

[View on Web](#)

How a Unified Digital Portal can Transform Agriculture Ecosystem

1st Oct, 2022

Remember the days when finding government schemes was like searching for water in a desert? India's farmers know this feeling all too well. But the landscape is changing, and it's not just about the monsoons. The Indian Government's Unified Portal for Agri-Statistics (UPAg) is a groundbreaking step towards addressing governance challenges in the sector. This initiative aligns perfectly with the vision of transforming agriculture into a digitally empowered domain, leveraging technology to empower farmers, policymakers, and stakeholders alike.

A seamless, unified portal or a golden records database is a digital assistant which speaks the language of both farms and forms. It's not just another government website; it's agriculture's answer to UPI – simple, unified, and transformative. This is well beyond digitizing paperwork; it's about **democratizing agricultural intelligence**. Think of it as Netflix for farming – instead of movie recommendations, it offers farmers personalized insights about schemes, markets, and opportunities.



The Governance Challenge

Indian agriculture has long been bogged down by fragmented data, inconsistent standards, and siloed governance. These barriers often left key stakeholders relying on outdated or incomplete information. Enter UPAg, poised to redefine this narrative. Offering credible, verified, and standardized data, the portal sets a new benchmark for informed decision-making, slashing inefficiencies and errors. A unified database not only enhances transparency but also ensures policies are stable, predictive, and designed for long-term impact.

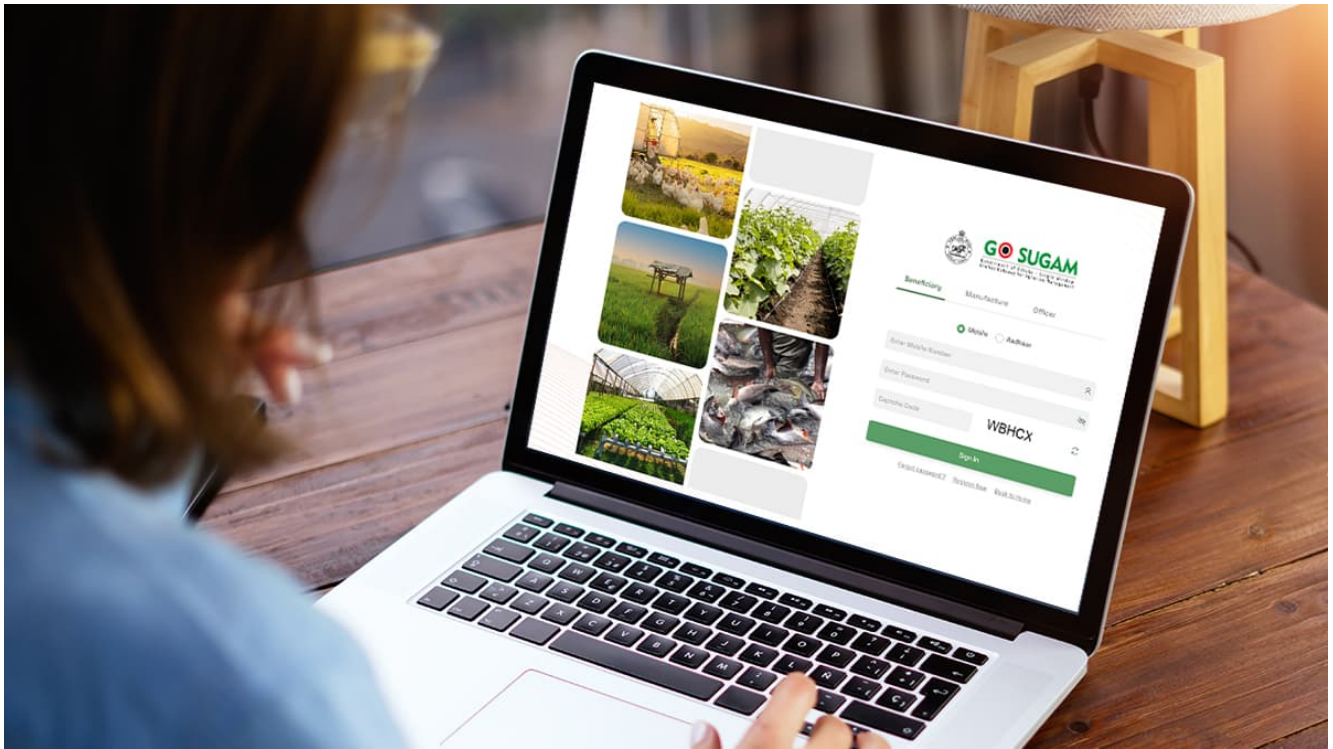
The Farmer-Centric Vision

At its heart, agriculture is about people—farmers, their families, and their livelihoods. Efforts to double farmers' incomes, secure their ventures, and integrate them into the digital economy are central to India's developmental goals. As highlighted in SDG indicator 2.4.1, a sustainable farm is one that is economically sound, resilient to shocks, and mindful of the well-being of its workers. A unified portal is not just a technological solution; it is a lifeline for achieving this vision.

How CSM Tech rewrote farm innovation with Krushak Odisha, GO SUGAM

Odisha is rewriting the rulebook on agricultural governance with Krushak Odisha, a groundbreaking digital platform designed by CSM Tech. This robust data repository isn't just a database—it's a paradigm shift that's redefining how farmer-related information is managed and utilized, setting a gold standard for scalability in agricultural innovation.

Unlike traditional farmer databases that often lump families together, Krushak Odisha zeroes in on individual farmers, delivering a precise and personalized approach. By capturing granular details such as demographics, assets, and more, the platform creates a clear and comprehensive profile for every farmer. Its Aadhaar-seeding further ensures credibility, seamlessly linking each farmer's profile to authenticated bank details. Krushak Odisha has revolutionized this scenario by identifying 6.6 million unique farmers out of 8.1 million Aadhaar-linked profiles, with 4.9 million already verified. The platform's three-tier verification process ensures unmatched data integrity and accuracy.



Also, CSM Tech has designed **GO-SUGAM**- Government of Odisha—Single Window Unified Gateway for Agrarian Management- a tech-enabled solution that streamlines access to benefits for farmers and agrarian communities. This beneficiary-facing portal simplifies what used to be a labyrinth of disconnected processes into a single, intuitive platform.

The brilliance of GO-SUGAM lies in its focus on empowerment through accessibility. By harnessing technology, the portal not only democratizes access but also ensures transparency, efficiency, and inclusivity. It's not just a portal—it's a gateway to empowerment, setting the stage for scalable, sustainable growth in the agrarian economy.

The path forward is clear- invest in robust digital infrastructure, harness emerging technologies, and prioritize farmer empowerment. With these pillars in place, agriculture ecosystem can truly flourish, feeding not just its people but also its economic ambitions.



AUTHOR:

Jayajit Dash

Senior Manager- Corporate Communications (Marketing)