Abstract

Agriculture is the backbone of Indian economy, with two-thirds of our population depending on farming and its agro-products for livelihood. There are many problems affecting the farmers, leading to large number of farmer suicides across India. Some of these problems are in our control to solve through timely expert advice such as what fertilizers and pesticides to apply - when and how, what crops to be grown along with the main crops or on rotation basis to increase yield, side-businesses that can be taken up etc. Over the last two decades, there has been vast amount of research addressing problems specific to the Indian farming sector, but the suggested best practices and outcomes of this research has remained largely with the scientific community. They have not been put to practice by the Indian farmers. The current solution provides generic solution to a community of farmers and not personalized services. This paper proposes a set of farmer friendly services which use technology to bridge the existing wide gap between the expertise of agro-scientists and the transfer of this knowledge in a personalized way to the Indian farmers, so it can be put to use effectively. The paper also presents the statistical benefit of taking the expert advice of agricultural experts of University of Agricultural Sciences (U. A. S) by the farmers of a
Sapota farm in Sulikunte, a farming village in rural Bangalore.

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