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Krushi-Unnati An Online Trading App (OLTP)

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Abstract: Krushi-Unnati is operate as online classified market place for used goods such as vegetables, fruits, flowers, grains. It is accessible through internet and through native apps on smartphones. Krushi-Unnati publishes online classified. It is the one of the latest version of its mobile phone app develop specially for farmers. It makes buying and selling very easy using your smart phone. Here we take look at the app and its features. Now farmer can use this mobile app to post free advertisement online and can search current price of that product in the market. Krushi-Unnati is website has a place for farmer to sell of things. Those who are in need of and item they can go to website browser through the product. Here buyer purchase the item. All in all here krushi-Unnati acts as a place where buyer meet farmers(seller).Krushi-Unnati tries to give appropriate price to farmer of there products and it make buying and selling things even more convenient. Features of Krushi-Unnati:The mobile app studded with a number of features that make selling and buying stuff so easy that it looks like a cakewalk.some of these feature are:

1)Share your ad: Here we can share ads through krushi-Unnati app and images of products. After sharing ad of product buyer can get the information about those products like quantity,price. **2) Product Quality:** As product is directly come from farm the product will be of good quality**. 3)Price:** This app provide appropriate price both to seller and buyer.

Keywords: Bits Per Pixel, Frequency Distribution, Image Differencing, Location Preserving, Lossless Image Compression, Mean Square Error, Most Frequent Pixel.

I. INTRODUCTION

Krushi-unnati is operate as online classified market place for used goods such as vegetables, fruits, flowers, grains. It is accessible through internet and through native apps on smartphones. Krushi-unnati publishes online classified. It is one of the latest version of its mobile phone app develop specially for farmers. It makes buying and selling very easy using yoursmart phone. Here we take look at the app and its features. Now farmer can use this mobile app to post free advertisement online and can search current price of that product in the market.Krushi-unnati is website has a place for farmer to sell of things. Those who are in need of and item they can go to website browser through the product. Here buyer purchase the item. All in all here krushi-unnati acts as a place where buyer meet farmers(seller).Krushi-unnati tries to give appropriate price to farmer of their products and it make buying and selling things even more convenient. Here we try to keep GUI of Krushi-unnati as simple as possible for users point of view.

This application will be in Marathi language, so everyone can use this application.
It is Easier to sell via krushi-unnati Mobile app:

1. Using your mobile take a photo of the product you want to sell.
2. Add a brief summary of products features.
3. Enter the price you want to charge for the product.
4. Enter your contact details.

In the previous day The farmer sold vegetables, fruits, grains in the market And that products were distribute into vendors. The vendors sold product to small vendors and these products bought the customer. This process was very long and they face multiple problems. They did not get fresh goods. Quality of the product was not good. That's why we decide to develop an app to solve problems of customers as well as vendors. This app will break the link and they only communicate seller and buyer. This app will be beneficial to both

II. LITERATURE SURVEY

OLX (Online Marketing) :

Operates as national online classifieds marketplace for used goods including furniture, musical, instruments ,sporting goods, cars, youngster, baby items ,motor cycles, cameras,mobile phones and property. It is accessible through the internet and through native apps on smart phones.OLX has a presence in over 106 countries with offices and local operations in Angola, Argentina, Bangladesh, Brazil, Bosnia and Herzegovina, Colombia, India, Indonesia, Portugal ,Poland, Peru Rumania, Pakistan etc. The company was founded in march 2006 by internet entrepreneurs, fabrics Grinda,and A.C.F. Oxen ford. OLX is now owned by globalmedia and digital company Naspers[10].

Quicker:

Quicker is a India's leading cross category. Classified platforms where people connect with each other to buy a cell goods and services on there mobile phones and other devices. Founded by Panay chullet in 2008 with the vision for buyers and sellers to transact large number of

categories, today quicker has 12 million listening and generates 20 million responses every month. Head quarters in banglore, quicker has present in thousand cities in India and operate in over 10 categories that include mobile, phones, house hold goods, cars, real estate, jobs, services and educations[11].InnovationsQuicker create an online community which is simple and secure. It consistently innovates so user can buy and sell in the easiest and most convenient way possible.

1. MSP - Quicker recognize that getting a fair price could be a hurdle for customer andit develop a maximum selling price. Calculator to help user estimate a reasonable pricerange.
2. Miscall service - Quicker Pioneered the miscall service in Indiaenabling 1st time or non internet user help to post an add.

