
DIGITALIZATION IN INDIAN AGRICULTURAL SECTOR

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Abstract:

The 21st century man is also running at the speed of internet. He is willing to pay for everything he wants. In the online market, many companies deliver electronics, clothing and other useful items in attractive packaging; Therefore, there is a huge scope for farmers' goods. Today's smart farmer is trying to increase agricultural production in the current digital age by embracing modern technology and implementing new experiments in agriculture. Many young farmers are absorbing the latest information in the field of agriculture through new media like what's app, Facebook, Internet, Android Mobile.

Key Words: Digitalization, Digital, Agricultural, Indian Agricultural..

Introduction:

Agriculture has been the livelihood of the Indian people since ancient times and is still the largest source of livelihood for the Indian people. In 2019-20, agriculture and allied sectors accounted for 16.5 per cent of GDP. According to the 2011 census, agricultural workers constitute 54.6 per cent of the total workforce in the country, which means that even today more than half of the population is dependent on agriculture for their livelihood. In 2018-19, the share of agriculture in India's total exports and imports was 9.9 per cent and 4.9 per cent, respectively, while India's share in global agricultural exports was 2.15 per cent and 1.54 per cent in global agricultural imports. Similarly, the food supply to the country's population of over 125 crore is from this sector. Considering the importance of agriculture in the country, Hon'ble Prime Minister Narendra Modi had said that his government was committed to double the income of farmers by 2020. For this, various schemes are being implemented by the government for the farmers. All these schemes are definitely benefiting the farmers in the country and will continue to do so. But for that, accurate and fast dissemination of information about these schemes needs to reach the farmers. For this, the importance of digitization in agriculture has increased uniquely. In addition, the farmer can sell his vegetables based on cash on delivery, which will help in getting some of the expected rates and avoid loss of agricultural produce.

Objective and mythology of study:

The purpose of this study is to understand what digitalization is, to explain the need for digitization in Indian agriculture, to study the components of digitalization in Indian agriculture and to explore mobile applications related to agriculture. The study presented is holistic and descriptive. The material required for the study is obtained by the second fact-finding method. It has collected facts from various sources such as various reference books, dissertations, research dissertations, annual reports of the Ministry of Agriculture, annual reports of NABARD, various articles in Shetkari and Baliraja Magazine.

Analysis and findings of Study

Digitization promotes expansion and development of any sector. The agriculture sector is no exception. The use of computer in the work of agriculture department at the government level, use of computer and internet in the office from state to taluka level as well as use of various software and apps has started.

Department of Agriculture website

The Department of Agriculture's website provides up-to-date information on technology, various initiatives implemented in agricultural schemes, and statistical information.

Kisan Call Center

Kisan Call Center is a central government service for farmers through IFFCO. For this toll free number 1800-180-1551 has been provided. The service runs daily from 6 am to 11 pm. This number communicates with farmers in 22 different local languages across the country. Farmers' questions are answered in Marathi and Konkani from the Kisan Call Center at the Pune headquarters for the two states of Maharashtra and Goa. The work is carried out in two shifts daily with the help of seventy two subject matter experts. Along with technology and information in the field of agriculture, counseling is also given on the economic and social problems facing the farmers.

Mahakrishi Sanchar

Mahakrishi Sanchar-1 Yojana was started in 2010 through Bharat Sanchar Nigam Limited, Department of Agriculture, State Government. Also in 2012 Mahakrishi Sanchar-2 scheme was newly launched and a total of 14 lakh 87 thousand farmers in Maharashtra are not benefiting from these two schemes. Considering the response of farmers to this scheme, in March 2014, the Department of Agriculture has started Mahakrishi Sanchar-3 scheme. The scheme provides 300 minutes free for BSNL network, 100 minutes free for other networks, 200 free SMS for BSNL network and 100 free SMS for other networks at the rate

of Rs. 128 per month. In addition, up to 200 MB of free internet access is provided. It is planned to provide crop related advice to the registered farmers in Mahakrishi Sanchar through Kisan SMS service as well as to provide information about various schemes of the Department of Agriculture. For this, work is in progress to increase the registration of 4.50 lakh registered farmers to 20 lakh. Both Kisan MMS and Krishi Sanchar Seva provide farmers with information on agriculture at home and easily, which is definitely beneficial for them to plan for the season.

