

**RESEARCH ARTICLE :**

## An economic perspective of precision farming technology adoption in paddy- a study from north eastern Karnataka

■ **K. SHRUTHI, G.M. HIREMATHB AND AMRUTHA T. JOSHI**

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**SUMMARY :** The ecosystem for technology and digital solutions is expanding at an impressive pace. Though India produces a large quantity of food grain, Indian farmers are not major noticeable at the global economic competition arena. The high cost of production and low productivity, lack of timely start of research on advanced science and poor grasp over cutting-edge technologies are some of the main problems of developing countries like India. The principle technology in Indian agriculture should be efficient, practical, cost effective and free from pollution. Precision farming can address both economic and environmental issues that surround production agriculture today. The increasing need to produce more from less available resources and demand for quality produce are the pressing needs for adopting precise way of farming to optimize the limited resources. Though PF is widely adopted in developed countries, the adoption of it in India is yet to take a firm ground primarily. High-tech nature of traditional PF technologies developed in advanced countries created a real challenge to search for suitable PF technologies for developing countries. Such an attempt has been made through present paper by analyzing the factors affecting adoption and constraints faced by adopters. Persuasion by the project staff and supply of technical know-how by the University scientists has influenced the farmers to adopt PF. It was noted that labour requirement, price constraints and managing crop as per grids were major constraints faced by them. Considering the adoption strategy of precision farming and its benefits, the extension workers have scope to bring awareness among farming community by various means.

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Author for correspondence :

**K. SHRUTHI**

Department of  
Agricultural Economics,  
University of  
Agricultural University,  
RAICHUR (KARNATAKA)  
INDIA  
Email : shruthik952@  
gmail.com

See end of the article for  
authors' affiliations