Quicker Next :Quicker next is an instant messenger experience where buyer and seller can chat and exchange photos without having to revel phone number.

Flipkart:
Flipkart was founded in 2007 by Sachin Bansal and BinnyBansal, both alumni of the Indian Institute Of Technology Delhi. They had been working for amazon.com previously. The business was formally incorporated as a company in October 2007 as Flipkart Online Services pvt.Ltd. The first product sold by them was the book Leaving Microsoft To change The world, bought by Vivo Chandra from Andhra Pradesh. Flipkart now employes more than 33000 people. Flipkart allows payment methods such as cash on delivery,credit or debit card transactions net banking ,e-gift voucher and card swipe on delivery.

Acquisitions:2010: We Read, a social book discovery tool. Flipkart is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. It is Singaporean company which operatesin India,where it is headquartered in Bangalore Karnataka. Flipkart has launched its own product range under the name Digi Flip with products including tablets, USBs, and laptopbags.

In May 2014 Flipkart received $210 million from DST Global, in July 2014 it raised $1 billion led by existing invertors Tiger Global and south Africas media group Naspers and in May 2015 it raised $550 million from some of its existing invertors. Flipkarts last fundraising round in May 2015 had pegged is valuation at $15 billions[9].

Krushi-Unnati:
We had done survey in that survey first of all we met farmers and discus them what is the actual problems.And then discus what is the problems they faced and also we done marketsurvey and saw market condition. And also discus what is the requirements and needs of a farmer. This survey is very useful for understand the situation and problems of the farmer.

Referred paper :
For This application we refer two papers:
1] A Lossless Image Compression Technique using Location Based Approach.
2]Image Geo-Localization Based on Multiple Nearest Neighbour Feature Matching UsingGeneralized Graphs.

1)A Lossless Image Compression Technique using Location Based Approach:
With the invention of recent smart computing devices,generating, transmitting and sharingof digital images have excessively been increased. The more the small electronic devices areincorporating cameras and providing the users with technologies to share the captured images directly to the Internet, the more storage devices are grasping the necessity of effectual storing of huge amount of image data. Since image data contains much more values than simple text or document files, transmission of raw image over any network claims extra demandon bandwidth[1]. Therefore, image needs to be compressed before they are either stored ortransmitted. Diverse studies and researches have been conducted regarding how an imagedata can be best compressed apart from sacrificing the quality of the image. The theoriesand inventions of the image compression algorithms without affecting image quality comprise a standard of image compression- lossless image compression[2,3,4]. However, anotherstandard of image compression, known as lossy image compression, was formed by discovering a fact that- an image naturally contains huge amount of psycho visually redundant data that can pose almost no distinction on human eyes.

Therefore, small loss in psycho visually redundant data has relatively less impact on overall image information[1,2,3,4]. Lossy compression techniques emphasize on compression ratio rather than quality. The expertiseis then exercised considering how much compression ratio is achieved by preserving maximum possible quality. Lossless image compression schemes, on the other hand, measuretheir expertise by just considering how much compression ratio is achievable when quality isguaranteed[3].

Although, lossy compression standards are now taking a large place in digitalimaging industry for personal and less important images, they are not considered satisfactoryin systems where millions of high quality images need to be stored without compromisingtheir quality[7,8].Today's advanced medical science and satellite imaging are producing thousands ofdigital images and keeping those images for further decision or researches. But such imagesneed always to contain the best level of quality[9].

In this paper, we suggest a novel imagecompression algorithm that uses a location based approach. Images are first divided into anumber of non-overlapping blocks of 44 dimension in order to take the advantages of blockprocessing. Then for each 44 block, the proposed method simply finds out the most frequentpixel and deletes all of its occurrences permanently. Other pixels are encoded in such a waythat the decoding phase can completely regenerate the block.

