

## DIGITAL AGRICULTURE A PATHWAY TO PROSPERITY

### Article Particulars

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### Abstract

*The Digital India would ensure that Government services are available to citizens electronically. It would also bring in public accountability through mandated delivery of government's services electronically. The programme was launched by our Prime Minister on August 7, 2014. This programme has been envisaged by Department of Electronics and Information Technology. The Digital India vision provides the intensified impetus for further momentum and progress for this initiative and this would promote inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. India in the 21st Century must strive to meet the aspirations of its citizens where government and its services reach the doorsteps of citizens and contribute towards a long-lasting positive impact.*

**Keywords:** *electronic government services, Digital India, Information Technology, India Tomorrow, GDP*

### Introduction

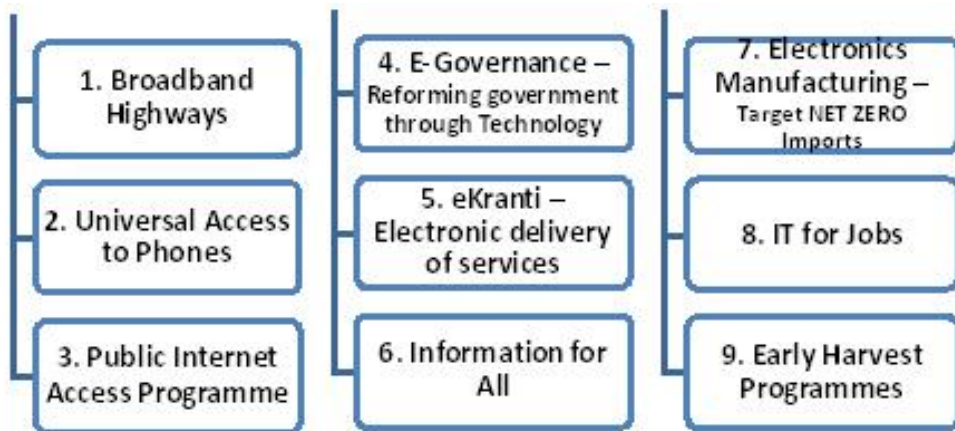
Even though India is known as a powerhouse of software, the availability of electronic government services to citizens is still comparatively low. The Digital India programme has been launched with an aim of transforming the country into a digitally empowered society and knowledge economy. The Digital India would ensure that Government services are available to citizens electronically. It would also bring in public accountability through mandated delivery of government's services electronically. The programme was launched by our Prime Minister on August 7, 2014. This programme has been envisaged by Department of Electronics and Information Technology. The programme will be implemented in phases from the current year till 2018. The Digital India vision provides the intensified impetus for further momentum and progress for this initiative and this would promote inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. India in the 21st Century must strive to meet the aspirations of its citizens where government and its services reach the doorsteps of citizens and contribute towards a long-lasting positive impact. The Digital India Programme aims to transform India into a digitally empowered society and knowledge economy by leveraging IT as a growth engine of new India.

## Objectives of Digital India

The overall objectives of this programme are:

- To prepare India for a knowledge Future
- On being transformative that is to realize IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow)
- Making technology central to enabling change
- On being an Umbrella Programme – covering many departments. The programme weaves together a large number of ideas and thoughts into a single, comprehensive vision, so that each of them is seen as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. The weaving together makes the Mission transformative in totality.
- The Digital India Programme will pull together many existing schemes which would be restructured and re-focused and implemented in a synchronized manner. The common branding of the programmes as Digital India highlights their transformative impact.

## Nine Pillars of Digital India



## Agriculture and Digital India

In the past history of India, the recent days and in the future. India's maximum population directly or indirectly depends on Agriculture. So whatever the changes we bring in our economy it definitely affects agriculture sector and its dependent. According to the belief of Alfred Marshall when a country's development is in the hands of people welfare not in the national income earned by the country. From the follow our economies development is not in the process of increasing the GDP. Originally it is in the progress of our farmers welfare. From the base our prime minister takes initiative to make changes in agriculture and its dependent by way including our farmers in to digital India.

