Implication of Supply Chain Management in Local Kisan Marketing Strategy

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Abstract: *Indian farmer lagging in financial aspect in their life, not only weather conditions and lac of hard work, but due to the inappropriate income source. Famer's product should be sold at lawful price without any intervention. Even the worst case that small town formers didn't get suitable market and precise product price. To overcome these issues, we plan to such platform for the farmer. The application we develop mostly focus on the local kissan and their business. This application gives them complete freedom to sold their products to the customer directly and earn profit without involvement of third party i.e., Agent. This helps farmers to gain maximum revenue of their products and also providing information of the goods online to the several customers.*

Keywords: **Farmer profit, product, selling, financial gain**

1. INTRODUCTION

India population mostly located in villages and farming is the only source of income in these portions. The Indian farming built on the weather conditions and geographical land in the region. Also, farmers have limited access to the quality inputs required for the fields. These include machineries, technical resources, changing weather conditions, and raw material for seeing in the field. Every year huge amount of crop produces by most of the farmers, but due to unavailability of proper storage, product price, availability of nearby market farmers is unable to convert these in to profit. Farmer's products are directly sold to market directly in between framers and market several parameters weaken the profit of the product as shown in figure 1a.



Figure 1a. Supply chain between farmers' product and Customer.

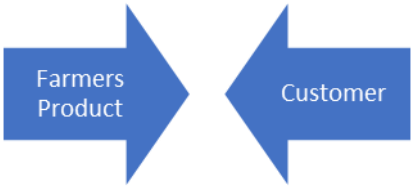

Figure 1b. Direct selling farmers product to Customer.

Hence the farmers are week financially day by day to fulfill their requirement. This situation easily overcomes by removing all other factors as shown in fig. 1b. We need to develop such platform, the farmers' product directly available to customer. Indian Government has taken these issues in to consideration for the development of Rural Business. The DSCL supports farmer and deliver them proper agricultural services, such as better-quality crop inputs, agronomic backing, fuel, banking, and consumer goods. These outlets also buy back some of the farmers' production at harvest time. In applying the products and services offered by the stores, farmers are able to improve the quality of their crops.

The private organizations also focusing on farm related products, relance has initiated many stores for these kinds of products. Hariyali Kisaan Bazaar agriculture supply chain management also failed in many regions because of the agents and intermediatory processor in supply chain management. The APMC act in India has become the one of the oldest policies for the benefit of farmers.

2. RELETED STUDY

Government offers many policies to improve overall profitability of the framer and most of them are benefited in the country. But in local regions and places where the market not available easily, farmers face the problems. In such cases we need to provide the solutions to the such problems.

Many private organizations in the country Tata, ITC, HUL, Godrej, A. V. Birla are putting efforts to bring local rural areas into profit[1]. The "Chopal Sagar" was launched by ITC, Godrej Adhar outlet for farmers in the country. Kisaan mandis for agriculture retailers is also proposed to be set up by the West Bengal Agro Industries Development Corporation. ORMAS which is an autonomous body under the Panchayati Raj Dept., Govt. of Odisha facilitates the rural marketer for a sustainable source of revenue through technology and marketing channels. Hariyali Kisaan Bazaar, the retail utility chain of DCM Shriram has set up 25 outlets in five states in north and central India and predicted to have 50 such outlets by 2012 and is planning to go for a tie up with cell phone companies to provide consultancy services to the farmers [2]. The Mahatma Gandhi National Rural Employment Guarantee (MGNREGA) act of Government of India boots

the income of the farmers [3]. The author [4] analysed the vegetables SCM practices in Bangalore and identified that inefficient recording of sales managed by agriculturists, procurement managed by middlemen, quantum sold to consumers and quantity remaining unsold and intra-day price variations are the major restrictions of vegetable SCM. Retailers play important roles in FSCM since they are selling thousands of different products each of which has its own supply chain with distinct features and complexities [5].

It is necessary to develop successful supply chain management for framers for the development of income. This project focuses on the root cause of the supply chain management in the field product to its selling.

3. IMPLEMENTATION

For the sake of convenience to farmers, we have designed a software application which will provide a direct selling of the farmers' product to customers. By using this software application farmers' location can be provided to sell their product which can be seen by any customer online. Nearest farmers who are selling his products can be searched online easily by customer and can purchase vegetables, fruits etc. Also, customer can place online purchase order in advance at any time. Customer can also access home delivery facility if needed by proper dealing with farmer. The basic concept of implementation is shown in figure 2.

