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Agricultural Production and Market Outlook

The Rising Agriculture....

Agricultural Revolution through Digital Agriculture Apps



Rural India is drastically moving towards digitalization and technology these days. Digital India, launched in 2015 by Indian Prime Minister Narendra Modi which aims towards the promotion of digital literacy and creation of digital infrastructure, is apparently helping Rural India to gain this success of the farming community. Moreover, while 58% of Indian households still depend on Agriculture as their most eminent source of livelihood, it's time to give more focus on Digital Agriculture for a growing and prosperous India. Moreover, farming apps are the most convenient and useful medium to guide farmers in farming. It gives you the guideline for doing the proper scientific way of farming, crop cultivation, sowing or harvesting of any crop or vegetables. Farmers can easily solve their farming problems related to pest or insect

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Publisher
Agro-Economic Research Centre
Sardar Patel University
Vallabh Vidyanagar 388120
Anand, Gujarat

Email : aerc@spuvvn.edu
director.aerc@gmail.com

Web : http://www.spuvvn.edu/academics/academic_centres/agro_economic_centre/

attack or any problems which put them in a difficult situation. A farming app can be the best friend of farmers in farming which can enhance their productivity without spending a single amount of money. In the last few years, technology and digital medium is transforming the nature and mode of information dissemination for farmers and other stakeholders of the agriculture sector all throughout the world. You can easily download it from your Google play store without paying a single rupee. Following is an exhaustive list of important apps that have been launched in recent years:

Rainbow Agri : Host of services where farmers can talk to communities, users and farmers can buy and sell local products and buyers can even get live price updates.



view of available farm products with the ability to connect to a farmer through a simple phone call through this app.

AgriApp : One of the most liked apps by farmers of India. It is an online farming marketplace bringing Kisan, farming input/output, government service on an online platform. It also provides chat option for farmers.

Iffco Kisan: App It is a small Android app in terms of memory with an easy interface to use providing information about the latest agriculture advice, latest mandi prices, and various farming tips. It also provides weather forecast information.

Agri Media Video App : It is one of the most popular mobile apps for farmers in the video category. It is an online marketplace bringing farmers, agriculture input/output, farming retail and fulfilment service on an online platform. FarmBee - RML Farmer It is available in 10 different Indian languages. It provides fertile agriculture content and information at every stage of the crop life cycle. A farmer can choose from 450 crop varieties, 1300 markets, 3500 weather locations. It also provides mandi price and weather forecast based on a user location.

Kisan Yojana: It provides information about all Govt schemes to Kisan. It commutes the information gap between the rural people and Govt. It also provides the schemes of the different states Government.

Mpower Social : Mpower's Livestock management System (LMS) aims to bridge the



Mandi Trades : One can get commodity prices directly provided by the Government of India, information on the produce and a map based



ease of access gap between veterinarians and livestock farmers. It connects the small holder to the livestock professionals via livestock intermediaries

Kisan Suvidha : Launched by the PM Narendra



Modi in 2016 to work towards empowerment of farmers and development of villages, the app design is neat and offers a user-friendly interface. It provides information on current weather and also the forecast for the next five days, market prices of commodities/crops in

the nearest town, knowledge on fertilizers, seeds, machinery etc. The option to use the app in different languages makes it more widely accessible.

Pusa Krishi : Was launched in 2016 by Indian Agriculture Research Institute (IARI) to help farmers get information about technologies developed and to help in increasing returns to farmers. The app provides farmers with information related to new varieties of crops developed by Indian Council of Agriculture Research (ICAR), resource conserving cultivation practices as well as farm machinery.

Smart Gaon : 'SmartGaon' connects Indian villages and their residents to the world of information and technology. Its knowledge and information center, market place and helpline making the 'gaon' a 'SmartGaon'. It provides awareness about Government Schemes & Policies to Farmers and setup good digital Infrastructure in village so that all villagers can be connected across the globe.

Crop Insurance: The app helps farmers to calculate insurance premium for notified crops and provides information cut-off dates and company contacts for their crop and location. It can also



be used to get details of normal sum insured, extended sum insured, premium details and subsidy information of any notified crop in any notified area.

