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MAGAZINE NOTES

Agritech and the Data-Driven Rural Economy

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ECONOMY

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Agritech and the Data-Driven Rural Economy

 **Kurukshetra** Chapter 3 · 1 min read ·

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The issue's economic chapter argues that Indian agriculture's next productivity wave is informational: knowing each farm's soil, weather, pest load and price options, and acting on that knowledge cheaply.

THE PUBLIC DATA SPINE

- **Digital Agriculture Mission** (Cabinet approval, September 2024; outlay **Rs 2,817 crore**) funds the foundational registries
- **AgriStack** integrates farmer databases, land records and weather data so subsidies, credit and advisories can target the actual cultivator
- **National Pest Surveillance System (NPSS)** and the **Kisan e-Mitra** chatbot deliver real-time, multilingual advisory

THE PRODUCTIVITY TOOLKIT

TECHNOLOGY	CLAIMED EFFECT
Precision agriculture (Variable Rate Technology)	10-30 percent reduction in input costs
AgriStack adoption broadly	Projected 25-35 percent rise in farmer incomes
Drones (spraying, surveying)	Faster coverage, lower chemical exposure

Namo Drone Didi (outlay **Rs 1,261 crore**) routes the drone economy through women's SHGs, pairing technology diffusion with women's income.

MAINS ANGLE

Critical analysis: the binding constraints are trust and tenancy: farmers fear land-record data will be used against informal tenants, and private agritech needs AgriStack access rules that protect farmer data from becoming a pricing weapon. **Way forward:** a farmer data-rights framework under the DPDP Act, public APIs with consent artefacts, and convergence of NPSS advisories with KCC-linked insurance triggers.

★ **FACTS CORNER — KNOWLEDGE PEDIA****MISSIONS AND PLATFORMS:**

Digital Agriculture Mission: Rs 2,817 crore (Cabinet, September 2024)

AgriStack: farmer + land + weather registries; NPSS for pest surveillance; Kisan e-Mitra chatbot

PRODUCTIVITY AND INCLUSION:

Precision agriculture: 10-30 percent input-cost reduction; incomes projected up 25-35 percent

Namo Drone Didi: Rs 1,261 crore, drones to women SHGs

Sources: [Kurukshetra / Publications Division](#) , [Ministry of Agriculture](#)



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