

ORGANIC PRODUCTS SELLING WITH E-COMMERCE

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ABSTRACT

ALTHOUGH THE INCREASING ADOPTION OF DIGITAL FINANCE IN RECENT YEARS HAS EXERTED A WIDE-RANGING INFLUENCE ON FARMERS' CONSUMPTION AND PRODUCTION ACTIVITIES, MANY FARMERS IN INDIA STILL SERIOUSLY SUFFER FROM DIGITAL FINANCIAL EXCLUSION. FEW STUDIES HAVE DOCUMENTED THE DIFFERENT IMPACTS OF E-COMMERCE ADOPTION CHARACTERIZED BY ONLINE PURCHASES AND SALES ON FARMERS' PARTICIPATION IN THE DIGITAL FINANCIAL MARKET MEASURED BY THEIR ENGAGEMENT IN DIGITAL PAYMENTS, DIGITAL WEALTH MANAGEMENT, AND DIGITAL CREDIT IN RURAL INDIA. USING SURVEY DATA FROM RURAL INDIA, WE CONTRIBUTE TO THE LITERATURE BY CONFIRMING THAT BOTH ONLINE PURCHASES AND SALES HAVE A ROBUST SIGNIFICANT AND POSITIVE IMPACT ON FARMERS' PARTICIPATION IN THE DIGITAL FINANCIAL MARKET AND THAT THIS IMPACT ON DIGITAL WEALTH MANAGEMENT IS SUCCESSIVELY LARGER THAN THAT ON DIGITAL PAYMENTS AND DIGITAL CREDIT, WITH THE PROPENSITY SCORE MATCHING (PSM) METHOD AND INSTRUMENT VARIABLE (IV) APPROACH EMPLOYED. WE FURTHER DISCOVER THAT THE IMPACT OF ONLINE PURCHASES AND SALES ON FARMERS' PARTICIPATION IN THE DIGITAL FINANCIAL MARKET IS SIGNIFICANTLY MEDIATED BY DIGITAL FINANCIAL LITERACY MOREOVER, THE IMPACT OF ONLINE PURCHASES AND SALES ON FARMERS' PARTICIPATION IN THE DIGITAL FINANCIAL MARKET IS LARGER FOR THOSE WITH HIGH EDUCATION LEVELS, PURSUING SKILLS TRAINING, RUNNING NEW AGRICULTURAL OPERATION ENTITIES (I.E., FAMILY FARMS, PROFESSIONAL COOPERATIVES), AND ENGAGING IN AGRICULTURAL ENTREPRENEURSHIP. OUR FINDINGS SUGGEST THAT MORE EFFECTIVE MEASURES TO ENHANCE ADOPTION RATES OF ONLINE PURCHASES AND SALES, INNOVATION IN RURAL MARKET-ORIENTED DIGITAL FINANCIAL PRODUCTS AND SERVICES, SYSTEMATIC TRAINING FOR FARMERS IN E-COMMERCE SKILLS AS WELL AS DIGITAL FINANCIAL LITERACY, AND DIFFERENTIATED SUPPORT MEASURES FOR DIFFERENT GROUPS OF FARMERS TO REDUCE THE GAP ARE URGENTLY NEEDED IN INDIA.

KEYWORDS - e-commerce adoption; online purchases; online sales; digital finance;

I. INTRODUCTION

Industry experts believe that global trade now depends upon more on E-commerce along with traditional medium for trading. Industry experts believe that global trade now depends more on E-commerce along with traditional medium for trading. Every passionate person for showing his skill it was awesome way to make his/her future bright, by selling own handmade products on this site. User simply first go on website, then search for products, and in a very simple way order the product, which is very useful for saving time and avoiding rush.

This project mainly contains 3 modules like Merchant module, Customer module, invoice module. In customer module customers will give orders for items which are being available in that shop. In our project that order is processed and details are stored in data base. In invoice module total bill for ordered items will be created. In case if the ordered items are not being shipped at a time then the pending order details will be processed and the bill for the pending order will be created. In Marchant Module products are being maintained in category wise and product wise, item wise and up to date stock will be maintained in computerized manner. And up to date order given by the customer through online web status will be shown with help of dynamic web pages by getting data from database.

