



The Institute of Chartered Financial Analysts of India University, Jharkhand

Press Release

Feb 19, 2021

Panel discussion on Digital Agriculture Management conducted at ICFAI University

A panel discussion on “Digital Agriculture Management – Opportunities and Challenges” was conducted at ICFAI University. Panelists included Dr D K Srivastava (IFS), Former Chairman of Jharkhand Public Services Commission (JPSC) and Principal Conservator of Forests, Government of Jharkhand , Sri Pradeep Hazari, Special Secretary Cum Adviser, Department of Agriculture, Animal Husbandry & Cooperative, Government of Jharkhand and Sri Kaushal Kumar Sinha ,Former CGM,NABARD and NABCONS. The panel discussion was moderated by Prof O R S Rao, Vice-Chancellor of the ICFAI University.

Welcoming the participants to the panel discussion, Prof O R S Rao, Vice-Chancellor of the University said, “In the last few years, India achieved self-sufficiency in food grains production and is also able to export the same. Our Government, under the leadership of our Prime Minister Sri Narendra Modi launched a lot of initiatives like setting up 10,000 Farmers Producer Organisations (FPOs) and electronic National Agriculture Market (e-NAM) to enhance the incomes of the farmers. However, better deployment of Emerging Technologies like Artificial Intelligence, IOT, Satellite Image Processing can help in further improving their incomes. Objective of today’s discussion is to identify such opportunities and challenges in implementation of the same.

Dr D K Srivastava highlighted the need for sustainable agriculture, wherein Air, water and food security are to be conserved. He also explained the steps taken by the Government to boost Agriculture and Forests. The concepts of precision farming and linking Satellite Imagery to the Agriculture have created the large data base of inputs, which can be used for Crop Selection, Harvesting etc so as to increase the yield and productivity.

Sri Pradeep Hazari exhorted the need for introducing easy-to-use technologies like Mobile apps, hand held devices technology in farming. He also explained how digital technology can help in improving the linkage between producers and markets so as to increase the price realizations. He also suggested that Market Models of Dairy Farming may be studied to identify their good practices in agricultural farming. He also highlighted the need for up-skilling and reskilling the current employees in agri-related organizations like Farm extensions, Agri-input providers, agri-financing, retailing, government etc so that Digital Transformation of agri-management can be effectively implemented.

Responding to this suggestion, Prof O R S Rao informed that the University is launching a 2 month certificate program in digital agriculture Management in order to up-skill and reskill employees. “The program will commence on 7th March 2021 and last date for applications is 28th Feb 2021. More details can be obtained from the University’s website”, Prof Rao added.

Prof Kaushal Kumar Sinha appreciated the initiative of the University to offer the Certificate program, which can help the working professionals in the agri-related organizations to build and enhance their careers.

About the ICFAI University Jharkhand: The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. More details on IUJ can be found by visiting its website at www.iujharkhand.edu.in or its Face Book page at www.facebook.com/icfaijharkhand.