

# AMAZON KISAN STORE: A DIGITAL AGRONOMY SERVICES FOR INDIAN FARMERS LAUNCHED BY AMAZON RETAIL

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## INTRODUCTION

Over half of India's population is employed in agriculture and the sector makes up around one fifth of the country's GDP. But, majority of the farms are smallholdings relying on manual labour and outdated practices; while the infrastructure around the farm, from pre-harvest inputs and supplies to post-harvest transportation and storage is riddled with inefficiencies that lead to wastage of food and loss of income for the farmers. To overcome such issues the Prime Minister Narendra Modi is constantly paying attention to the development of the agriculture sector. For the progress of farmers, modernity and new technologies are being incorporated in agriculture. The country and the world are well-known with the skill of agricultural scientist. The "Amazon Kisan Store" initiative will prove to be successful as well as beneficial and Amazon India will continue to contribute to fulfil Prime Minister's dream of building a self-reliant India. The initiative includes introducing machine learning technology for better produce and build a robust supply chain infrastructure. The launch of "Amazon Kisan Store" was announced on 31st August, 2021 and launched on 2nd September, 2021 by Amazon Retail in partnership with Government of India which was inaugurated by Minister of Agriculture & Farmers Welfare, Narendra Singh Tomar.

## VISION OF AMAZON KISAN STORE

"Empowering farmers and leveraging technologies to transform the Indian agriculture sector". Wherein, the rapid penetration of smartphones and internet can help Indian agriculture experience a paradigm shift. The launch of Kisan Store marks first step to create an ecosystem for farmers that will enable them to seamlessly place orders and get products of their choice delivered to their doorstep at the click of a button.

### How farmers can use "Kisan Store" on Amazon.in.....?

Farmers can choose to shop on Amazon.in using any of the five Indian languages including Hindi, Telugu, Kannada, Tamil, and Malayalam. Farmers can also visit any one of the 50,000 plus Amazon Easy stores across India and avail assisted shopping facility. The Amazon Easy store owners will help farmers browse the selection, identify a product they like, create their Amazon accounts, place orders and checkout to buy. Farmers can choose from a selection of thousands of agricultural products from over 20 plus

brands. This selection is offered by hundreds of small and medium businesses present across the nation. Farmers can opt for cash on delivery as a payment option along with other digital channels such as net banking, UPI, amazon pay, and debit & credit cards.

### Agronomy services / crop plans that are tailored to farmers

- ✿ Amazon Retail has built an ecosystem through a combination of agronomist driven field interventions and farm management tool to track the impact of interventions.
- ✿ Each enrolled farmer partner is onboarded on the farm management tool to provide timely intervention that farmers need and value.
- ✿ The team of qualified Agronomists offer agri-tech expertise to registered farmer partners for better farm yield and improved product quality.
- ✿ The agronomists also provide a

comprehensive scientific and precise advisory to the farmers.

- ✿ The program includes both proactive and reactive crop plans;

**a) Proactive crop plan** is based on scientific crop and soil management practices and is aimed to get better yield and quality.

**b) Reactive crop plan** is an intervention-based initiative where farmers can raise alerts on pests, diseases and other farm issues and receives remedial solutions for their farm problems.

- ✿ The second offering of the Amazon Retail agronomy services is an application interface through machine learning and computer-vision-based algorithms.

- It simplifies supply chain processes, helps farmers to identify defects (rotting, spots, cuts, mold) in fruits and vegetables.
- Reduces wastage of produce.
- It ensures that the customers receive high quality produce (fruits and vegetables).







## OTHER SERVICES

Amazon Retail is investing to leverage state-of-art technology to build a robust temperature-controlled supply chain infrastructure that reduces shrinkage and provides the freshest quality of fruits and vegetables to the customers. Amazon Retail associates use technology to inspect and monitor quality at multiple stages once the produce is sourced from farmers and dispatched to the processing centres. The fresh produce (fruits and vegetables) is then sorted, graded, and packed in different sizes at the processing centres and dispatched to Amazon Fresh fulfilment centres located closer to customers. The fulfilment centres operate with 4 separate temperature zones (ambient, tropical, chilled and frozen) to maintain the quality and freshness of produce.

Currently, 80 per cent of farmers on boarded with Amazon Kisan Store have access to a personalized crop plan on their mobile app with an ability to raise reactive crop related queries and get resolution as and when needed.

## BENEFITS

- It will provide quick and timely advice to the farmers.
- Help farmers to make accurate decisions on actions required for their crops.
- Provide inputs on crop, pest and disease management.
- Agri-tech capabilities available to the farmers to help them improve their farm outcomes.
- It provides an application interface centred on machine learning and computer vision that streamlines supply chain processes.
- It assists farmers in identifying defects (rotting, spots, cuts and mould) in fruits and vegetables.
- Lessens produce wastage.
- It ensures that the customers receive high quality produce.
- Helps in providing the freshest produce to the customers.
- It will continue to serve customers through quality, value and convenience.

## EXPERIENCE BY THE FARMER

Darshan Daulat Khandagle, a farmer from Manjarwadi, Maharashtra who has used the agronomy service from Amazon Retail said after being enrolled in the agronomy services from Amazon for cauliflower, he has been getting regular visits from a qualified expert for guidance. He also got a growing plan in his app and can raise alerts whenever he noticed something unusual in the farm. Further, he shared that, in the last season the quality of the crop was improved due to the right actions at the right time helping him to earn more.



## CONCLUSION

“Amazon Kisan Store” is a technology driven simpler solution that aid farmers in making quick decisions and seeing enhanced farm results. This initiative proves to be beneficial for the farmers and the people associated with the farming community to engage the Indian farmers in the modern era of digital economy, increase the productivity of agricultural produce, provide services like logistics industry. The potentiality of this pioneering technology will help Indian farmers and the agrarian community to increase farm output and quality of fruits and vegetables. This is a holistic program that enables farmers to use scientific crop planning based on soil and weather conditions and provides inputs on crop and disease management. Further, this facility will align with the progressive policies of the Government of India and improve the quality and quantity of production of the farmer’s products, which will definitely double farmer’s income.