

***Opportunities and Obstacles of
Digitalization for Farmers: A
case of BigHaat Agro Pvt. Ltd.***

BY

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UNDER THE SUPERVISION
AND GUIDANCE OF

PROF. RAHUL GHAI

CONTENT

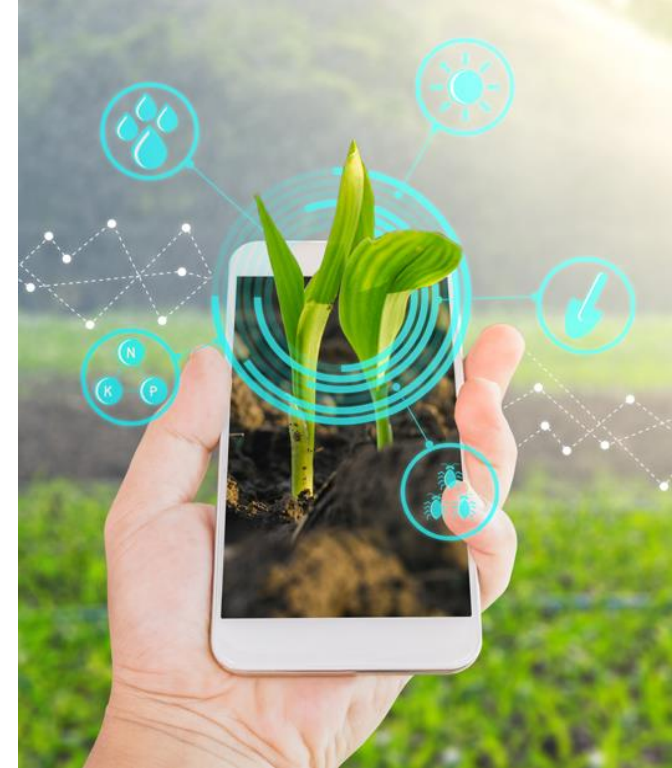
Introduction

Background Of BigHaat

Methodology

Findings

Recommendations





Introduction

- Need for digitization in Indian agriculture
- Role of Agriculture in Indian Economy
- National Agriculture Market (eNAM)
- Current benefits in Agriculture because of Digitization
- Impact on Farmers
- Challenges in Digitization

BigHaat

Founded in 2015

India's largest Agri Inputs Marketplace Platform

360-degree approach to farmer's needs

Data-driven business intelligence

Pre- Harvesting Agri-equipments

Agricultural Guidance

Methodology

Research Questions

- What are the challenges faced by the farmers in shifting towards digitization?
- What can be done to overcome these challenges in long term scenario?

Objectives

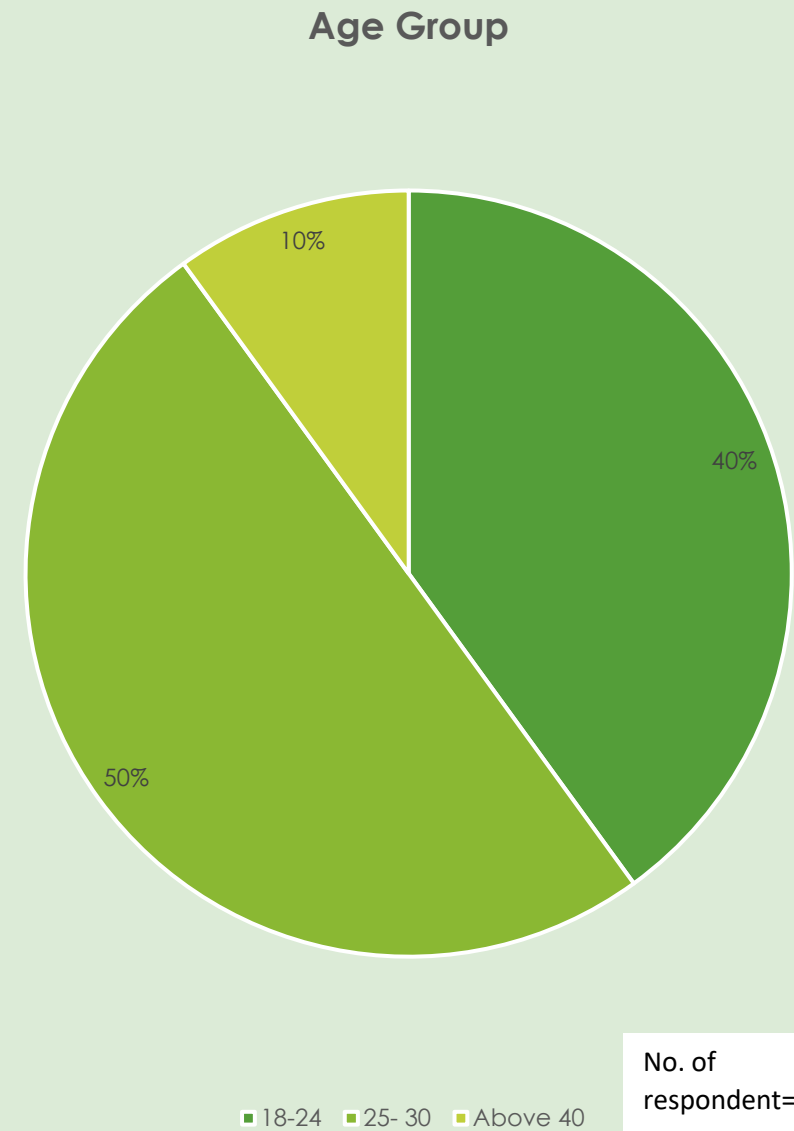
- To understand how farmers will benefit from technical advancement.
- To compare the pretechnological times with post intervention of Digital technology in the field of Agriculture.
- To identify the aspects that can help farmers in adapting Digital Technology

