

Quote by Ramakrishnan M., Managing Director, Primus Partners

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Primus Partners Calls For AI Policy Boost In Indian Farming

The policy report proposes six policy interventions aimed at building trust, inclusivity and accountability into India's adoption of artificial intelligence (AI) across India's agricultural AI ecosystem.

Authored by The Hindu Businessline Mangaluru Bureau



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Article Content:

Primus Partners has released a policy report — ‘6 Policy interventions needed for the cognitive revolution in agriculture’ — outlining a roadmap to accelerate the adoption of artificial intelligence (AI) across India’s agricultural ecosystem.

Developed by Primus Partners’ Agriculture Practice, the report examines how AI can improve decision-making across crop planning, advisory services, procurement systems, quality assessment, logistics and market access.

The report highlights critical structural challenges that continue to limit adoption, including fragmented datasets, limited digital inclusion, under-representation of women farmers in digital systems, and the absence of trusted validation mechanisms for AI-based agricultural advisories.

While initiatives such as the IndiaAI Mission, Digital Agriculture Mission and AgriStack have laid the foundation for a data-rich agricultural ecosystem, the report identifies an emerging 'crisis of intelligence' where vast amounts of agricultural data are yet to be converted into actionable insights at the farm level.

The report proposes six policy interventions aimed at building trust, inclusivity and accountability into India's agricultural AI ecosystem. These include the creation of an indigenous digital agricultural knowledge registry, an agri-AI rating system for advisory tools, a framework for assessing women's inclusion in agricultural AI systems, enhanced representation of women in agricultural AI governance, women-friendly agritech procurement standards, and AI-enabled quality-linked minimum support price mechanisms.

According to the report, women account for nearly 40-45 per cent of India's agricultural workforce but continue to face barriers in accessing digital services and AI-enabled platforms. It argues that future agricultural technologies must be designed with inclusivity at their core to prevent existing inequalities from being replicated within emerging digital ecosystems.

The report also highlights AI-led agricultural interventions such as Maharashtra's MahaAgri-AI Policy, Telangana's Saagu Baagu initiative, Andhra Pradesh's AI-enabled agriculture platforms, and international examples from the Netherlands, Japan, Kenya and Ethiopia.

Quoting Ramakrishnan M, Managing Director, Agriculture and Climate Practice, Primus Partners, a media statement said: "Indian agriculture presents a unique opportunity for AI-led transformation. However, the effectiveness of such systems depends on the quality, diversity and contextual relevance of the underlying datasets. A large share of farming decisions continues to be shaped by local experience, indigenous practices and farmer knowledge that remain outside formal data systems."

He said the next phase of agricultural transformation must focus on combining this ground-level intelligence with emerging technologies to build trusted, practical and farmer-centric solutions. If designed inclusively and deployed responsibly, AI can become a powerful enabler of productivity, resilience and income enhancement for millions of farmers across the country, he said.