

DIGITAL AGRICULTURE

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AGRICULTURE SCENARIO

- 127 different agro climate zones
- One of the biggest food grain and oilseed producer in the world
- Largest producer of milk
- 2nd largest producer of fruits vegetable and tea
- Small farms-41 % of India total fruits and vegetable
- Contributes 13.8% to gdp
- 59% people depended on agriculture for their livelihood

OBJECTIVE

- To study the ict application and success story
- To get the concept of digitalization and road map ahead
- To know about the technical and digital farming
- To study the how maximum use efficiency of farmer knowledge

RISK ASSOCIATED WITH AGRICULTURE

- Production
- Ecological
- Market
- Post harvest
- Minimum support price

ICT AS A SOLUTION

- ict increases access to financial services for rural communities helping to secure saving find affordable insurance and tools to better manage risk.
- Icts provide actionable information to communication and government on disaster prevention in real time, while also providing advice on risk mitigation techniques.
- Icts improve access to climate smart solutions as well as appropriate knowledge to use them.
- Icts assist with implementing regulatory policies frameworks and ways to monitor progress.
- Ict bridge the gap between agricultural researchers' extension agents and farmers thereby enhancing agricultural production.

HISTORY OF DIGITAL TRANSFORMATION

- 1956: the first computer
- 1992: creation of the web
- 1994: beginning of online sales
- 1995: emergence of social network
- 1999: development of the mobile web
- 2008: emergence of 3G technology

MOBILE APPLICATION BEYOND COMMUNICATION

- Taking place of personal computer
- Mobile ticketing, payment health care applications
- Barriers- uncommon language, ease of use, awareness, slow speed of connection and pricing use mobile data services

Major success stories

- E-choupal
- Tata kishan sansars
- Akashganga
- Janmitra
- Drishtee
- E-uttranchal

EMERGENCE OF AGRI WEB PORTAL

- <http://www.agroindia.org>
- <http://www.fao.org>
- <http://www.cgiar.orgicrisat>
- <http://www.nabard.org/>
- <http://agritech.com>
- <http://krishiworld.com>

BENEFITS OF PORTAL

- Permanent in nature
- One stop information hub
- Strategic tie ups among companies
- Easy promotions through advertisements
- Fast policy

Trending advancement

- Digital agriculture
- Digital microfinance
- Farm management system
- Revolutions and automation

Critics of smart agriculture

- Inadequate infrastructure
- Illiteracy
- Traditional beliefs of non-adopting technologies
- Digital gender gape

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Thank you