Study Criteria

- Sample size: 20 individuals. Including male farmers and female farmers, and agriculture advisors.
- Inclusion Criteria: Individuals who have done maximum and minimum orders and agriculture advisor within the organization.

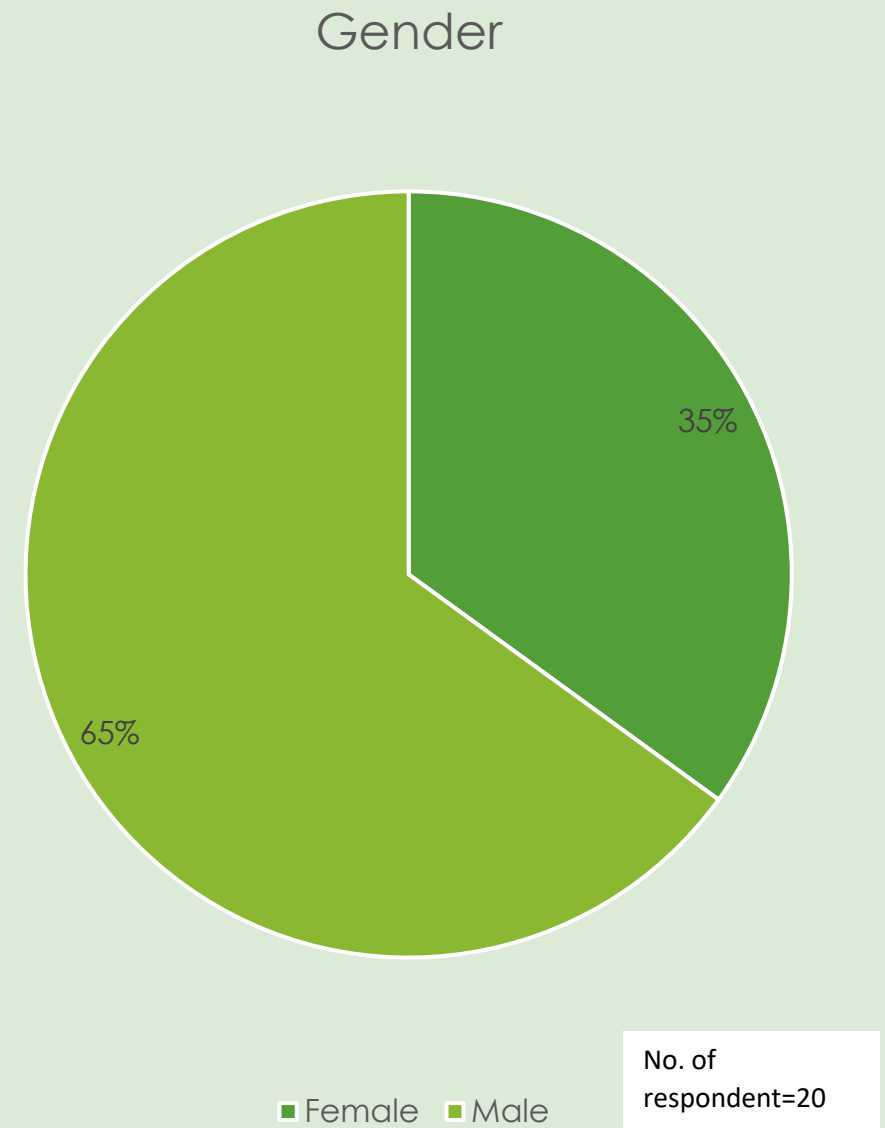
RESULTS

Age Group: -



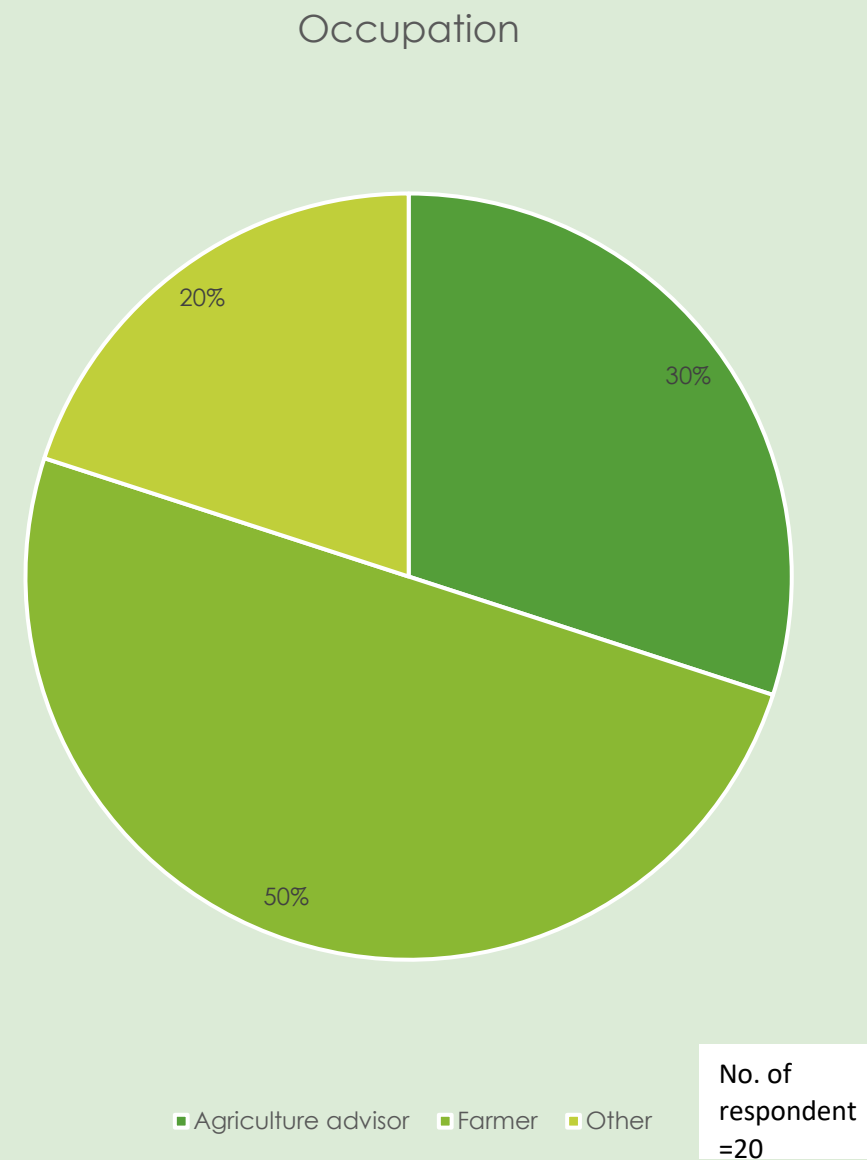
RESULTS

Gender:-



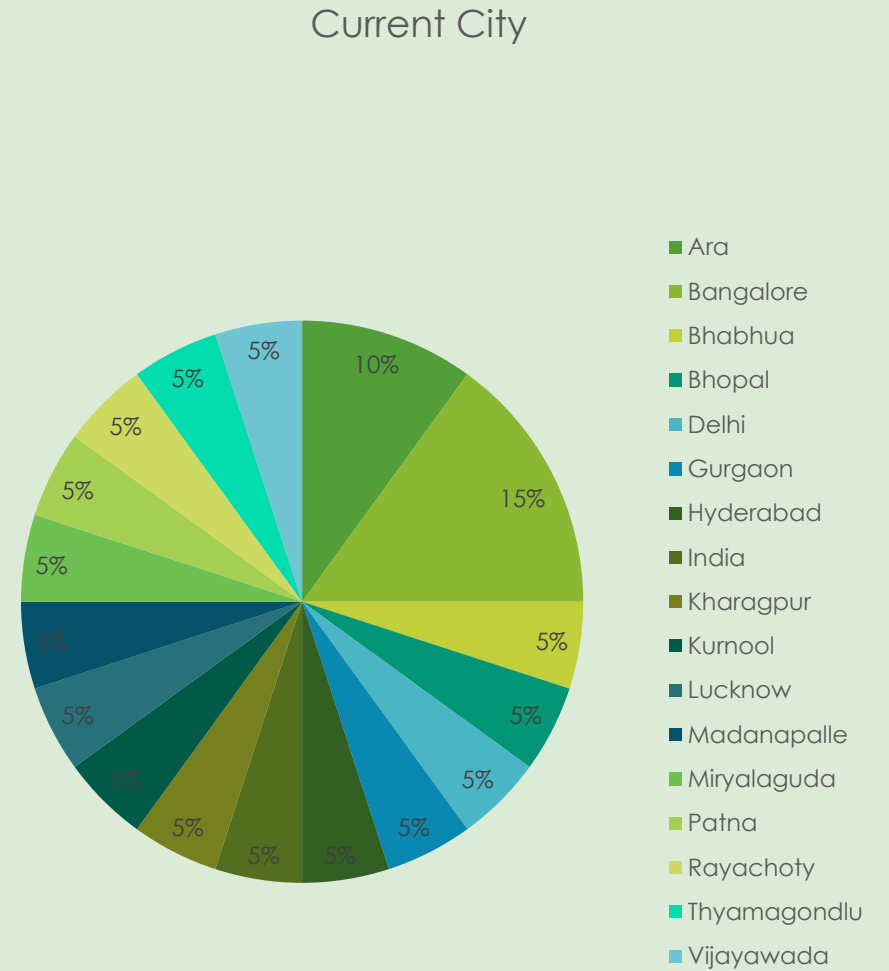
RESULTS

Occupation:-