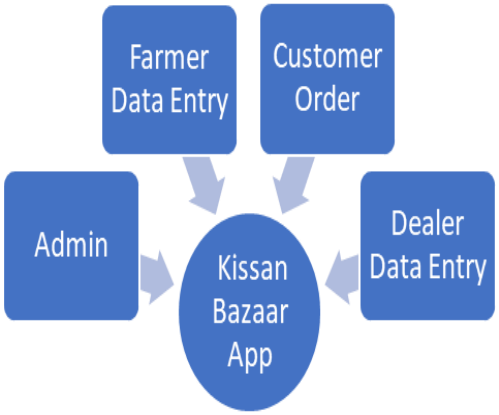

Figure 2: Implementation Concept.

So, for this purpose, farmer, customer and dealer has to enrol (register) themselves as a new user through registration process. During registration process one has to choose his role and enter his personal details. After successful registration one can upload the details about their products as shown in figure 3.

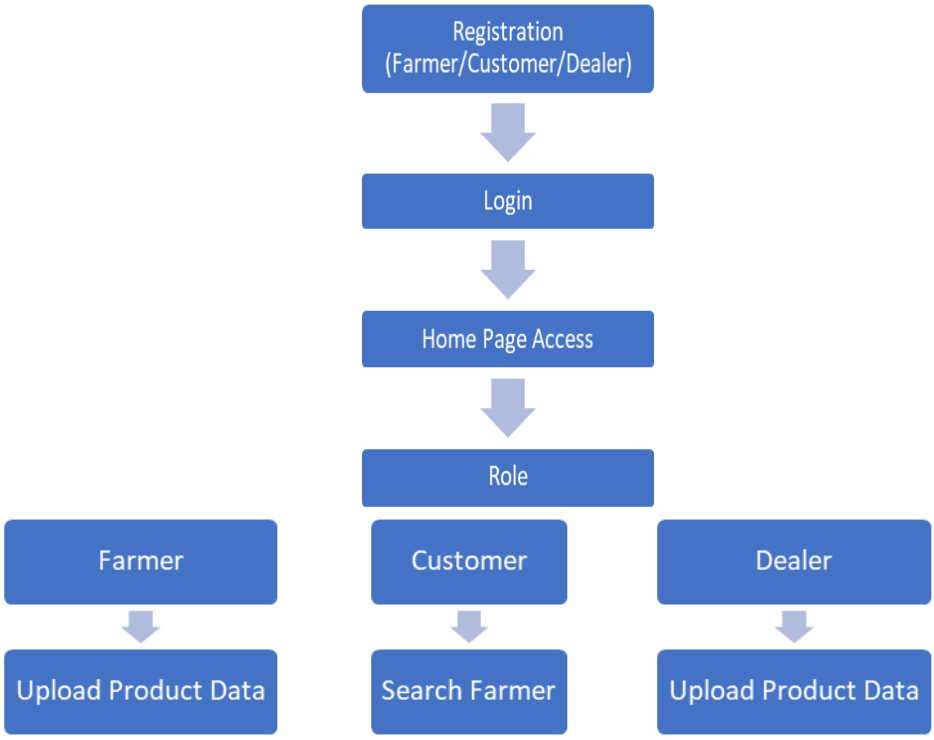

Figure 3: Application Software Flow.

Access to Software Application by different roles

After successful registration, for each role can access this application for different purposes viz. Farmers can upload their product details which he wants to sell in market. After successful login of customer into application, he can search nearby farmers and can access the goods available with farmers, its rate and contact information. Online booking of goods is also possible by prior communication with farmers. Dealers/Suppliers are also able to upload their product details which he wants to sell through his shop. These details may shop details like address and contact, product details like product type and names of product, quantity, rate etc.

