Mains Practice Question

Q. How does e-Technology help farmers in production and marketing of agricultural produce? Explain it. (150 Words, UPSC Mains 2023)

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Approach

- Start your answer with a brief introduction to e-Technology.
- Discuss the benefits of e-Technology in the fields of agriculture and marketing.
- Conclude the answer by mentioning the achievements of e-Technology.

Introduction

e-Technologies include digital information-based systems which have grown exponentially in the past few years pervading all parts of our life. Agriculture too has redeemed benefits with its integration.

Body

Benefits in agriculture

- **Irrigation:** With the induction of artificial intelligence (AI) enabled methods, watering the crops has become much easier and more efficient with reduced water usage.
- **Climate Prediction:** Predicting the climate via processing of data gathered from sensors over a period can help the farmer make decision on crop cycles and cropping patterns.
- **Crop Safety:** Using sensors and integrated systems, the safety of crops from vermin and pests can be ensured.
- **Easy Financing:** Faster sanction of loans is possible due to increased banking networks established upon internet and databases.
- **Alternative Methods:** Methods such as aquaponics and hydroponics can be integrated with e-technology to automate, control and perform functions generally done by humans

Benefits in marketing

- **Online Marketplace:** Selling of agricultural produce has become much easier thanks to online platforms that can show real-time availability of products.
- **Shorter Supply Chain**: This can be achieved due to increased information dispersal leading to an optimised transportation and warehousing process.
- **Real Time Price Updation:** Farmer and the consumer can both benefit from real time price updation due to enhanced transparency.

Conclusion

e-Technology has made agriculture much more transparent and provided farmers with efficient crop production tools that greatly reduce the stress.