

## Agriculture Mobile Apps for Farmers in India

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### INTRODUCTION

There is an increasing number of mobile apps providing access to agriculture and allied sector information. A mobile application is a software on a mobile phone handset or tablet computer that enables a user to access specific information; make payments and other transactions; send messages; etc. The application (app) is downloaded (for free or for payment) from a wireless network from an online store and may require a live connection to function effectively. The main advantages of mobile apps for farmers are, easy to access information on farmers mobile. Farmers need timely information in response to their specific needs. There are mobile applications that provide latest agricultural information about trends, equipment, technologies and methods being used, help identify pests and diseases, provide real-time data about weather, early warnings about storms, local markets offering best prices, seeds, fertilizers etc.

### Kisan Suvidha App

Kisan Suvidha is an omnibus mobile app developed to help farmers by providing relevant information to them quickly. With click of a button, they can get the information on weather of current day and next 5 days, dealers, market prices, agro advisories, plant protection, IPM Practices etc. Unique features like extreme weather alerts and market prices of commodity in nearest area and the maximum price in state as well as India have been added to empower farmers in the best possible manner.

### IFFCO Kisan Agriculture App

This app was launched in 2015 and is managed by IFFCO Kisan, a subsidiary of Indian Farmers' Fertilizer Cooperative Ltd. Its aim is to help Indian farmers make informed decisions through customized information related to their needs.

The user can access a variety of informative modules including agricultural advisory, weather, market prices, agriculture information library in the form of text, imagery, audio and videos in the selected language at profiling stage. The app also offers helpline numbers to get in touch with Kisan Call Centre Services.

### **Pusa Krishi App**

Developed by: Ministry of Agriculture & Farmers Welfare, Govt. of India. The app also 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 and its implementation will help in increasing returns to farmers. A feedback section enables farmers to have a real time conversation with the stakeholders.

### **kheti-badi**

‘Kheti-Badi’ (खेती-बाड़ी) is a social initiative App. It aims to promote and support ‘Organic Farming’ and provide important information/issues related to farmers in India.

### **Plantix-App**

Plantix app developed by PEAT was customized in collaboration with ICRISAT and State Agricultural University for local crop needs and was launched in Telugu. This has been demonstrated successfully with farmers in Andhra Pradesh and Telangana.

### **Features**

- Real-time diagnosis: Uploaded crop photos are analyzed using image-recognition technology that uses a database of half a million pictures covering 30 crops and offers prescriptions for over 120 crop diseases
- Weather information system
- Community feature facilitates interactions.
- Smallholder farmers as end-users: Free of cost, with an easy-to-use dashboard in local languages.

### **Agrimarket mobile app**

Agri-Market 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.

### **Crop insurance mobile app**

Crop Insurance mobile app can be used to calculate the Insurance Premium for notified crops based on area, coverage amount and loan amount in case of loanee farmer. 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.

### **Kisan Rath**

Agriculture ministry has launched Kisan Rath app to facilitate transportation of food grains and perishables during lockdown. This mobile app is developed by National Informatics Centre to ensure farmers and traders are able to find transport for agriculture and horticulture produce.

### **Uber for tractors**

It is a farm equipment rental app developed by agriculture ministry. The app lets farmers hire tractors, rotavator and other farm related machinery on rent for with flexible tenures. The app seeks to connect farmers with custom hiring centres just like uber connects passengers to cabs.

### **Farmitra app**

Bajaj allainz general insurance has launched a new mobile app for the ease of farmers. This app provides services for even those who are not customers of bajaj allainz. Besides crop insurance, the farmers can buy other covers from the private insurance and also obtain information like weather forecasts and market price of crops and locators for agriculture inputs. The application is currently implemented in 6 states namely rajasthan, Madhya Pradesh, Uttar Pradesh, Karnataka, Maharastra and Haryana.

### **YSR App**

Andhra Pradesh CM Jagan launched YSR app, a mobile application to monitor services

provided to farmers through Rythu Bharosa Centres (RBCs). The app is designed to provide farmers with information on how to meet their needs at the ground level to take steps to provide better services to farmers by government.

#### **Bhuvan Hailstorm app**

A mobile app has been developed to capture crop loss happened due to hailstorm. Agriculture Officer will go to the field with mobile or tablet loaded with this mobile app. This mobile app is able to capture following parameters: Photograph of field with latitude and longitude, Name of Crop, Date of sowing, Date of likely harvesting and Source of irrigation. This captured data will automatically be plotted to Bhuvan Portal and analysis can be done easily.

#### **Agri-app**

It provides complete information on Crop Production, Crop Protection and all relevant agriculture allied services on your Smartphone. In addition to being an information portal, Agri-App is also an online market place bringing farmers, agri. inputs, and retail and fulfillment services on a common digital platform. AgriApp is now available in Kannada, English, Hindi, Telugu, Tamil and Marathi. This app enables farmers to access to all the information related to “High value, low product “category crops from Varieties, soil/ climate to harvesting and storage procedure.

#### **IFFCO imandi app**

The e-commerce is one stop shop for agri inputs and produce, electronics, loans, insurance etc. it has features like buy-sell, communication, entertainment and information to keep farmers engaged. Using it, farmers buy all agri inputs of IFFCO including fertilizers, agro chemicals and seeds at discount price and get free delivery at their door step.

#### **Digital Mandi India**

This App helps in checking the latest Indian agricultural commodities Mandi prices from different states and districts. Easy to use and intuitive, the app enables farmers, traders and all others to know the updated Mandi price from anywhere. Its main features are: Browse through various commodity categories, Browse prices in different states, Simplified flow to reach the selected commodity's mandi price and Copy the mandi price of a commodity.

#### **eNAM Mobile App**

National Agriculture Market (NAM) is a pan-India electronic trading portal promoted by Government of India which networks the existing mandis to create a unified national market for agricultural commodities. The purpose of the Mobile App is to facilitate remote bidding by traders and access to arrivals and price related information to farmers and other stake holders on their smart phones.