2)Image Geo-Localization Based on Multiple Nearest Neighbour Feature Matching Using Generalized Graphs:

RECENTLY, large scale image geo-localization methods which employ techniquessimilar to image matching have attracted much interest[1,2,3,4]. In these methods it is assumed that a reference data set consisting of geomagnetisms is available. Then, the problemis to estimate the geo-location of a query image by finding its matching reference images.There are several known methods in this context: Swindler developed a method for city scalelocalization based on the bag of visual words model using a data set of street side images.They proposed a greedy algorithm for improving the accuracy of searching a vocabularytree. Knopp et al presented an approach to generating a codebook which discards the wordswhich are identified to be non-discriminative for geo-localization purposes. Hays and Efrosdeveloped a method for extracting coarse geographical information from a query image usinga data set of Flicker images. We proposed a framework which utilized Google Street Viewimages as the reference data set; a feature pruning method which incorporates geospatialinformation was employed to discover incorrectly matched features. Sattler developed aframework similar to for identifying 2D-to-3D correspondences between the query and thereference data set with a large number of user shared images. They presented an efficientmethod for the same purpose based on both 2D-to-3D and 3D-to-2D matching. Most ofthese methods only utilize local features which ignore the global context of the image andmake them inherently prone to mismatches. Therefore, several procedures for embeddingcontextual information in local descriptors have been developed. Mortensen proposed anextension to SIFT by augmenting it with global curvilinear shape information. Leveragedlocal feature and edge based information along with a geometric consistency verification forobject class recognition. Present an approach similar to make SIFT ane invariant. Hao andZhang proposed two methods for incorporating the geometry of the scene in image matchingusing bundles of local features generally termed visual phrases. In addition, a number ofapproaches for dealing with the repetitive visual patterns in the data sets have been developed. Such patterns, e.g.recurrent architectural structures, exacerbate the susceptibility of local features to mismatches caused by ignoring the global context. Proposed a weight modification method in order to have a better representation of the repeated structures.Jegou developed a method which removes multiple matches along with reducing the weightsof repeated features in a bag of visual words framework.In this paper, we propose an approach to image localization which finds one or a fewstrongly matching reference images to a query by robustly discovering local feature correspondences. In order to address the weakness of local features in leveraging the globalcontext, our method considers multiple reference nearest neighbors(NN) as the potentialmatches for each query feature and the correct ones by examining the consistency amongtheir global features. The utilized global consistency is based on the following proposition:Parent images of the reference features matched to a particular query image should havesimilar global features as they are expected to be of the same scene. We performed our experiments using different types of global features, such as GIST, color histogram, and image geo-tag; all were shown to improve the performance while the geo-tags yielded the bestoverall results.We use the Generalized Minimum Clique Problem(GMCP) at the core of our feature matching method.GMCP is useful in situations where there are multiple potential solutionsfor a number of sub problems, as well as a global criterion among the sub problems to be satisfied. In our framework, each sub problem is matching a query feature to the referencefeatures, the potential solutions are the NNs, and the global criterion is the consistency ofglobal features of the NNs. Therefore, we utilize GMCP in performing our multiple nearestneighbourfeature matching, and a voting scheme on the matched features is employed toidentify the strongly matching reference image(s) and estimate the geo-location. Despite theshared similarities in the high level goal.

The current methods for leverage the global context are fundamentally different from oursin four aspects:

1)Unlike most of the existing approaches which capture one particular type of contextualinformation our method is capable of leveraging arbitrary global features such as the globalcolor histograms or geo-location.

2)We do not embed the global context in the local feature vector. Therefore, the space inwhich local and global features are matched are kept separate, and different metrics can beused for each.

3)Our method matches all the features of one image simultaneously which essentially meansthey contribute to each others match. This is different from the existing methods whichperform feature matching on an individual basis.

4) A number of methods perform geometric verification by fitting the fundamental matrixto a set of initially discovered correspondences in order to remove the incorrect matches.o.4in Such methods are different from ours as we use global features in establishing theinitial correspondences rather than pruning a set of already found correspondences. Moreover, the type of contextual information leveraged in such methods is limited to the spatialgeometry of features. Robust estimation methods, such as RANSAC, are commonly usedin computer vision for performing a robust model estimation where the input data includesoutliers. Such methods were adopted for discovering feature correspondences and have been justified by modified cost functions. However, despite the similarity in the overall goal, there is a difference between such methods and ours: we nominate multiple NNs as the potentialmatches for a query feature. By definition,GMCP enforces picking one and only one candidate for each

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query features, whereas in the basic RANSAC formulation, the aim is to selectthe inlier correspondences given a set of one-to-one matches. Image matching methods whichinvolve clustering of features, such as the bag of visual words model, have been widely used because of their efficiency in dealing with a large corpus of data. However, they have thedisadvantage of losing information in the quantization step. The quantization loss becomescritical for the data sets which possess extensively repeated features. Several methods, suchas soft assignment of words, were developed in order to alleviate this problem. However, suchmethods lose their superior performance on data sets where the repetition and similarity offeatures happen substantially. One example of such data sets are images of urban areas, asmost of the man-made structures have similar architectural features.The issue of excessive quantization loss is not applicable to our method as the matching is performed on raw local features. In addition, the proposed method is well-suited forbeing coupled with fast and approximate NN search methods, e.g.to handle the large amountof data in a timely manner; this is because our approach does not strictly assume the firstretrieved NN is the correct one. In fact, GMCP is capable of identifying the correct NN aslong as it appears among the top retrieved NNs which can partially alleviate the suboptimal.