Why e-commerce will be in a great demand?

The e-marketing provide platform for the needy people where people or customer can select products which are according to their need and they can easily get it at home.

Easy to use

You are no longer need to go to a store, no longer need to wait in line, you can get all the information you need about the products directly from the internet, and everything else is shortened and made easier when you order online.

Easy to promote

For promoting a store physically, it costs more and also the promotion of store is not very effective. But using online promoting services it will be easier for an seller to promote his/her shop online. Also it will not consume much time and will be effective.

Voice Commerce

Online stores should improve their buying journey with voice search option by optimizing their top-level conversion funnel content to incorporate answers to common questions surrounding products or markets.

Product and Services

Products and Service are the basic element of marketing. If there is no product there is no marketing. It is concerned with the nature and type of products, product quality and design, product planning and development, product decisions relating to branding, labeling, packaging, trademarks etc.

II. E-COMMERCE IN INDIA

According to the website www.statista.com, the number of internet users in the India is estimated as 636.73 Million in 2019. Hence, with proportion to the population data, the penetration is 48.48% in 2019. It means that about 49 people among 100 are internet users in India. This penetration has been recorded as 50% in 2020, 45% in 2021(till May 2021). Thus, it is very clear that the usage of internet has been increasing day by day in India. The fast growing internet population of 1367.6 Million in the year 2019 has increased to 1391.99 Millions till May 2021 (Report of Internet and Mobile Association of India). It is an indicator of the E-commerce sector's huge growth potential in India.

In 2020, the largest e-commerce companies in India were Amazon, Flipkart, ShopClues, Paytm, Snapdeal and e-bay.

TABLE: COMPARISON OF INTERNET USERS IN INDIA WITH POPULATION STATISTICS

Year	2019	2020	2021
Total India Population (in millions)	1,367.6	1378.6	1391.99
Internet Users in India	636.73	696.77	761.29
Penetration (% of Population)	48.48%	50%	45%

III. CHALLENGES

The major challenges faced by farmers, in general, due to lack of awareness about digital platform are:

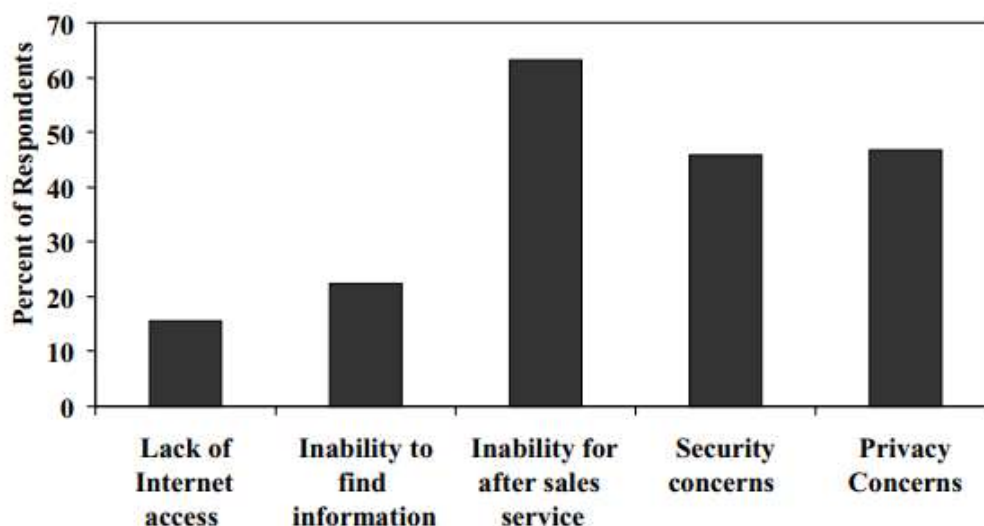


FIGURE 1: BARRIERS TO FARMER E-COMMERCE ADOPTION

IV. ADVANTAGES

- GST number and PAN card number is not required for seller registration.
- Order indent-automation from the direct sales dept.
- Customized and adhoc reports for the MIS for decision-making.
- Direct communication between Customer and Seller.
- Shop Inventory Database updates.
- Stock in shop information Communication with the customers regarding the orders and complaints and tracking them for the future purposes. User can Purchase product at lesser or original price (no commission strategy).