### **Why a Strong Agricultural Sector is Important for India's Growth?**

- Nearly three-quarters of Indian families are directly or indirectly dependent on agriculture.
- Nearly 70% of India's poor depend on rural income, especially on agriculture.
- To feed the currently undernourished population, India would require a 3-4% increase in food supply. With the population expected to grow even further, the strain on the sector is likely to grow more in the coming years.
- Also, it constitutes 10% of the overall exports.
- Besides, India's food security also is dependent on agriculture.

### **Challenges Faced by India's Agricultural Sector**

#### **Indian Farmers Need Reliable Agricultural Information and Alternate Marketing Channels**

Information provided by extension services are perceived to be either biased (e.g. agricultural marketing companies) or less actionable due to lack of consistency, accuracy and personalization (e.g. some public sector programs). This is a bottleneck for adoption of modern agricultural-practices

Small and marginal farmers suffer due to small tradable quantities and socio-economic conditions, which force them to deal with multiple layers of middlemen.

Farmers believe and follow the traditional and ancestral method of cultivation and climate condition but both are not applicable for recent days. It will impact cultivation.

### **Focus of Digital Agriculture**

- Make Agriculture Profitable
- Improve Farmer Livelihoods
- Reduce Poverty

### **How Digital Agriculture can Help Farmers**

This is where the use of technology can be of immense help. Technologies such as automation, decision support system and agriculture robots are being widely adopted in the sector globally. Farmers are using the Internet of Things and smart sensors to get access to valuable information like soil moisture, nutrient levels, temperature of produce in storage and status of farming equipment.

- Digital India envisions empowering citizens with e-access to government and related livelihood services:
- This comprehensive, mobile led farmer centric approach has resulted in quantifiable benefits to farmers:
- Public – Private partnerships involving proven ICT led agricultural initiatives will benefit Indian farmers at scale:
- This public-private partnership can lead us to significantly large and measurable results:

### What Needs to be Done Now?

The digitization and use of technology in agriculture has, so far, been taking place in confined application fields. The logical step for the sector, especially in India, would be to build an all-inclusive digital platform.

- An inclusive platform will be able to provide end-to-end services for farmers—from selecting crops, optimizing plantation timings, seeding and fertilization rates based on plants' actual needs and regulatory requirements and limits.
- All the data collected during a crop's cycle can be compared with other farmers who grow the same crop in similar conditions. Lessons learnt from one field can be applied automatically to another to maximize output.
- Such an approach can help to improve the yield of major broad-acre crops by between 20-30%.

### Other Benefits Associated with such an Inclusive Digital Platform

Establishing such a digital platform will not only help improve yields and meet the growing demand, it will also be a game changer for the sector:

- Firstly, it will help to track produce from farm to the table. In the process, it will reduce wastage in the value chain—a huge issue in India currently—and improve food safety. Technology can help detect pathogens and allergens before they reach consumers.
- It can also help address the price discovery issue. The current wholesale market format suffers from a transparency challenge. With no data on volumes, prevailing prices or inventory levels, there is little information for buyers or sellers to make informed decisions. This information gap is a barrier to the entry of new players and, hence, increased competition and better price discovery.
- Finally, it can also help trigger an “uberization” of the sector by bringing farmers in touch with profitable customers and help build sustainable partnerships to improve farming productivity.

### Conclusion

Therefore, a productive, competitive, diversified and sustainable agricultural sector will need to emerge at an accelerated pace for India's growth. Policy makers will thus need to initiate and/or conclude policy actions and public programs to shift the sector away from the existing policy and institutional regime that appears to be no longer viable and build a solid foundation for a much more productive, internationally competitive, and diversified agricultural sector.

Indian Economy faced several structural changes in the previous days. But Agriculture was followed as a traditional method. This digital india scheme will kick start the process of structural changes in agriculture, but the problem is Indians are well planner but a poor implementor so our digital agriculture is also well planned scheme for our country but its result is in the hands of implementation. we believe we are in the

technological world so it is possible when appropriate effort is taken by farmers and rulers.

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