PROPOSED SYSTEM

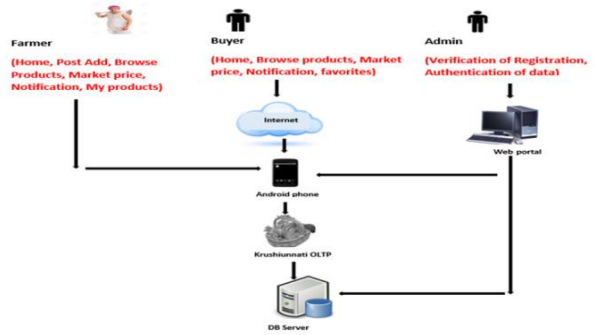


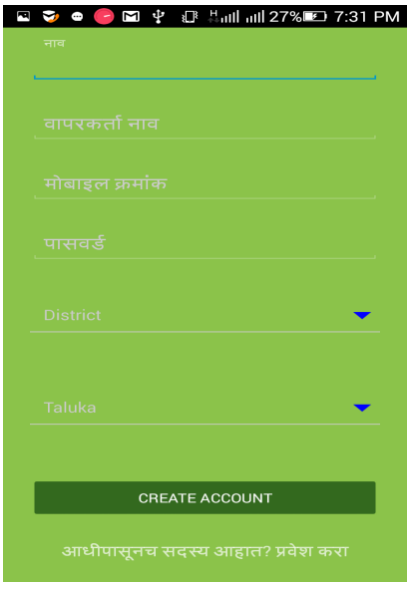
Figure : Architecture

In this process farmer and buyer are both register then store a data in the database. After completion of a registration both login a form and store in the database admin. Farmer capture a image of crops on his farm and then upload the image on the website. Image data store in the database then categories data. Then customer view an image and contact to farmer. “Krushi-unnati” is operate as online classified market place for used goods such as vegetables, fruits, flowers, grains. It is accessible through internet and through native apps on smart phones. "Krushi-unnati" publishes online classified. It is the one of the latest version of its mobile phone app develop specially for farmers. It makes buying and selling very easy using your smart phone. Here we take look at the app and its features. Now farmer can use this mobile app to post free ads online and can search current price of that product in the market. “Krushi-unnati” is website has a place for farmer to sell of things. Those who are in need of and item they can go to website browser through the product. Here buyer perches the item. All in all here krushi-unnati acts as a place where buyer meet farmers(seller). "Krushi-unnati" tries to give appropriate price to farmer of their products and it make buying and selling things even more convenient.

III. RESULT

We developing the OLTP app. This app is the real time app. So the result of this app is in the form of Screenshots. This app is useful for farmer because the farmer is selling his product to the buyer in the feasible price. Various types of apps are available in the market but in that all information not consisting. Some app consist the Whether forecasting information and some apps for only the market price of the products. So in our proposed app we will merge the 2-3 concepts that is useful for the farmer. Here farmer will register to the app. For registration Marathi language also providing. Sometimes the people can’t understand the English That’s why the Marathi language also provide in the app.

Some screen shots of the OLTP app.



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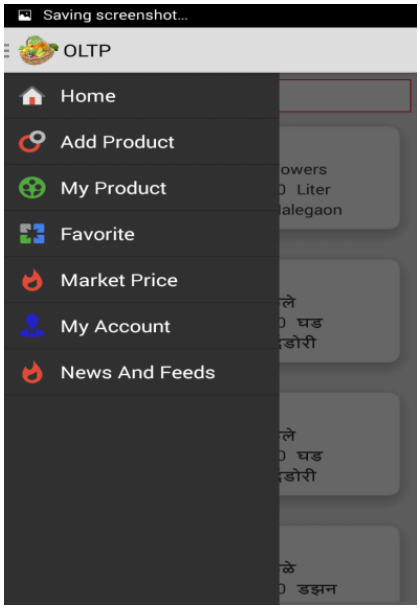

