Ministry of Agriculture & Farmers Welfare

Government to Stay Live on Mobile: Shri Shivraj Singh Chouhan Launches New Portal for Farmers

Farmers to Access All Agricultural Schemes on Their Mobile Phones: Shri Shivraj Singh Chouhan

Farmers to Get Direct Access to Government Assistance Without Visiting Offices: Shri Shivraj Singh Chouhan

Single Portal for All Ministry Services to Empower Farmers Digitally: Union Agriculture Minister

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Advancing Prime Minister Shri Narendra Modi's vision of Digital India and his commitment to farmers' welfare, Union Minister for Agriculture and Farmers' Welfare and Rural Development Shri Shivraj Singh Chouhan today formally launched the upgraded Agri Welfare Portal. The portal aims to provide farmers across the country with direct, easy access to government schemes, financial assistance and reliable agricultural information on their mobile phones, eliminating procedural hurdles and the role of intermediaries.

Addressing the launch programme, Shri Chouhan said Prime Minister Shri Narendra Modi's clear vision is to ensure that the government remains accessible to citizens and farmers at all times through their mobile phones. Technology, he said, could fulfil its true purpose only when it reached farms and rural communities and made farmers' lives easier. With the upgraded portal, farmers will no longer need to visit multiple government offices or navigate different websites to obtain information about schemes or submit applications. The platform will also bring together Farmer Producer Organisations, Primary Agricultural Credit Societies, agricultural scientists, researchers and startups, creating a common digital platform for the wider agricultural ecosystem. Emphasising the importance of reliable information, Shri Chouhan directed officials to ensure that the portal remained accurate and regularly updated. He said outdated or incomplete information could undermine public trust in the system, making continuous updates essential to its success. He also stressed that the language and processes must be simple enough for small and marginal farmers, including those with limited formal education, to understand and use the platform with ease. To help farmers make effective use of the portal and other digital tools, a special training campaign will be conducted through Krishi Vigyan Kendras across the country.



Shri Chouhan also commended the entire technical team for developing the upgraded portal within the stipulated time. Developed in compliance with the Ministry of Electronics and Information Technology's Digital Brand Identity Manual 3.0 and Guidelines for Indian Government Websites 3.0, the portal is designed to offer a secure, mobile-friendly and accessible digital experience, including for persons with disabilities. The platform will serve as a single-window gateway to major government initiatives, including PM-KISAN, AgriStack and the Pradhan Mantri Fasal Bima Yojana, making it easier for farmers to access relevant services and information through a common interface. Union Agriculture and Farmers' Welfare Secretary Shri Atish Chandra, Additional Secretary Pramod Meherda, senior officials from the Digital Agriculture Division and other officials from the Ministry and the National Informatics Centre were present at the launch.



Key Benefits of the Agri Welfare Portal

All services in one place: Information on the Ministry's schemes, subsidies, rules and digital services will be available on a single portal, reducing the time and effort farmers spend navigating multiple platforms.

Greater transparency and fewer intermediaries: Online eligibility checks, direct application facilities and the transfer of financial assistance through Direct Benefit Transfer (DBT) will make processes more transparent and reduce the role of intermediaries.

Designed for rural connectivity: Built with rural users in mind, the portal is lightweight and user-friendly, enabling smooth operation on basic smartphones and in areas with weak internet connectivity.

Timely and reliable agricultural information: Farmers will be able to access authentic information on weather conditions, scientific farming practices, the availability of seeds and fertilisers, and prevailing market prices for agricultural produce.

Accessible to persons with disabilities: Designed in line with modern government accessibility standards, the portal supports screen readers and simple navigation, enabling visually impaired users and other persons with disabilities to access its services more easily.



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