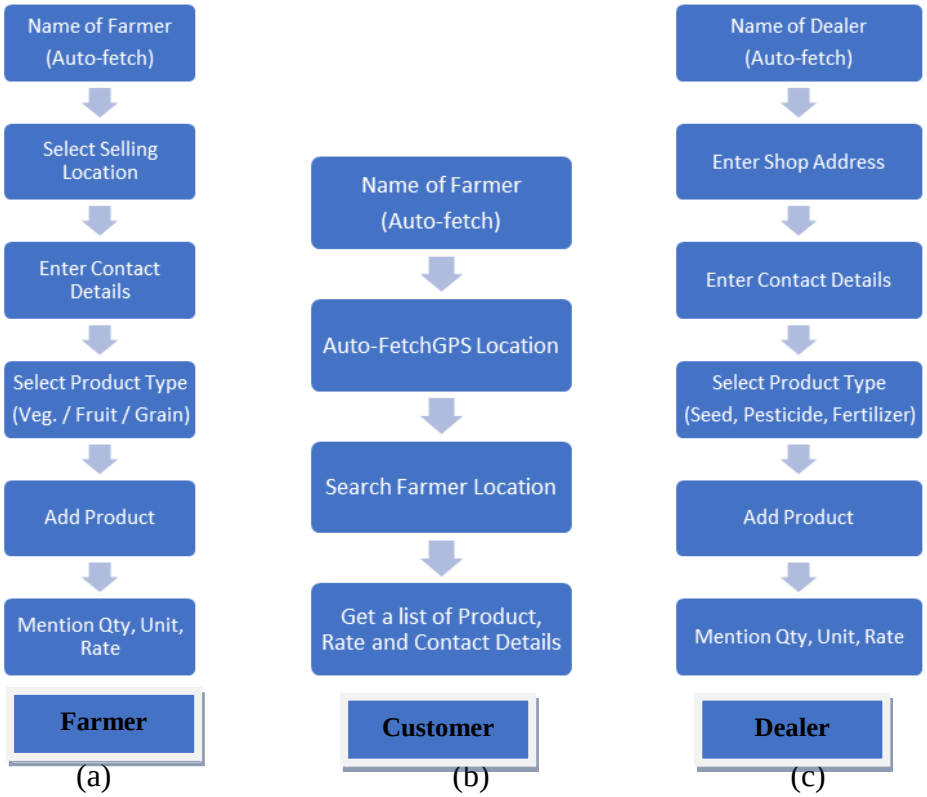

Figure 5: Access to Software Application by different roles:
(a) Product data upload by farmer, (b) Farmer and his product search by customer and
(c) Product data upload by dealer/supplier

Access to features: Weather and Market

All application users will be able to access weather information. As per the user mobile geographical location, city will be automatically chosen. Weather information is provided based on few parameters like temperature, wind flow speed, air pressure, humidity, sunrise, sunset, geographical co-ordinates etc.
User can also access to commodity price of various market. Based on the selected fields by customer like district, state and market etc, user will be able to access information about commodity, its variety, different prices etc. Flow for the same is shown in fig.6

