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Digital Platforms for Farming Advisory

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Introduction

Millions of farmers depend on agriculture for their living, and it remains the most significant sector of the Indian economy. The availability of land and water is virtually at capacity, commodity prices fluctuate almost daily, most marginal and small farmers make negligible earnings, and information gathering is challenging. Soft resources like knowledge and skills are just as vital as hard resources like inputs in modern agriculture, if not more so. Numerous initiatives have been made in

this direction to use mobile phones in agricultural advisory services for agronomic practices, weather predictions, and market prices by the commercial and governmental sectors. The use of mobile phones is getting more and more popular as dependency increases.

Hazards in Agriculture

Farming involves a significant amount of risk. Wide fluctuations in agricultural revenue may result from the inherent unpredictability of weather, yields, pricing, and other factors that affect farming. The agriculture industry is subject to several dangers that often arise. These include hazards related to the environment and weather, natural disasters, pests, and diseases that have extremely varying effects on crop yields. Price risks, credit risks, technology risks, and institutional risks all compound production risks.

1. **Production risk:** High unpredictability in production outcomes, or production risk, is a common feature of agriculture. Farmers, unlike the majority of other business owners, are unable to accurately forecast how much product the production process will produce because of outside variables like weather, pests, and diseases. Adverse conditions that occur during harvest or threshing can also hamper farmers and cause production losses.
2. **Post-harvest Risk:** Due to inadequate storage, India loses around one-third of its yield.
3. **Market Risk:** In agriculture, input and output price fluctuations is a significant source of market risk. Agriculture-related commodities' prices are incredibly unstable.
4. **Ecological Risk:**
   a) Limited Land: Future production is at risk when soil health deteriorates.
   b) Limited water supply: Irrigation is severely hampered by irregular rainfall and a declining groundwater table.

ICT (Information and Communication Technology):

ICT is a broad term that covers all forms of communication technology, including: radio, television, cellular phones, computer networks, satellite systems, and others, as well as the many services and applications they are connected to, such videoconferencing and distance learning. Devices, networks, mobiles, services, and applications all fall under the umbrella of ICT. These range from cutting-edge Internet-era technology and sensors to other traditional aids like landlines, TVs, radios, and satellites.

Benefits of ICT

The benefits of ICTs for boosting agricultural productivity and the agricultural sector include timely and up-to-date information on issues relating to agriculture, such as the release of new varieties, the appearance of new threats, such as diseases, weather forecasts, price control, warning alerts, etc. ICT offers timely information on weather forecasts and disasters to lower the risk to agriculture. ICT benefits are offered Batter and spontaneous agricultural methods, Lowering agricultural risk and boosting revenues, Information on and knowledge of batter, networking and communication improvements, Online trade and e-commerce convenience, improved representation in forums, authorities, and platforms.

Digital Advisory Platforms

Push and pull SMS, interactive voice response, mobile applications, and other delivery methods are some of the ways that m-Extension services are provided, either singly or in combination. Mobile applications require smart phones, however SMS and interactive voice response services may be used from both traditional

and smart phones. Services may be free or need a membership. Tools for communication, infographics, video, and particular social media platforms. software for farms, a mobile application, tools and resources for digital training and education, Digital marketing support tools, decision-support tools, and digital sensors and data collecting and analysis.

Mobile Applications Based Advisory Platforms

Mobile App

A software programme developed especially for use on portable computing devices, such as tablets and smart phones, as compared to desktop or laptop computers. Users can download mobile applications from stores or the internet or have them installed on their portable device. Almost every stage of agriculture production now involves technology, from planting the seeds to selling the finished products to consumers. There are mobile apps for GPS tracking, mapping, weather forecasting, and ranching.

Farmers benefit from Agriculture Apps

Apps are beneficial to farmers since all they need to use them is a smartphone with internet access and a mobile app.

a. **GPS Tracking:** Farmers may utilize a variety of location-based capabilities, such as tracking drones for research and seeing local weather forecasts, thanks to mapping.
b. Video calls are another excellent option for an adviser app, as are video chats. They allow farmers to participate in live video sessions and allow advisors to respond to frequent questions.
c. **Predicting the weather**
d. **The Disease and Their Treatment**
e. **Push Notification:** They help farmer keep track of different activities they need to play attention to warm about any emergence and new data and remind about event planned in the calendar.
f. **Calendar**
g. **Camera and Machine Vision:** Some apps in agriculture use visual data and machine learning to help farmers identify weeds, monitor nitrogen levels, and assess leaf damage. These tools help farmers discover plant diseases at an early stage.

Mobile Applications

1. Kheti Badi
2. IFFCO KISAN
3. Kisan Suvidha
4. Mandi Trades
5. FERTILIZER CALCULATOR
6. Agri-market mobile app
7. DAMINI: Lightining Alert
8. Mauasam
9. MEGHDOOT
10. You Tube

Voice Call Based Advisory Platforms

1. Krishi Vani
2. Kisan call center

Television Based Advisory Platforms

DD Kisan

Website Based Advisory Platforms

1. e- NAM (National Agriculture Market)
2. E- CHOUPAL

Conclusions

In terms of giving farmers the knowledge they need to make decisions about crop rotation, the adoption of high-yielding seeds, fertilizer application, pest management, and marketing, etc., digital tools are essential. A possible technique for enhancing agricultural decision-making is digital advice. Information and communication technologies (ICTs) have opened up a wealth of prospects for rural residents' social and economic growth during the past several decades.