

# E-KRISHI KENDRA

A INNOVATIVE FRONTIER FOR MAKING DIGITAL INDIAN AGRICULTURE

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E-Krishi Kendra is an open access platform for providing Agriculture's digital services under a single roof. It's bring evolution in agriculture with the way of digitalization. It touch the lives of over millions of farmers, clocking a positive growth year to year. Digital revolution changing the face of Agriculture. The digitalization and the spread of mobile telephony and internet in rural areas allow farmers and entrepreneurs to gain access to information, services and markets. E-Krishi Kendra reduce gap by implementing F2B, B2B and B2C platform for agriculture. Development of nation depends upon development of agriculture. By making digitalization in agriculture we might increase the agriculture's contribution in GDP of nation.

## INTRODUCTION

E-Krishi Kendra is a Agriculture Portal which is a unified network for farmers, Agribusiness sector, Agri Bazaar, Agri-Experts and Students, with innovative frontier of digitalization for make Digital Indian Agriculture. It give digital infrastructure for implementing of Agriculture portal for Prosperous Indian Agriculture. The provider of foundation for a online platform of Agriculture's digital services with strong focus on e-Agriculture, farming e-commerce, e-retailing, e-Agro-Trading, e-Marketing, e-Commerce, e-Learning, Agro-Industries, Farm-to-Laboratory, Farm-to-Table. This is expect to this unlock the potential of Indian Agriculture and strengthen the functioning of Digital Agriculture. The Internet and mobile technologies transformed traditional Agriculture in to Digital Agriculture, this transformation is accelerating in profound ways with the use of online Agriculture portal like 'E-Krishi Kendra'. It has e-commerce platform with agricultural network which digital technologies and analytics are revolutionize agriculture in fundamental way. Portal's Digital Agriculture Service help the Agriculture to fulfill it's potential. 'E-Krishi Kendra' Portal integrates and processes data from multiple sources in to a single hub. By generating detailed insights in to farm operations, it assist farmers in making data-based decisions to

optimize yield and boost revenue while minimizing expenses. Including multidisciplinary agronomic services, information to farmers on a variety of issue related to farming, commodity market and government's schemes. Opportunities to companies for the online retailing of Agri-inputs.

## HIGHLIGHTS OF E-KRISHIKENDRA

E-Krishi Kendra is an e-commerce platform for batter tomorrow of Indian Agriculture. It has professional and positive approach to the work in agriculture with digital services. It is committed to ensuring consistent services throughout year. It is a podium for blooming of Agribusiness with e-commerce platform. It offering multidisciplinary agronomic services at one place and an integrated e-education portal for Agriculture students. An initiative to conduct longest serving by integrated distribution services under one roof and framework for e-trading of agriculture produces.



## WORKING AREA OF E-KRISHI KENDRA

E-Krishi Kendra portal is work in five phase which is Farmers, Agri Input, Agri-Experts, Agri Students/ professions and Agri-Bazaar. Provide multidisciplinary agronomic services, information to farmers on a variety of issue related to farming, commodity market and government's schemes. Direct Marketing of farm products. The hub for connecting the farmers to the Agri-Experts with a steady stream of information and services improving farming throughout year. E-Krishi Kendra provide Timeline (Social Media Corner), Purchase corner, Government corner, Crop Sell corner, Solution corner, Training corner and Recent Event Corner for farmers.



It offers new ways to connect, collaborate, conduct business and build bridge between people. E-KrishiKendra is a B2B and B2C online portal which help to grow business. E-Krishi Kendra provide Pageline (Social Media Corner), Sale corner, Crop purchase corner, Dealer system, Ad corner, Discussion corner and Recent Event corner for Agri Input sector.

E-Krishi Kendra is a platform where farmers connect with buyers, retailers, traders, corporate, industrial users, exporters, etc for selling their agricultural produce through AgriBazaar facility at better and competitive rates. E-Krishi Kendra provide Pageline (Social Media Corner), Farmer Crop (B2C) Corner, B2B (Buy/Sell) Corner, Commodity Update Corner, Discussion corner, Placement Corner, Event Corner for Agri Bazaar.

## BENEFITS FROM E-KRISHI KENDRA

Delivery of Agri extension service would ensure that even small and medium sized farmers get benefits from optimum Agri information. Flexibility to order Agri input online and get input products at comparative price. Reap rich revenue on investments. It reduce delivery time and transportation cost. Opportunities to manage business from anywhere in the world, suppliers and buyers connect digitally, and create new business. Experts digitally connect with farmers for provide end to end integrated solutions and experts extend their knowledge with each other at one platform. Experts give guidance to students across the country at one place. It make Agri-products distribution strengthen by transparency and barrier-free intra-state and inter-state trade of Agri commodities. It give price realization to farmers through reduce gap between producer's price and consumers rupee. It ensure fair and remunerative price to farmers through price discovery. Improved market links to help sustain the use of technical improvements. E-learning for students with Agri experts. Students strengthening their future with best Agricultural organizations.

**Input Availability at Finger touch, Customized Trading of Agri Commodities, Advisory for all the needs of farmers from experts, and student asset as the future of Indian agriculture, which is digital infrastructure to empower Indian agriculture which is E-Krishi Kendra.**