ICT In Agribusiness

ANURADHA MISHRA

Challenges of Indian Agriculture

- With rising food prices that have pushed over 40 million people into poverty since 2010
- The growing global population, expected to hit 9 billion by 2050(demand for food and placed pressure on lready-fragile resources)
- Feeding that population will require a 70 per cent increase in food production

Serious Challenges:

- Price shocks,
- Climate change,
- Continued deficiencies in infrastructure in rural areas.

The five main trends that have been the key drivers for the use of ICT in agriculture, particularly for poor producers:

- low-cost and pervasive connectivity
- adaptable and more affordable tools
- advances in data storage and exchange
- innovative business models
- partnerships and the democratization of information. open access movement and social media

ICTs can help overcome various bottlenecks present in Agriculture.

- Firstly, there is a lack of extension facilities available.
- Secondly, issue of illiteracy amongst farmers.
- Thirdly, capability of farmers to compete with large farmers is limited.
- Fourthly, the gap existing between the modern and traditional technologies is widening.
- Lastly, farmers are disconnected with the latest information available.

Steps to be taken

- Use of mobile application is very limited among the farmers.
- e-literacy schools need to be established for this purpose
- steps need to be taken to increase the number of messages sent
- Alternative
- modes of communication need to be established in places where power and internet connectivity turns out to be barriers
- proper training amongst them will be a great boost for agriculture development
- Development of infrastructure is crucial for the widespread dissemination of ICT benefits.

Figure 1. Role of ICT in agriculture

ICT SERVICE PROVIDES

- Collecting and sharing timely and accurate information on weather, inputs, markets, and prices
- by connecting producers and consumers,
- critical access to the knowledge
- information and technology that farmers require to improve the productivity and thus improve the quality of their lives and livelihoods

Table 1: Sources of agricultural information used by farmers

Source	Per cent of households
Other progressive farmers	16.7
Input dealers	13.1
Radio	13.0
Television	9.3
Newspaper	7.0
Extension worker	5.7

Source: Mittal and Tripathi (2009)

Fundamental information Need by a farmer

- what to plant and which seed varieties to use;
- contextual information such as weather, best practice for cultivation in the locality;
- and market information such as prices, demand indicators, and logistical information

- Small farmers prioritized information on weather, plant protection, seed variety and market prices as most important.
- In Uttar Pradesh and Rajasthan, close to 90 per cent of farmers reported information on seed as their highest priority, while over 70 per cent cited market prices as the most important category.
- Farmers were also interested in other categories of information, like best cultivation practices, crop choice, etc

Technologies Used by farmers for getting informations

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Thank You