Farming Practices	Limited resources and knowledge	Promotes modern farming practices
User Registration	Not mentioned	Users can register for secure access
Farmer Profile Management	Not mentioned	Farmers can create and manage profiles
Product Search	Not mentioned	Allows customers to search for products

Product Details and Reviews	Not mentioned	Provides detailed product info and reviews
Shopping Cart and Checkout	Not mentioned	Supports online shopping and checkout
Order Management	Not mentioned	Facilitates order handling and delivery
Technology Integration	No mention of technology or AI-driven algorithms	Utilizes technology and AI algorithms
Sustainability	Not mentioned	Encourages sustainability in agriculture
Knowledge Sharing	No mention of knowledge sharing among farmers	Fosters a strong agricultural community

Outputs:

Figure 1- Home Page for Admin and User

Figure 2- view user details

Home Page for Admin and User: A user-friendly web portal with distinct interfaces for admins and regular users. Admins access privileged functionalities like user management, content moderation, and settings. Regular users enjoy features such as personalized profiles, content creation, and interactions. Efficiently catered to meet specific needs, ensuring a seamless online experience

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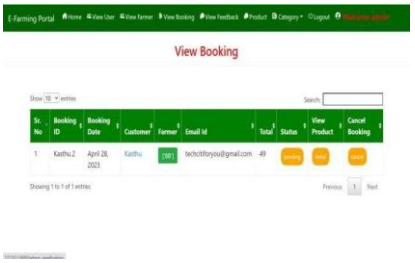

Figure 3 - view bookings page

The bookings page displays all scheduled appointments and reservations in one convenient location. Users can easily view,modify, or cancel their bookings, ensuring a seamless and organized experience. It provides a user-friendly interface, streamlining the process of managing appointments efficiently. The user-details page displays essential information about a user in a concise and organized manner. It typically includes details like name, profile picture, contact information, and relevant user-specific data. This page serves as a comprehensive snapshot of the user's identity and account details.

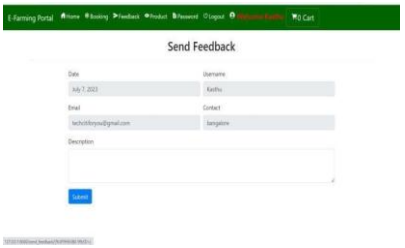

Figure 4 - send feedback page

A platform for users to provide valuable input, opinions, and suggestions about a product, service, or experience. It enables businesses and organizations to gather valuable insights to improve their offerings and enhance customer satisfaction. Users can share their thoughts, report issues, and contribute to ongoing improvements.

Implementation: In the process of developing a web application for agriculturalists and consumers, we begin by collecting user requirements and ideas through surveys and interviews to understand customer goals. Then, we select an appropriate technology stack for both front-end and back- end development. A crucial aspect is designing a comprehensive database to store informationon items, consumers, purchases, agriculturalists, and reviews. To ensure the security of the application, we implement user authentication and authorization measures. For farmers, we develop specialized tools such as profiles, product selling features, customer communication options, and sales data analysis capabilities. Additionally, we create customer-focused features, including product search, verified farmer profiles, personalized recommendations, secure online purchases, and community engagement functionalities. The system allows farmers to easily manage their products, update them, and view buyer reviews. A user-friendly shopping cart and a secure payment gateway are provided to facilitate smooth transactions. To keep users informed, we implement a system for order confirmation and status updates for both farmers and buyers. The website is optimized for various screen sizes, ensuring a responsive design from desktop to mobile. We integrate analytics solutions to help farmers understand buying habits and product effectiveness. To promote eco-friendly farming practices, we develop instructional materials for farmers and buyers. Before launching the application, we thoroughly test it to identify and resolve any issues. Finally, we release the app on a reliable web hosting service with high uptime and scalability. To attract new users and gather feedback for continuous improvement, we plan a comprehensive marketing strategy. This multifaceted approach aims to address the diverse needs of farmers and consumers, fostering a thriving online marketplace that empowers farmers, ensures quality products, and enhances the overall user experience.

2. Conclusion

The E Farming Portal is an ongoing web development project utilizing HTML, CSS, and Bootstrap for front-end design, and Python Django with SQLite for the back- end functionality. Its primary aim is to revolutionize online grocery shopping by establishing a direct connection between consumers and local farmers. By eliminating intermediaries, the platform seeks to offer improved market data and fair pricing, while also providing access to financial assistance to support farmers. This web portal goes beyond being a mere marketplace; it serves as an information hub for farmers, keeping them informed about modern farming practices and industry developments. Through interactive features and educational content, even first-time users can overcome initial anxieties and find valuable resources to enhance their farming methods. For consumers, the E Farming Portal offers various benefits, including time-saving and convenience. With its user-friendly interface and efficient search options, customers can easily find and purchase fresh produce directly from local farmers. The platform prioritizes safety by verifying all farmers' profiles and ensuring secure online transactions through trusted payment gateways.

Future Enhancements: In the near future, machine learning will play a significant role in revolutionizing the agricultural landscape by providing farmers with a cutting-edge shopping app. This app aims to empower farmers by allowing them to conveniently access thee-farming store from their mobile devices, ensuring they can efficiently manage their orders, receive timely push notifications, and stay updated with personalized alerts while on the go. In addition to the app's convenience, farmers will benefit from a comprehensive knowledge base that contains a wealth of farming guides, tutorials, and expert recommendations. This valuable resource will empower farmers to enhance their skills, adopt modern agricultural practices, and make well-informed decisions to improve their yields and overall productivity. To streamline the buying process, the app will integrate standard payment gateways, offering secure and hassle-free online transactions for customers. By prioritizing data security, the platform aims to instill confidence in buyers, making them more willing to engage in online purchases from local farmers. Moreover, the app will employ a sophisticated recommendation engine that leverages machine learning algorithms to provide personalized product suggestions to each customer based on their preferences, interests, and past purchases. This personalized approach is expected to increase customer satisfaction, foster loyalty, and boostrepeat purchases, driving growth for both farmers and the e-farming store. While some first- time users might initially feel anxious about adopting this technology-driven approach, the overall benefits of safety, speed, and an enjoyable user experience will undoubtedly outweigh any concerns. By embracing this

innovative app, farmers will be better equipped to conduct online business from the comfort of their homes, expanding their reach to a broader customer base and contributing to the growth of sustainable and efficient agriculture. The integration of machine learning, knowledge sharing, and personalized features will position farmers at the forefront of digital agriculture, paving the way for a more prosperous and interconnected farming community.

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