

A REVIEW :

Mobile apps in agriculture and allied sector : An extended arm for farmers

■ **Kalyan Mandi and Neela Madhav Patnaik**

ARTICLE CHRONICLE :

Received :

23.09.2019;

Accepted :

25.10.2019

SUMMARY : ICTs are boon to the farmers and the introduction of Mobile apps in Agriculture and allied sector has accelerated the pace of technology transfer among the farmers at their fingertips. Information dissemination to the knowledge-intensive agriculture sector is upgraded by mobile-enabled information services and the rapid growth of mobile telephony. Today farmers are receiving diverse facts or information about farming like seeds, crop selection, crop cultivation, weather, fertilizer, pesticides etc. from various resources that are distributed in different locations according to its origin, its processors, producers or vendors using the app. However, due to the inefficacy of field level extension workers to provide information and service to a large segment of farmers in offline mode; the mobile app therein plays a vital role and offers a user-friendly solution to effective management and communication with the farmers.

KEY WORDS :

Mobile, App,
Farmers, Agriculture

How to cite this article : Mandi, Kalyan and Patnaik, Neela Madhav (2019). Mobile apps in agriculture and allied sector : An extended arm for farmers. *Agric. Update*, 14(4): 334-342; DOI : 10.15740/HAS/AU/14.4/334-342. Copyright@ 2019: Hind Agri-Horticultural Society.

Author for correspondence :

Kalyan Mandi

Department of
Agricultural Extension,
ICAR- National Dairy
Research Institute,
Karnal (Haryana) India
Email: kalyan.mandi@gmail.com

See end of the article for
authors' affiliations