



Role of Smartphone apps in Agriculture

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Introduction

Smartphone apps play an important role in agriculture information dissemination for empowering farmers. Weather information and market information is mostly required by the farmers, so that many apps are available for the farmers to provide real time information on market prices, weather information like temperature, rainfall, wind speed, Relative humidity etc.



It provides multi-dimensional impact on agricultural development. By using the smartphone apps, farmers can get information about the newly released crop variety, storage facility, newly released farm implements, crop insurance and agro-advisory. There are varieties of smartphone apps utilized over a wider space throughout the world. In India, smartphone apps are quite popular for getting the information related to agriculture sector. The reach of smartphone even in rural areas extended the better communication strategies beyond SMS services. Previously, Subscription based SMS service was popular among the farmers as it



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provides timely information on agricultural practices. Policy information, information on good agricultural practices is helpful for the farmers.



The concept of smartphone apps was firstly developed by the Agricultural Scientists of USDA (United State Department of Agriculture). For the first time, they released two suites of apps namely Land info and Land cover. In India, mobile apps designed by jayalaxmi agrotech was popular. It was available on regional language. Farmer link is a smartphone apps used in philipines for enabling the coconut value chain. Smartphone apps is released by Central government, State government, ICAR institutes and State Agricultural Universities, Private organizations, NGO etc. Different smartphone apps also available for farmers to help in Organic farming practices, Natural farming practices etc.



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AgriApp
Digital Solution

- M-commerce
- Soil Testing
- Crop Practices
- Community
- AgriTech Information
- Crop Calendar
- Market Price
- Weather
- Drone Service

Examples of different smartphone apps

IFFCO Kisan, Kheti badi, Kisan Rath, Krishi gyan, Pusa Krishi, Agri App, Plantix are the example of smartphone apps. Rice Xpert is a smartphone apps developed by ICAR-NRRI, Cuttack. Pusa Krishi apps is released by ICAR-IARI. Plantix is an example of famous smartphone apps, which provides largest database for plant diseases for the betterment of farmers and scientist.