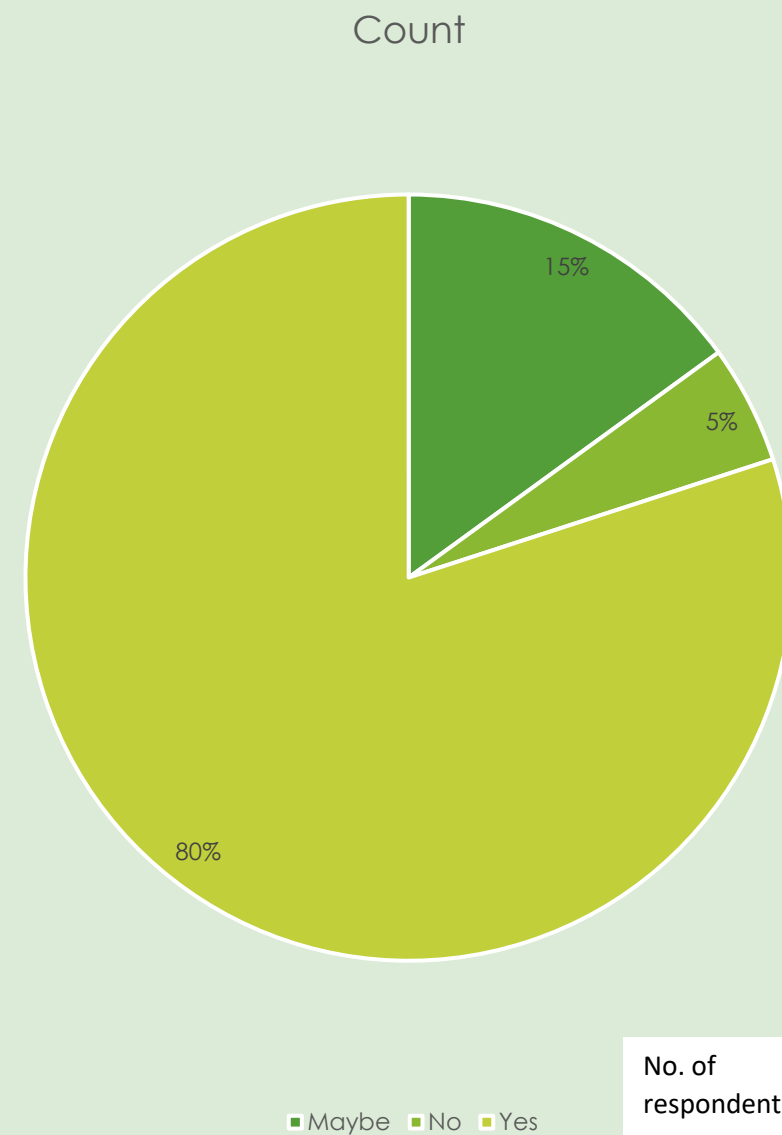
RESULTS

Current City :-



RESULTS

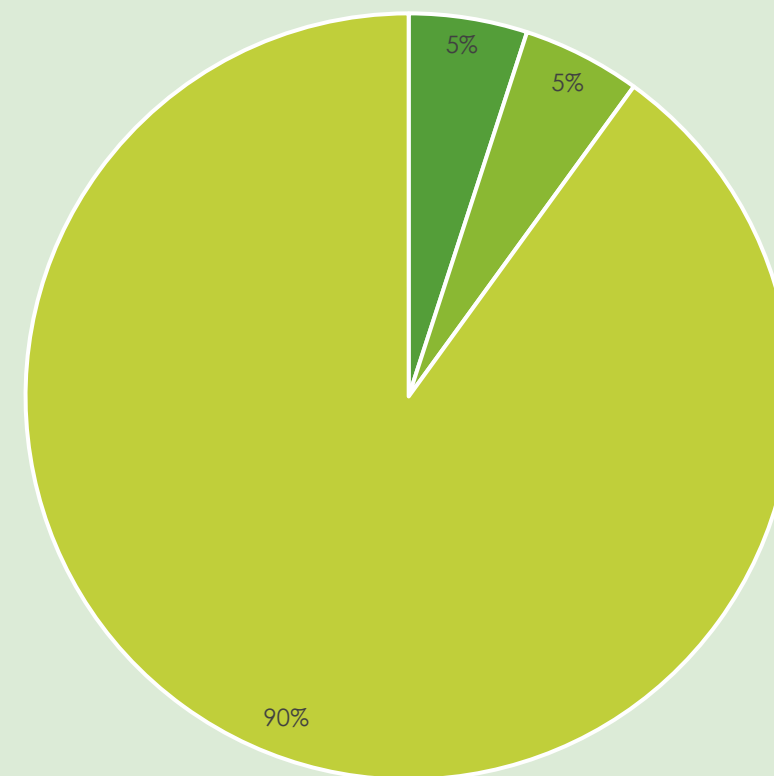
**Do you think education is important
for agriculture?**



RESULTS

Is digitization required in Agriculture sector?

