A COGNITIVE APPROACH TO MOBILE APPLICATION IN GREEN COMMERCE

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Abstract: There are most prominent ongoing developments, advances, and innovations in various fields of modern technology; the most lagging sectors are agriculture because the exposure of farmers to the market has run within kilometers. Green commerce will open their products to a wide market. From earliest times to the till date retailers move to a third party to get their demands. The main motto of Green commerce is to give an establishment and recognition to farmers and their products and to create a mutual relation between the farmer and the retailer. In the current scenario the mixed price economy sustains for the same quality products. Farmer fails to get the exact price value of a product which is completely eradicated in Green commerce. Mobile applications being the current trend ruling the world so the project too goes on the side of it. This proposal deals with the concept of mobile application that has differentiated accounts for farmers and retailers. Green commerce would act as a platform between retailers and farmers. Farmers have to update their dormant status, so that retailers can get the exact status and in accordance to their demand they could purchase, directly from the farmers. This system uses the concept of data warehousing and data mining. Green commerce gives a great recognition to farmers and agriculture. It helps the retailers to know the best price for products and helps to know exact demand in the market. Green commerce is the initial step to induce a new green and economic revolution in our nation.

Keywords: Mobile Application, Data Mining, Green Commerce, Cloud Computing.

1. INTRODUCTION

Farmers are the backbone of our country whole World populations depend on farmers Cultivation. Growth and Wealth of the Indian economy depend on the path of agricultural production. Agriculture contributes a major share of the value of Bharat. This meets some of the complete demand of the individuals. In the field of agriculture, marketing is deciding the value of the agricultural product in terms of money. Most of the farmers promote their product through village level marketers/vendors etc. The process of Green Commerce has to make a good relationship between the farmers and retailers. Generally, the farmer’s sales their cultivation products in the local market without knowing their actual cost price in Indian market brings economical loss for farmers and also retailers. Farmers and Retailers are aware of the actual cost price for their cultivating products in Indian markets more over Green commerce are going to be the bridge between farmers and retailers it will be open source to any or all Indian markets.

This paper has been organized as follows: Part- II, how or why we tend to arrive this problem is mentioned. Part- III, discusses concerning the approaches a part of the problem domain. Part-IV, describes about the conclusion and future enhancement. Part-V shows the reference papers related to this work.

2. SURVEY

1. In all villages of India, we tend to take a survey from the farmers; they gave some suggestions related to this project.

2. Many farmers are prompting the agriculture system should bring waken an open source market. From this the commodity price should calculate what the farmer can spend for the sowing, fertilizing, irrigation, spraying, harvesting, water plough and selling of crops, from that Farmer should fix their % for their commodity price with profit. It should be standard should not have any negotiation. At present the commodity price is up and down therefore the farmer suffering lot to promote their agriculture products in their local markets, however value what is disagree with each and every state farmers involves grasping what the actual cost price for their cultivation products in other states also it should be open sources in order that economic wealth of the agriculture are going to be increased. Each and every farmers will cultivate their own wish products in their land without any obstacles

3. If you will change this system to be implemented many of the farmers can irrigate the cultivation with completely different commodities. The growth can be increased by the variety of different cultivation. The cultivation of commodity will become an average each and every time the commodities available at market.

Some of the Existing Tools,

1. Providing SMS updates on various Agriculture Products as per the user requirements on his GSM/GPRS mobile phone, with network availability. After registration to Central Hub, the service can be Regular/Periodic based on the Farmer. And, the updates are based on Product & Price with Specific Market in nearby agro centers.
2. There are dozens of smaller, locally-grown projects delivering SMS services to farmers. Like, Kiwanga.net offers an open-source tool –FrontlineSMS – which was designed as a free SMS communications system for development projects and has been used effectively in very specific contexts: pastoralists in northern Kenya have used it to access local crop and livestock prices, for example. "Conditions are often different between regions and an all-purpose, blanket service doesn’t always provide the most accurate or useful information to local farmers," they says. "Prices vary considerably, and access to markets provides different levels of challenge."

3. **Farmerline** is a mobile and web-based system that furnishes farmers and investors with relevant agro industry content to improve productivity and increase income. Farmerline bridges the information gap between rural farmers and agro-industry sources in two ways:

   a. **The voice forum:** This feature allows farmers to ask questions by calling a toll free helpline (short code). The extension officers are able to answer the questions via a web interface and answers sent to farmers as voice SMS.

   b. **Automated SMS Alerts:** The SMS will include advice on tackling pests or diseases, agricultural techniques, optimum times to plant crops, available subsidies, as well as weather forecasts, local fairs and crop prices.

3. **OBJECTIVES**

The paper is entitled as “A Cognitive Approach to Mobile Application for Green Commerce”. This proposal is the improvement of an existing system. The objectives are,

- Technology is coming to each and every village farmer.
- We can access the application in any mobile, anytime and anywhere.
- Farmers can fix the own price for their cultivation food product.
- Retailers can choose their own food products and bid their own product.
- No one will come to the black market and also it will be open sources.
- It also acts as a Technical Training Centre to the farmers.

In this proposed system the application is moved into Cloud Computing. The technology is chosen, because it is ready to serve the high business segment, which is our area of concern. This paper considered the service type as Data-as-a-Service, where in case on Pricing Details, retailer’s details to the farmer alongside the Database Queries. And the particular Deployment Model is Community Cloud, which is especially for the Farmers. One of the biggest changes and steps forward that have recently witnessed in cloud computing. Cloud computing makes it possible to reconfigure general-purpose, online data centre by command to support any software application in minutes. It gives users access to hundreds of computers, while only having to pay for them on an hourly or minute-by-minute basis. The services are commercially viable as the costs related to the data centre can be shared among many users.

In India greenhouse revolution makes agricultural growth and brings great standard among world food product, But still India need the technology support to stabilized our agricultural growth, our a new and effective technology which can improve continuously the productivity, profitability, sustainability of our major farming systems. One such technology is the Green Commerce Technology. According to the survey of the farmer some of the problems they are facing when they trading there cultivation products in Indian and world market, Farmers while exposing there cultivation products to government, and retailers they not getting valuable money for their cultivating food product. The green commerce can give a hand for the farmer and retailers and make their trading transparency and be a backbone to our Indian backbones. In short the paper aims at improving the livelihood of marginal farmers through a Mobile Based Application in Green Commerce. The Windows Mobile application has the following functionality available from the main screen

1. Registering information for each commodity of cultivated land.
2. The entering of farming relevant information.
3. Entering vendor of retailer information all over the world.
4. The Vendor of retailer can quote the price which commodity is registered by the farmer.
5. Provisioning high prices.
6. User – Interface for all.

4. **Architecture for Mobile Application in Green Commerce**

Mobile devices are increasingly where we create and consume information. i.e., all belongs to our hand. But data aggregation and processing will be accomplished in the cloud. Data comes from a variety of sources that can be stored in Data-As-A-Service, data directly created by users of mobile applications data feed intermediate analysis the results. The processing of this information creates information needed by User Friendly application. A Mobile Sync Server manages transient connections with mobile devices, delivering data to native mobile applications when and where it is needed and receiving information through Green Commerce as fig 1 shows.
5. Conclusion
This betting system makes transparent between farmers and retailer’s, while using this application everyone can access and known about all the food products cultivated in India and upcoming price list. It will be interlink to all the civilization in India and upcoming year’s India’s cultivation and economical will have a great growth.

References
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