

## DESIGN AND DEVELOPMENT OF A PROFESSIONAL WEBSITE FOR A KRUSHI SEVA KENDRA

R. S. Patil<sup>1</sup>, Shinde Yashvardhan<sup>2</sup>, Shinde Omkar<sup>3</sup>, Kanade Priyanka<sup>4</sup>, Zade Aditya<sup>5</sup>  
Department of Computer Technology Sanjivani K. B. P. Polytechnic, Kopergaon

<p><b>Keyword:</b> E-commerce, Distribution Chain, Shopping Cart, Codebase, Online Orders, Modern Technology, Online Bussiness.</p>	<p><b>ABSTRACT</b> - In this project, we present an e-commerce website(Kothari krushi seva) for selling the farming products. This report outlines a proposed project for the Kothari Krushi Seva, aiming to improve its existing system for better efficiency, quality, and customer satisfaction. The project focuses on the online orders of fertilizers, seeds, pesticides and fungicides from the Kothari krushi seva. from this project we help to the sponsor for increasing his customers using Internet. The primary Goal of this project are to streamline the Kothari krushi's selling and Farmers buying process, implement modern technologies, improve product quality, and enhance customer service. The project scope covers the entire distribution chain of the company. In this information age, it seems like every company has its own website. A website that is not effectively designed and maintained could spoil the company's reputation the report along with providing certain helpful tips for building online business, discusses some of the legal and regulatory issues. In the near future the internet seems to become an inseparable part of our society especially with the emergence of new technologies which are about to change the way business is being done. Small and medium sized companies are therefore facing up to understand the nature of the Internet and adapt themselves into this new medium as quickly as possible. It is develop using the html, css, javascript, php, mysql which is used for crating fast, attractive, natively compiled website for mobile and desktop with given programming languages in single codebase.</p>
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**Corresponding Author:** Email:yashshinde1978@gmail.com

### INTRODUCTION

In the dynamic landscape of agricultural commerce, the kothari krushi seva emerges as a transformative solution, leveraging technology to optimize and streamline the operations of agricultural supply businesses. This system is meticulously crafted to address the unique challenges faced by agricultural shops, providing a comprehensive platform for efficient inventory management, customer engagement, and financial tracking. Our Kothari krushi seva website project is driven by a mission to transform the way individuals in the farming community connect, collaborate, communicate, and conduct business. With a strong emphasis on user-friendly design and seamless functionality, we aim to create an intuitive online marketplace where farmers can easily browse and purchase a wide range of farming products and fertilizers at competitive prices, all in one convenient location. One of the primary objectives of our initiative is to empower agricultural businesses by enabling them

to maintain accurate and up-to-date records of their inventory. Through our sophisticated inventory management system, Kothari krushi seva shop can efficiently track stock levels, monitor product availability, and streamline the procurement process. In addition to serving as a comprehensive e-commerce platform, Kothari Krushi Seva also serves as a valuable resource hub for the farming community. Our website features a wealth of educational resources, expert insights, and practical tips to help farmers improve their agricultural practices, maximize productivity, and achieve sustainable growth. Moreover, our platform streamlines the process of processing purchase orders and managing payment transactions, simplifying administrative tasks and reducing the burden on farmers. Through secure and efficient payment processing features, we help farmers optimize cash flow and financial management, enabling them to focus their time and resources on their core agricultural activities. By leveraging technology to enhance supplier relationships and streamline supply chain operations, Kothari Krushi Seva empowers farmers to improve productivity, reduce costs, and achieve greater efficiency in their farming operations.

## **RESEARCH METHOD**

In recent times, more and more agricultural supply businesses are using technology to work better. They want to be more efficient, make decisions based on data, and offer better service to customers. This review looks at what others have found out about Agriculture Shop Management Systems (ASMS) in their research. The research shows that managing inventory is really important for agricultural stores. Studies point out the difficulties these shops have in keeping the right amount of stock, reducing waste, and dealing with changes in demand. Using better inventory systems can help make things smoother and ensure that important agricultural products are always available. The research talks about how focusing on customers is becoming more and more important in agricultural stores. CRM tools, which help keep records of customers, track what they buy, and personalize how they're treated, are seen as helpful. Using CRM systems can make customers happier, more loyal, and can make agricultural shops more competitive overall.