Collective All India Radio Centres:

Five Collective All India Radio Centres have been set up in Maharashtra under the program 'Assistance for Improvement of Agricultural Extension Programs in the State'. These include Krishi Vigyan Kendra Babhaleshwar (Ahmednagar), Krishi Vigyan Kendra, Jat (Sangli), Krishi Vigyan Kendra, Karda (Washim), Krishi Vigyan Kendra, Baramati (Pune), and Krishi Vigyan Kendra, Durgapur (Amravati). Success stories of successful farmers are told through these radio stations to inspire the farmers.

Mahakrishi Sanchar:

Mahakrishi Sanchar is a cheap mobile service made available to farmers from 01 July 2010 for easy access to the officials and staff of the Department of Agriculture, experts and successful farmers in the University of Agriculture. Beneficiaries get 1.5 GB of data and unlimited calls at a cost of Rs. At present 11.50 lakh farmer officers, employees, scientists and vendors in the state are availing this service.

M Kisan Portal:

The M Kisan Portal has been developed by the Central Government since May 25, 2013 with the objective of sending SMS to farmers on weather and rainfall forecasting, technology, pest control, market prices as well as animal husbandry, fisheries and silk industry via SMS. Maharashtra State has the highest share of 11.82 per cent.

Mobile Applications:

Through mobile messaging technology, various types of information are also being made available to the farmers in the agribusiness. A wealth of agricultural information is available from a variety of mobile apps. This information can be obtained from this app in Hindi as well as English language in local language. Farmers are using the app developed by Maharashtra State Government, Farmers Magazine, CropSap, Crop Clinic, Krishi Mitra. Here you can find information about some of the mobile apps available for farmers

Farmers Portal India:

A mobile app developed by the Ministry of Agriculture, Government of India to provide farmers with information on agriculture, meteorological information, horticulture, animal husbandry as well as market prices of various crops, pest and disease control, soil testing, fertility, mapping, import-export and livestock census. Can be obtained.

Krishik App:

Krishik Application has been launched on 8th November 2016 through Krishi Vigyan Kendra Baramati of 'Agriculture Development Trust'. The agricultural app includes weather forecasts for farmers, agricultural advice, latest agricultural news, market prices of major commodities, agricultural expert guidance, improved cropping practices, estimated cost of drip design, ideal fodder for animals, number of seedlings per acre, cost and other agricultural Useful information is provided. The agriculture app provides taluka wise weather forecast for the next seven days as well as agricultural advice on weather based seasonal kharif, rabi, summer crops, vegetable and fruit crops. The app also offers advice on agribusinesses such as goat rearing, poultry rearing and dairy management.

Agrowan:

Agricultural news, latest agricultural developments, market prices of various crops, success stories of successful farmers, information on agro-agro technology, agri-supplement business, agro-processing industry, editorial special articles, agro guide, agricultural advice, rural development Helps to get information about agricultural education, agricultural laws, government decisions etc.

Dee Pdkv- Transfer of Technology:

Through this app developed by Dr. Punjabrao Deshmukh Krishi Vidyapeeth Akola. PDKV- WEED MANAGER: This app developed by Dr. Punjabrao Deshmukh Krishi Vidyapeeth Akola. Farmers have been informed about control, use of organic farming management research recommendations, use of herbicides in intercropping system.

Phule Krishidarshani:

Developed by Mahatma Phule Krishi Vidyapeeth Rahuri, this app provides information on agro-climates, crop information, water conservation, animal husbandry, drip irrigation, pest and disease management, agricultural implements, silk production, earthworm farming, soil testing, etc. Apart from this, many government and private organizations have developed various types of mobiles in the Daily Market Price developed by the Ministry of Agriculture, Government of India, Shetkari Monthly developed by the Department of

Agriculture, Government of Maharashtra, Satbara Utara, Maharashtra Agriculture India, Agriculture Student, CCRI Agriculture, Kisan Seva, Silk Brothers, Missionary Guide, Crop Advice, Digital Market, Guide Market, Price Skill Development Scheme, Organic Farming, Agro Connect More than 50 mobile apps are currently available.

Conclusion:

The above analysis of the study shows that the increased use of improved agricultural technology due to the hard work and digitization of farmers has helped in improving the economic condition of farmers and rural development. Farmers will also be able to reap maximum benefits if they use the digitalization tool not only for entertainment but also for various activities in their farming business.

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