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The concept of sustainability in agriculture has often been focused around creating a more equitable food system and meeting the food needs of the society. However, sustainability is a concept that needs to be infused in every facet of the agricultural ecosystem, especially the post-harvest needs of the farmers and allied stakeholders. We enable one such solution with the help of Agri Reach, the only mobile app accredited by NABL for food grain testing. The AI-powered Agri Reach app is engineered for instant quality check of essential agricultural commodities, such as wheat, rice, maize and barley etc. All that the farmers or procurers need to do is register on the app, click a photograph of the commodity, and obtain an instant detailed QC report. It is a landmark technological development that allows a

sustainable practice by alleviating the hassles to run from pillar to post for QC reports and fostering a fair and transparent pricing mechanism for them.

Towards the extension of Agri Reach App, SLCM Group has laid the foundation of Agri Reach Krishi Quality Janch Kendra, which is a defining step in Agri ecosystem of our country, especially in light of the fact that only a few hundred food grain testing centres have been set up till date across India.

The other area of concern with regard to sustainability in Indian agriculture is safe and secure storage of harvested food grains. For this, SLCM has established Agri Suraksha, 'surveillance-enabled warehouses' which enables 24x7 GPS fenced centralized monitoring of thousands of procurement centers with solar-powered CCTV cameras.

measures proactively and efficiently.

A New Delhi based agri-expert commented: "Ensuring affordability, accessibility, and user-friendliness of technology solutions is paramount, particularly for smallholder farmers with limited resources and technological literacy. Moreover, capacity-building initiatives, training programs, and extension services are essential to equip farmers with the skills and knowledge needed to harness the full potential of technology in pest management."

Artificial intelligence and machine learning algorithms are also revolutionizing pest identification and prediction, empowering farmers to differentiate between beneficial and harmful organisms and forecast pest outbreaks with greater precision. By analyzing vast datasets on pest biology, climate patterns, and agronomic practices, AI-driven models can generate personalized recommendations for pest management strategies tailored to specific crops and regions.

Moreover, the proliferation of mobile technologies and digital platforms is democratizing access to pest management knowledge and expertise, bridging the information gap between researchers, extension workers, and farmers. Mobile apps, SMS alerts, and interactive websites provide farmers with up-to-date information on pest biology, integrated control methods, and best agronomic practices,

empowering them to make informed decisions in real-time.

Way forward

The transition towards Integrated Pest Management represents a paradigm shift in India's agricultural landscape, offering a path towards sustainable intensification that balances the imperatives of productivity, profitability, and environmental stewardship. By embracing IPM, India can not only secure its agricultural future but also lead the way in demonstrating to the world that harmonious coexistence with nature is not only desirable but also achievable. It is time for India to sow the seeds of change and reap the bountiful harvests of a truly sustainable agriculture.

Apart from the conventional route, the convergence of technology and agriculture holds immense promise for revolutionizing pest management practices in India. By embracing technological innovations and integrating them into existing IPM frameworks, India can enhance the resilience, sustainability, and productivity of its agricultural systems while safeguarding the environment and human health. It is time for stakeholders across the agricultural value chain to embrace the transformative power of technology and embark on a journey towards a future where pest management is not just a challenge to be overcome but an opportunity to be seized. ■