## **METHODOLOGY**

### **Inventory Management System (IMS):**

- Real-time tracking of inventory levels: The system allows users to monitor the quantity and availability of products in stock, ensuring they can efficiently manage their supply chain.
- Automated stock updates: Whenever a purchase is made or new stock is added, the system automatically updates the inventory records, reducing the likelihood of stockouts or overstocking.

### **Customer Relationship Management (CRM):**

- Customer database management: The CRM feature stores detailed information about customers, including their contact details, purchase history, preferences, and feedback.
- Personalized interactions: Based on the data stored in the CRM system, users can personalize interactions with customers, such as sending targeted marketing emails or offering tailored promotions.

**Strategic Planning:**

- Define long-term goals and objectives for the website, aligning them with the overall business strategy of Kothari Krushi Seva.
- Prioritize future development initiatives based on their potential impact on user satisfaction, business growth, and competitive advantage.

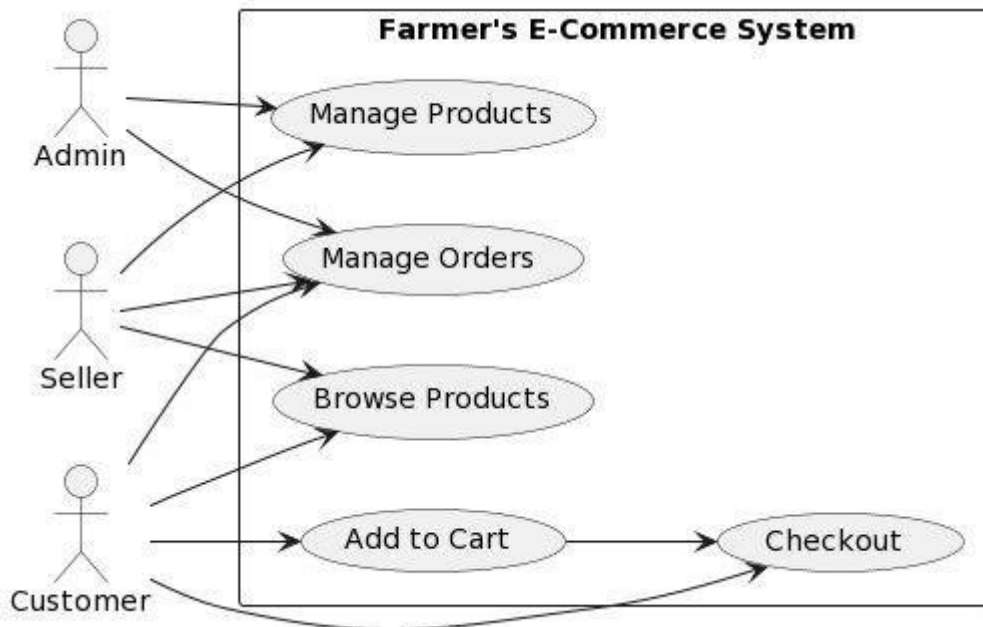


Fig. Usecase Diagram

**RESULTS AND ANALYSIS**

There are some basic points from that out Kothari krushi seva website in more user friendly and mobile responsiveness.

**Eye-Catching Pictures:** Show attractive photos of seeds, fertilizers, pesticides, and fungicides.

**Clear Explanations:** Give detailed explanations for each product, covering what it's made of, how to use it, and why it's beneficial.

**Easy Sorting:** Arrange products into groups like seeds, fertilizers, pesticides, and fungicides so customers can find what they need quickly.

**Easy to Get Around:** It is made simple for farmers and shopkeepers to move around the website and find what they were looking for.