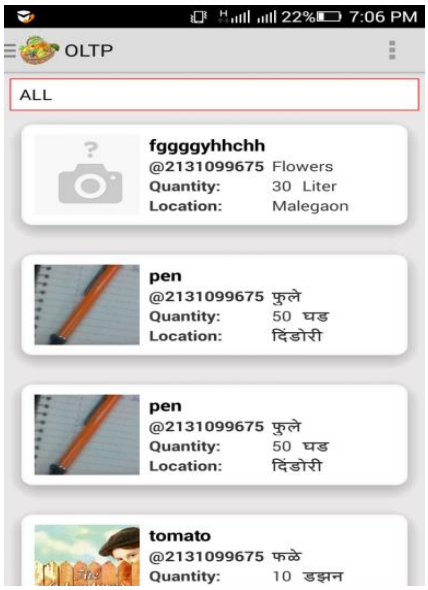

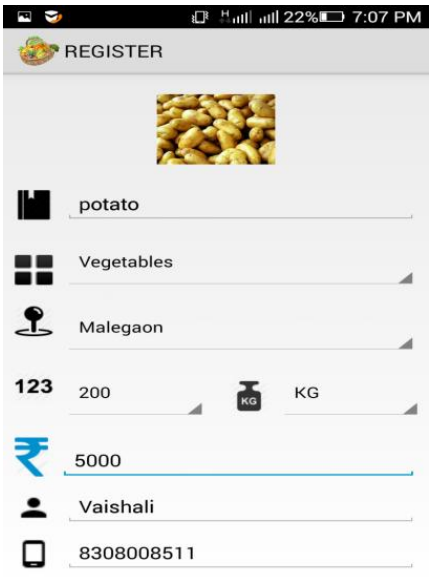

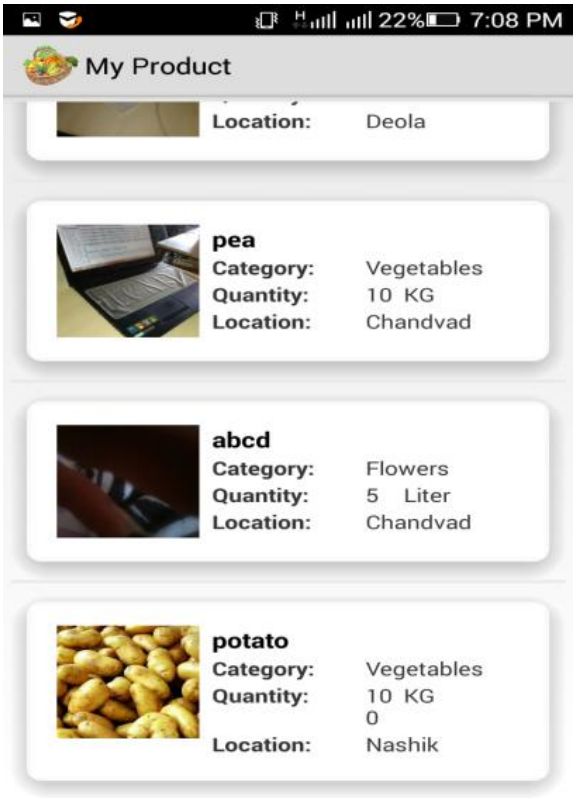

Above are some sample screen shot our app. First of all farmer is done the registration and then he can upload the products which he want to sellout. The uploaded products by farmer can view in the My products term. If want to add the products in the favorite terms then also he can add the products in the favorite term. Different types of lots of information is stored and retrieved by farmer and buyer.

IV. CONCLUSION

This work has shown that howKrushi-unnati (OT-APP) is beneficial for customer and farmer. We conclude that our app provide high performance for farmer and customer as compare to other apps. This app is beneficial to farmer. By using this app the farmer will get the more profit and Byer will also get the profit. That's why This app can be beneficial in future for the farmer and Byer .Purpose of this system is to give appropriate price of the farmers product. And try to give more beneficiate to farmer. And also try go to all the vegetables as possible as minimum rate to the customer with fresh quality. This app is beneficial for the farmer using this app the profit is gain to the farmer is with very appropriate
price. and the buyer is also in a profitingbecause he will getting the very fresh products.

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