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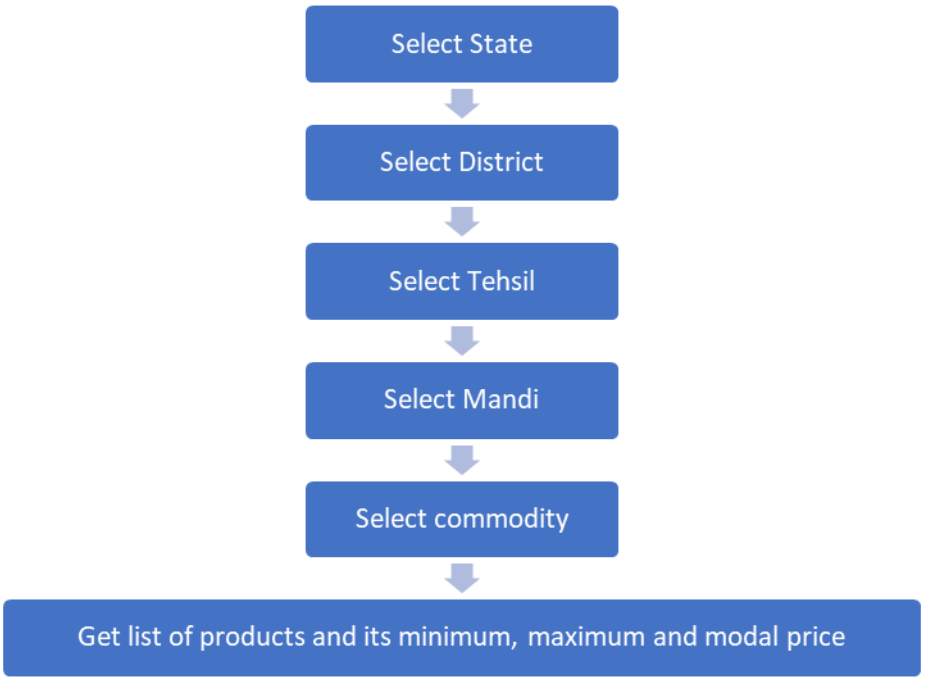
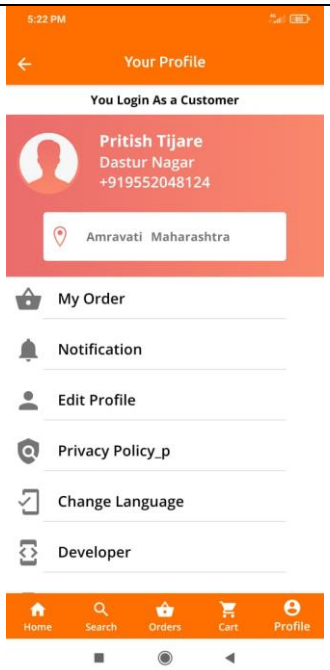
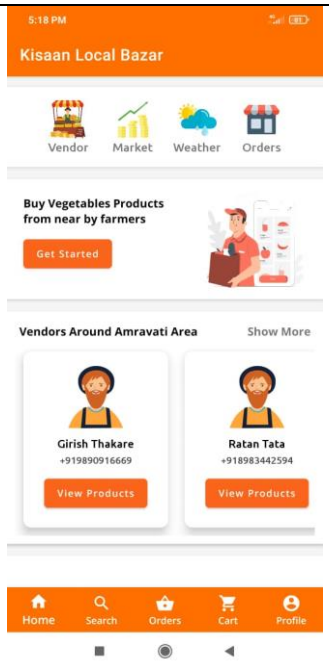
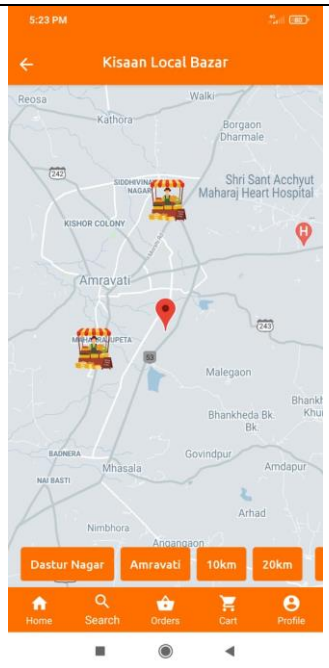
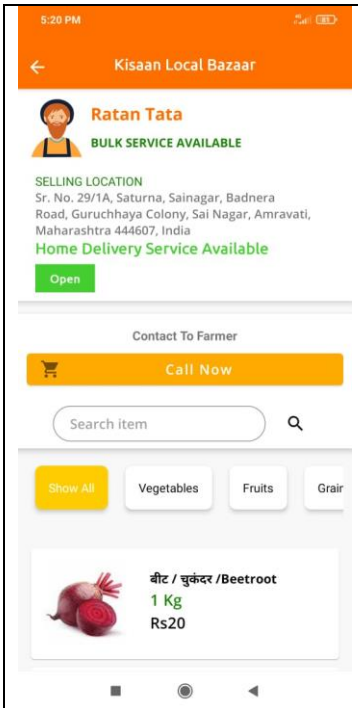
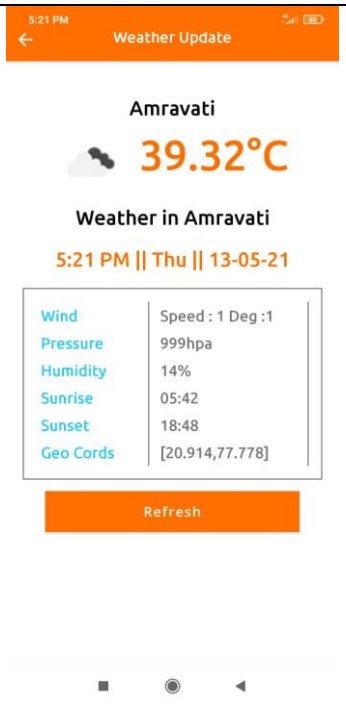
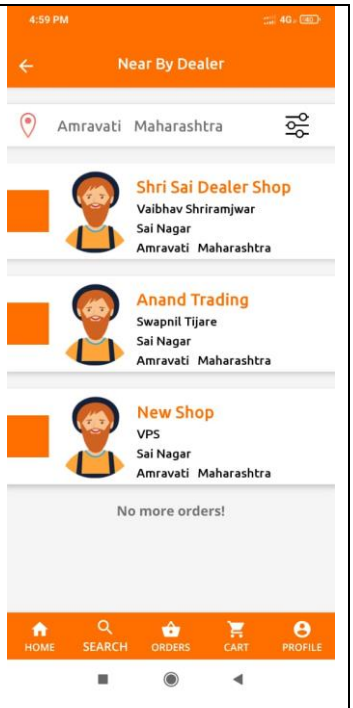


Figure 6. Commodity price search in various markets

Results

		
User Profile	**Home Page**	**Searching nearby Farmers**

		
Available goods with farmer	**Weather Information**	**Nearby Dealers**

Conclusion

Present condition of farmers in India is very much dreadful. As per analysis, 80% of Indian farmers are either marginal (land with less than one hectare) or small farmers (land between one to two hectares). Frequently, there is news of Indian farmer suicides from all over the parts of country.

So, to support Indian farmers, we have implemented this application which will provide the platform to sell their goods from farm to customers directly so that farmers can keep away from agent, broker, adat etc. which causes increase in profit margin. Also, delivery time of goods can be minimized and goods quality can be maintained as goods are directly supplied to end customers.

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