Is digitization required in Agriculture sector?



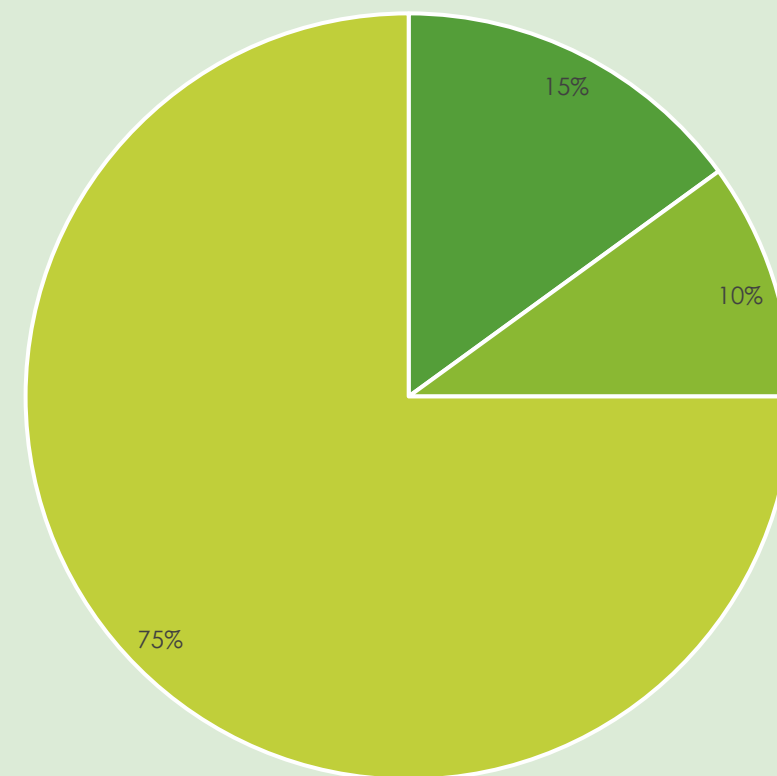
■ Maybe ■ No ■ Yes

No. of
respondent=20

RESULTS

Do you think Digitization is boosting agricultural economy?