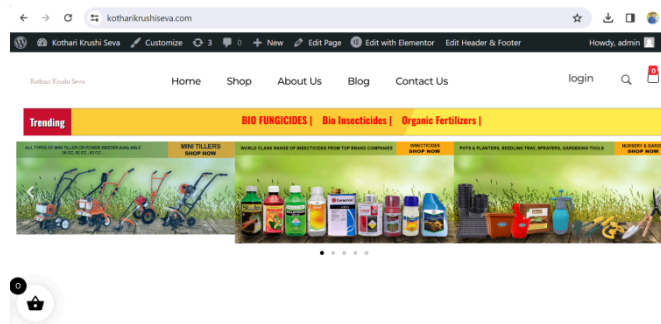
**Search Bar:** A search bar is added so users could type in the name or type of product they wanted and find it easily.

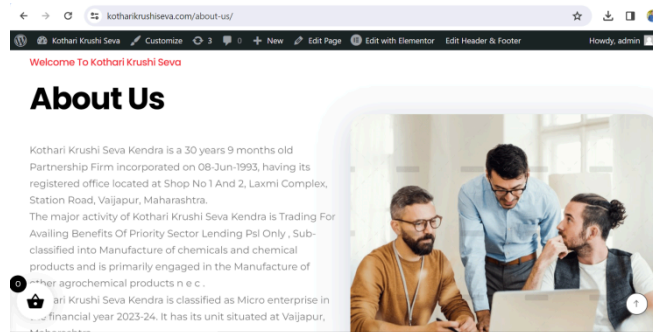
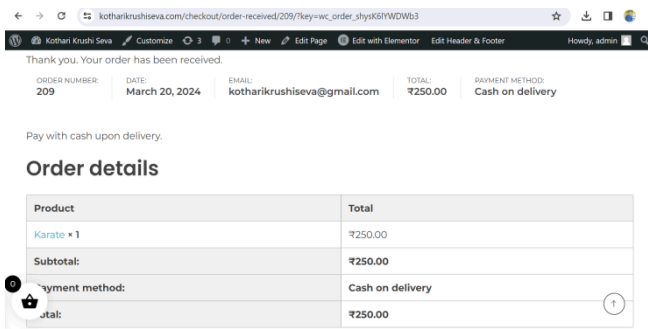
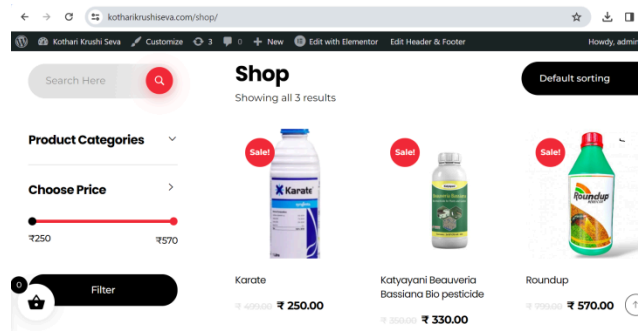
**Organized Info:** All the details were arranged neatly so users could understand them easily and find what they needed without any confusion.

**Responsive Design:** The website was optimized for various devices, including smartphones and tablets, to provide a seamless browsing experience.

**Mobile-Friendly Layout:** Mobile-friendly layouts were designed that adapted to different screen sizes and orientations.

**SEO Optimization:** Optimize the website for search engines to improve visibility and attract organic traffic. This involves optimizing meta tags, using relevant keywords in content and product descriptions, and regularly updating the website with fresh, quality content to enhance search engine rankings.





## CONCLUSION

In conclusion, kotharikrushiseva.com offers a comprehensive platform for all your agricultural needs. With its user-friendly interface, extensive product catalog featuring high-quality images and detailed descriptions of products, and intuitive navigation, customers can easily find and purchase seeds, fertilizers, pesticides, and fungicides. The website's commitment to responsive design ensures seamless browsing across various devices, while its secure online ordering and checkout system provide convenience and peace of mind. Additionally, the inclusion of a customer service block facilitates direct interaction, ensuring prompt assistance and support. By prioritizing reliability, efficiency,

and customer satisfaction, kotharikrushiseva.com emerges as a trusted companion for farmers and agricultural enthusiasts alike.

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