

About the Dashboard

About MAAS-O Project

To enhance GoO's on-going agricultural reforms and institutional strengthening initiatives, "Modernizing Agriculture and Allied Sector" TA program is inducted to support the State Government for aligning with the "One Nation, One Market" initiative of the Union Government, enhancing state capacity, and leveraging innovative yet relevant agriculture technology. The project includes designing and providing guidance, technical backstopping and technical inputs to market integration for priority agriculture crops including horticulture in Odisha.

Background

The Agriculture sector in Odisha engages around 60 percent of the workforce and accounts for 18 percent of the Gross State Domestic Product (GSDP). It has registered 4.5 percent compounded annual growth rate (CAGR) compared to all India growth rate of 3-3.5 percent at nominal prices. Paddy is the first go-to crop for farmers since market risk is zero because of government procurement. Despite the fact that Allied sectors have better profit margins and growth rate, farmers are resistant to shift from paddy. A large population of farmers in the state continue to grow crops while making low profits.

Price asymmetry is one of the reasons for this lack of awareness. Currently, there does not exist a source of real time live price providing daily information with analytics suited to the needs of the Government and Farmers of Odisha. Thereby, in order to develop the base to reduce price asymmetry among priority crops and allied

sector commodities among the government and the farmers, a price dissemination was developed along with decentralized mechanisms of information WhatsApp and AMA Krushi.

Objective

The need for developing a real time live price information dashboard fulfills the need of multiple stakeholders such as the Government, farmers, start-ups, researchers. The dashboard establishes the basic mechanism for the price dissemination with immense scope to be developed in the future. The dashboard is developed on the following fundamental objectives:

- 1. Develop mechanism for Price Dissemination -** Development of price dissemination system suited for the need of department that will allow all stakeholders to make better decisions and strategy
- 2. Providing Real Time Live Prices Analysis and Trends -** Real Time Daily Live Prices allows the stakeholders to understand the past trends and develop insights based on the use cases
- 3. Nudge farmers towards non-cereal crops -** Facilitating and Nudging farmers towards non-cereal crops for improvement in income and it will also help soil regain its fertility
- 4. Reducing Information asymmetry-** The dashboard will allow all the stakeholders to review the price information thereby providing similar information to all. The information could be further disseminated to other stakeholders