Do you think Digitization is boosting agricultural economy?



■ May be ■ No ■ Yes

No. of
respondent=20

RESULTS

What are the fields in which digitization helps in Agriculture?

- Traditional growing techniques- By giving expert guidance in most accessible manner.
- Finding the real value of the material
- Rates of Products, Advanced technical details, subsidies
- Marketing and precision farming
- Market linkages
- Market value of goods which is essentially required for doing crop cultivation
- End to end tracing of agricultural practices
- Designing the farm equipment's, farm activity operations, weather forecasting etc.
- Organic farming- By providing knowledge and trends that are followed across the globe even to a small-scale farmer.
- Identifying disease
- Traceability, reduce labor, water wastage, control pest and disease, recording and analyzing data helps for future use in trading and forecasting

RESULTS

What are the key challenges that you face in adopting Digitization?

- Incomplete data sources and manipulation in data according to time
- Lack of technical literacy
- Lack of awareness, high initial cost, traditional mindset
- Lack of education in both younger and older people.
- Cost effective and skilled workers are required for changing the standards digitization in farms
- Expensive for a common man

RESULTS

What are the areas where innovation should happen in Agri-tech sector?

- Majorly Subsidy part. Apart Technical by Parts
- Hassle free operation, less expensive.
- Export from farmers
- Digitized supply chain management
- Farm machinery and update of prices
- Detecting fungal infections
- Supply chain
- Block chain technology
- Opportunity to farmers to process their raw materials and sell to higher profits
- Agri tech sector should be solution oriented quick and precise.
- Improving the buying and selling facilities of goods and services. It helps in improving livelihood of the farmers.
- Understanding how germination of seeds affects the seasonal crop. Also, learning about hybrid seeds and the results because of their usage.

Findings

- The age group varied from 18 to 40 years and above, while the highest number of respondents are in the age group of 25 to 30 years (i.e., 50%).
- Most respondent (i.e., 65%) are male, and 35% of the respondents are female who are in this sector.
- Most respondents are farmers (i.e., 50%); 30% of the respondents are agriculture advisor and 20% of the respondents do other works by helping small scale farmer.
- BigHaat Agro Pvt. Ltd consumer expansion is all over country, it means that individual getting aware about the organization like 15% of the respondents are residing in Bangalore; 10% of the respondents are residing in Ara, while 75% of the respondents are residing in Bhabua, Bhopal, Delhi, Gurgaon, Hyderabad, Kharagpur.
- 80% of the respondents believe that education is important for agriculture; 5% of the respondents believe that education is not important for agriculture 15% of the respondents responded it may be. It means that respondents wants that education is important in agriculture.
- 90% of the respondents believe that digitization is required in agriculture sector; 5% of the respondents believe that digitization is not required in agriculture sector; 5% of the respondents responded it may be. It means that most of the respondents are aware of digitization in agriculture.
- 75% of the respondents believe that digitization is boosting economy; 15% of the respondents believe that digitization is not boosting economy; 10% of the respondents responded it may be. It means that some respondents are aware while 25% of the respondents lacks the knowledge.

Findings

- The customers and advisors have provided some of the major fields in which digitization is helping. Traditional growing techniques: by giving expert guidance in most accessible manner, finding the rates of products, advanced technical details, subsidies, marketing and precision farming, market linkages are some of the major areas that changed by the digitization positively.
- Lack of education, awareness and technical literacy and the cost of technology are some of the major challenges pointed out by the sample population. While some other challenges are incomplete data or data manipulation.
- The areas in which the innovation is still required are, opportunity to farmers to process their raw materials and sell to higher profit. Agri tech sector should be solution oriented quick and precise. Improving the buying and selling facilities of goods and services. It helps in improving livelihood of the farmers. Understanding how germination of seeds affects the seasonal crop. Also, learning about hybrid seeds and the results because of their usage. Other important sectors are supply chain, crop disease, and their precautions. Market opportunities for the farmers.

Recommendations



Knowledge session with Crop expert



Introduction of new portal



Low-cost technology



Portable Equipment

Thank you

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