V. APPLICATION PORTFOLIO

It is recommended that the organization takes up the following four functional areas for automation

- Merchant department
- customer department
- Stores department
- Billing
- Shipping Information System

The reasons for selecting the above are that firstly they directly address the problems enumerated. Secondly, together they form a cohesive set of well-integrated application with one system acting as the feeder system for the other.

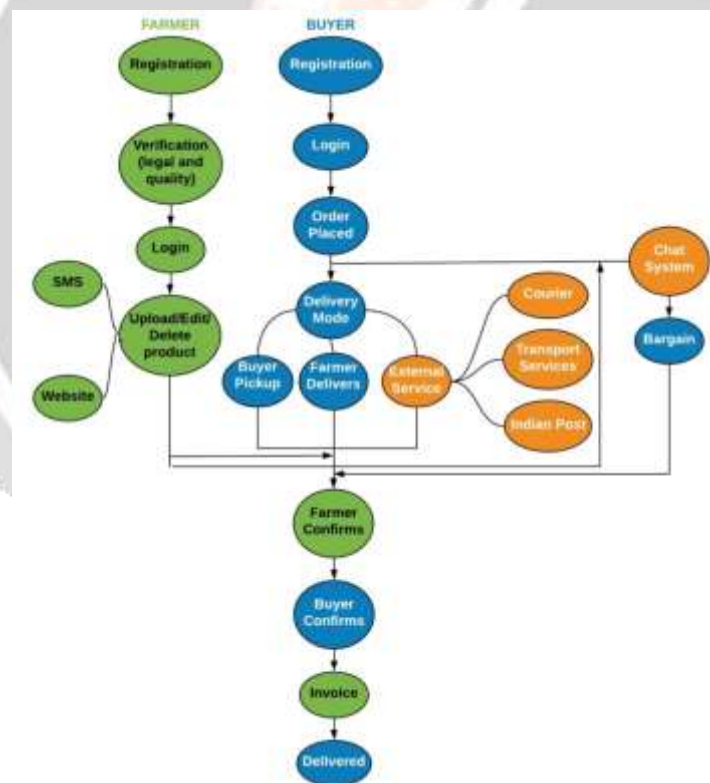


Figure 2: Proposed System

VI. CONCLUSION

The system was developed once the necessary feasibility study and technical feasibility were conducted. Firstly the requirements of the users were assimilated. The users were made aware of the advantages in adopting the automated process and also reassured that the automation process would not lead to retrenchment.

Subsequently the development started. The software requirement specification was prepared and designing done. The Iterative paradigm was used for developing this system. This system took about four months to develop. Careful verification and validation was performed to ensure that the system conformed to the user specifications. Once the system was developed it was delivered to the users who were satisfied with the performance of the system. Though delivery has been completed the developed system will be monitored and the responsibility of the maintenance rests

with the developers. In order to overcome the drawbacks in the current system a decision to automate some of the departments of the Pump Industries. Inforaise Technologies bagged this contract.

Thus, the portal aims at the elimination of various hindrances that an artisan faces while entering the e-commerce market. The dedicated artisans will be benefited for their valued traditional crafts as the portal eliminates various middlemen that portray a clean line of separation from other e-commerce, giants at the same time focusing on customer satisfaction aided by various facilities delivered via the portal with ease of payment.

VII. FUTURE SCOPE

The future scope of this web app is one can make use of Farmer card as a means for authentication and further applications. One can segregate products from machine-made on the go by analyzing the material. Accordingly, allowing appropriate cost management for the products and necessary acknowledgments to the particular farmer leading to proper benefits and customer satisfaction.

VIII. REFERENCES

During course of this project, a number of books, projects and websites were referred to. Some of them are as listed as follows:

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