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Mobile Apps: Role in Indian Agriculture

**Manjeet Kaur*, O. P. Sharma and
Geeta Mohan**

Dept. of Agriculture, Jagannath University, Jaipur, Rajasthan
(302 022), India



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Corresponding Author

Manjeet Kaur

e-mail: manjeet.kaur@jagannathuniversity.org

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Abstract

Most of the people in India are dependent on agriculture. Agriculture contributes almost around 17% of India's GDP. There are so many factors that affect the agriculture development; however the most important bottlenecks are non-availability of instant information and drudgery involved in farming. To resolve these issues, agriculture should be made more alluring and done smartly. In the current article, we are emphasizing about how the mobile application can be helpful agriculture development faster and hustle free. There are varieties of mobile applications, utilized over the globe for different segments, including farming, but usages are still limited. We have elaborated various agricultural mobile applications which potentially can be used in farming and allied activities as indicated by their source and usage. Presently, in India, there are enormous opportunities for utilizing the smart phones as a part of agricultural improvement.

Introduction

India is a vast country. Agriculture is the biggest industry in the country and plays a key role in the socio-economic growth of the country. India ranks second worldwide in farm outputs. According to latest report, agriculture is primary source of livelihood for 58% population in India. Traditional farming is known as the best way of farming. But as we know that this is the era of science. Technology made over lives easy. Similarly, technology is playing a vital role in agriculture too. However, the time has changed and now technology has seeped into the agricultural sector. Starting from high-tech ways to find out the best quality seeds to best agricultural practices, there is a lot that can be done using the power of technology. At the same time, even the revenue of the farmers is expected to increase with the use of technology. Now, when it comes to technology; advanced machinery, world-class tools to even some softwares are being used by the contemporary farmers to enhance the quality of their farming. Nowadays numbers of mobile apps are available to enhance the present status of farmers. In the present article major popular apps are taken into the consideration.

Role of Mobile Apps with Reference to Indian Farmers

In these days rural India is drastically moving towards digitalization and technology. 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 educate and guide farmers to use improved technologies. It gives you the guideline for doing the proper scientific way of farming, crop cultivation, plant protection measures, sowing or harvesting of any crop or vegetables. Farmers can easily solve their farming problems related to diseases and insects 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. You can easily download it from your Google Play Store without paying a single rupee.

These agriculture apps are very useful for Indian farmers and agriculture community which keep up-to-date with the latest technology of agriculture. These apps provide help to Indian farmers and fill the information gap between the rural people and Government with rural development. These are Android apps for Indian farmers used for agriculture which provides the latest market rates, weather forecasting, Government policies and schemes for farmers, latest technology videos, news related to agriculture etc. Farmers can directly ask the question and query to the Agriculture experts using these apps to solve their query instantly also they can watch their videos related to new technology, successful farmers, machinery etc.

AgriApp

AgriApp is an Android based mobile application. It provides complete information on Crop Production, Crop Protection, smart farming with agriculture and allied services. In addition to being an information portal, AgriApp is also an online market place for bringing in farmers, Agri input, retailers & fulfillment services on a common digital platform. AgriApp powered by passionate professionals and dreams about making agriculture more sustainable, in terms of both ecology and economy, with the help of technology in short time. AgriApp works to fill the gap between farmers and accurate strategic Agricultural information, with the involvement of Agriculture Experts. Thus, enabling farmers to reach high-efficiency technology-enabled agriculture production and marketing of the Agriculture produce, ensuring a win-win situation to Farmers and Agriculture Economy.

IFFCO Kisan

IFFCO Kisan is an Indian agriculture farmer suvidha App, which helps the Indian farmer/ Kisan to take informed decisions by accessing customized agricultural information related to their need. Suvidha app is for Kisan suvidha and provides the latest mandi prices, weather forecast, agricultural advisory, best practices tips related to agriculture, Animal Husbandry, horticulture; a buyer and seller platform, and

all agriculture related news and govt. schemes. This Indian farmer app is for Kisan suvidha (Suvidha is a Hindi word which means to facilitate/ enable/ assist/ make capable enough) to provide agriculture alerts and agriculture advisories in 11 Indian languages in text as well as agriculture audio clip for the convenience of the farmers who are most comfortable in their own languages.

Agri Media

Agri media app is one of the best e-agriculture Apps of India for Agriculture Education, Extension, Digitalization and rural development. It makes traditional agriculture more powerful, commercial and professional. App provides complete scientific crop cultivation process video from land preparation to harvesting which are value additions for Farmers to increase their income. It is an online marketplace bringing farmers, agriculture input/ output, farming retail and fulfillment service on an online platform. It also provides chat service for farmers to solve their query related to agriculture with the option of upload images of infected crops. AgriMedia app covers scientific information like Agri, Horticulture, Animal Husbandry, Agro-Forestry, Poultry, Dairy farming, apiculture, sericulture, Agri-engineering, co-operation, Rural development, Entomology, Extension, Microbiology, Plant Pathology, Soil Science & Agri Chemistry, Economics, Agronomy, Genetics & Plant Breeding, Crop Physiology, Food Science & Nutrition, Farm Technology, Floriculture, Olericulture, Plantation Crops, Pomology, Mediation and aromatic crops, Soil & Water Conservation, Process & Food Engineering and Post-Harvest Technology. Marketing & Cooperation, Plant Biotechnology, Forestry, Environmental Science, Agro Business, Seed, Fertilizer, Plant protection, Pesticide, Value edition, Sajeev kheti/ Organic farming, Agri Gyan Vigyan etc.

FarmBee

It is marvelous in the list of agriculture android apps. Agronomy, nutrition, pest and disease management personalized for your farm. 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, and 3500 weather locations. It also provides mandi price and weather forecast based on a user location.

Kisan Yojana

Kisan Yojana is another popular Android agriculture app available for free. It provides information about all Government schemes to Kisan. It commutes the information gap between the rural people and Government. User can easily access to main schemes along with the

information of exactly what benefits they will get from particular scheme & eligibility to access. It also provides the schemes of the different relative states Government. This mobile application also saves the time and travel expense of Kisan to reach the state Government office.

Agri Market

A griMarket mobile app can be used to get the market price of crops in the markets within 50 km of the device's location. This app automatically captures the location of person using mobile GPS and fetches the market price of crops in those markets which falls within the range of 50 km. There is another option to get price of any market and any crop in case person does not want to use GPS location (Mahapatra, 2020).

Kheti-Badi

Kheti-Badi app provides detailed information about Organic/ Natural farming. App consists of cultivation techniques of fruits and vegetables and Recipes of ZBNF (Zero Budget Natural Farming). It helps the farmers to switch their chemical farming to organic farming.

Conclusion

A griculture in India is growing with the introduction of the Green Revolution, the White Revolution, and Golden Revolution and Horticulture Revolutions.

Agriculture experts have brought smart farming technologies that enabled them to reduce costs, maximize yields and increase profits. This digital change is acting as a game-changer for Indian agricultural conditions. Thus, the apps are helping boost overall business performance and reducing negative environmental impacts of farming. Now, with a click of a button, farmers can access information regarding weather, dealers, market prices, plant protection, agro advisories, IPM practices etc. Thus, these advancements will definitely help bring significant change in the lives of farmers and the field of agriculture. These apps also provide information about schemes of the different relative states Government. It also gives an overview of mobile application also saves the time and travel expense of Kisan to reach the state Government office.

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