

E-NABLED DEVELOPMENT: E-AGRICULTURE IN INDIA'S CURRENT PROGRESS CANVAS  
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Towards inclusive growth: Creation of hybrid information sharing & dissemination mechanism for rural India with public-private-partnership

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# ICT AND AGRIBUSINESS IN INDIA

## Public Service Models

- ▣ **AGRISNET**
- ▣ **AGMARKNET**
- ▣ **ARISNET**
- ▣ **SEEDNET**
- ▣ **COOPNET**
- ▣ **HORTNET**
- ▣ **FERTNET**
- ▣ **VISTARNET**
- ▣ **PPIN**
- ▣ **APHNET**
- ▣ **FISHNET**

- ▣ **LISNET**
- ▣ **AFPINET**
- ▣ **ARINET**
- ▣ **NDMNET**
- ▣ **WeatherNET**
- ▣ kisan callcenter.net
- ▣ Ekrishi
- ▣ Kissan Kendra (Karnataka)

### **Private Sector Models**

- ▣ ITC e- chaupal
- ▣ Mahindra Krishi Vihar
- ▣ I- kisan
- ▣ MCX and NCDEX

### **Other Initiatives**

- ▣ **www.Indianfarmers .org**
- ▣ Dairy Information Services Kiosk (NDDDB)
- ▣ GRASSO of West Bengal

# What ICT can deliver ?

- ▣ **Reach nook and corner of India**
- ▣ **Interface the farmer to the outside world**
- ▣ **Information regarding weather, land, Crop intensity etc.**
- ▣ **Collaborative business models**
- ▣ **Delivering information regarding prices of commodities in various mandis**
- ▣ **Cost-effective , timely and accurate information**
- ▣ **Linked to other governance services to be delivered in rural areas**

# Service Delivery

- ▣ **Agriculture produce auction centres**
- ▣ **Gis & Précision Farming information**
- ▣ **On-line Registration of Applications**
- ▣ **Village auction**
- ▣ **On line matrimonial site**
- ▣ **On-line Public Grievance Redressal**
- ▣ **Rural e-mail facility**
- ▣ **Information regarding government programmes**

# Constraints vis-à-vis Critical Success Factors

- ❑ **Revenue Generation**
- ❑ **Infrastructural constraints: electricity, internet connectivity**
- ❑ **Installation & Maintenance: time lag, delay in maintenance, vendor tie-ups**
- ❑ **Commitment of stakeholders: interest and commitment of entrepreneurs, Govt. officials, company officials, Farmers**
- ❑ **Selection & Capacity Building: selection of entrepreneur, training ,skill up gradation**
- ❑ **Social barriers: Government initiative, caste system, diversity, community involvement**
- ❑ **Technology: simple & user-friendliness, speed, web content, ICT illiteracy, intra departmental**
- ❑ **Awareness among stakeholders**

# What is needed ?

- ▣ **A PPP Model ? NGOs? Panchayati Raj Institutions?**
- ▣ **Entrepreneurship approach ?**
- ▣ **How to ensure sustainability?**
- ▣ **Services free of cost?**
- ▣ **Linking to other local agencies?**
- ▣ **selling more products/services?**
- ▣ **Linking with health and education modules?**
- ▣ **How to change the mindset?**
- ▣ **How to reach masses?**

*Thank You*