AgriMarket : This app has been developed with an aim to keep farmers abreast with the crop prices and discourage them to go for distress sales. Farmers can get information related to prices of crops in markets

within 50 km of their own device location using the AgriMarket Mobile App.

eNAM : eNAM is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities. Small Farmers Agribusiness Consortium (SFAC) is the lead agency for implementing eNAM under the aegis of Ministry of Agriculture and Farmers' Welfare, Government of India.



RML Farmer Krishi Mitr : RML Farmer is a one of its kind agricultural app where farmers can keep up with the latest commodity and mandi prices, precise usage of pesticides and fertilizers, farm and farmer related news, weather forecast and advisory. Its also provides agricultural advice and news regarding the government's agricultural policies and schemes. Users can choose from over 450 crop varieties, 1300 mandis, and 3500 weather locations across 50,000 villages and 17 states of India. It works with the help of specific tools designed to analyze or provide information on different aspects of farming habits. Eg. CropDoc helps the farmers in identifying problems that affects their crops at the right time and suggests corrective actions; Farm Nutri provides general and personalized nutrient recommendations, which are presented in the form of a schedule of fertilizer dosage.

Kheti-Badi : Kheti-Badi' is a social initiative App. It aims to promote and support 'Organic Farming' and provide important



information/issues related to farmers in India. Agriculture today is heavily dependent on genetically modified seeds, chemical pesticides and fertilizers; this app helps farmers to

switch their chemical farming into organic farming. However, this app is currently only available in four languages (Hindi, English, Marathi and Gujarati).

Fertilizer Calculator - NPK : Living beings such as plants require a proper balance, especially of nutrients, for optimal growth. Essential nutrients are necessary for basic functions, and trace nutrients for the best health. Nutrient lock-out can occur when the pH is out of balance or when there is too much of a nutrient. Even if overdosing doesn't occur, nutrients can be wasted by adding too much solution per fertilizing cycle. NPK Calculator is an app for optimizing the ratio of macronutrients and micronutrients in your fertilizer solution for use in hydroponics or soil. This in-app database contains many simple and complex fertilizers in the market. Several nutrition programs by knowledge growers with long-term experience are available in preset tabs.

Modern Kheti : Modern Kheti, as the name indicates, relates to the modern agricultural techniques; conservative and cash crops, allied professions and farm machinery through



training programs or upcoming events on a national and international level. Introduced in 1987, it is the leading and most widely read agriculture based magazine throughout Northern India. Punjab and Haryana, extensively known as the food grain basket of India, has in almost every household Modern Kheti, as it caters to every aspect of farming like growing of seasonal crops, their problems & solutions, conservative and cash crop farming. It also covers – fishery, poultry dairy, bee keeping, floriculture, horticulture etc.

India Satellite Weather "A picture is worth a thousand words". A complex weather data can be conveyed easily with an image map. By observing the Cloud formations around your City, you can easily predict whether the day is going to be Hot or Rainy/Cloudy. It is very well equipped with data caching capabilities and will never download duplicate data from the server. The downloaded weather maps will be stored locally and can access offline.

Krishi Gyan : Works on a similar aspect as Whatsapp communication but is considered to be better as it doesn't require mobile numbers of individuals to stay connected. Apart from providing general information on farming, this application enables Indian farmers to connect with Krishi Gyan experts and ask them questions related to farming, and get answers within the application through notifications. The farmers as well as agriculture enthusiasts can also share their answer with each other.



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For the states of Gujarat and Rajasthan

(Ministry of Agriculture & Farmers Welfare, Govt. of India)

H.M. Patel Institute of Rural Development,

Opp. Nanadalaya Temple, Post Box No. 24,

Sardar Patel University

Vallabh Vidyanagar 388120, Anand, Gujarat

Ph.No. +91-2692-230106, 230799, Fax- +91-2692-233106

E-mail : director.aerc@gmail.com

Website: www.aercspu.ac.in

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