

Weekly Livelihoods Update

04 January 2019

- ✚ **Privacy a myth?** – In this rising era of technology, we are losing our fundamental right of privacy with mass surveillance! Also, there was constant breaching of privacy norms in past by various companies. It all began with Unique Identification Authority of India (UIDAI) project and finally the Ministry of Information and Broadcasting has revealed their motive to setup a technology platform to collect digital media chatters through Facebook, Google, Instagram, Flickr, email, blogs, forums, complaint websites and other mobile rights platforms. Thus, equivalent to creating a surveillance state. This would grant the ability to see historic conversation of each user in a reverse chronological manner with the ability to merge conversations across channels”. It was to “strategies recovery for negative publicity” and to be able to categorise what passes in the World Wide Web into “positive, negative and neutral” and to do predictive analysis. A “private data centre” was to be set up to store all data/content in an archive. [For Further Reading... <https://frontline.thehindu.com/cover-story/article25878618.ece>]
- ✚ **3 I Strategy for Farmer Progression** – Small & Marginal Farmers, Input intensive-mono cropping, resource poor farmers, unsustainable agriculture practices are often the facet of many dimensions of primary sector in India. Agriculture contributing to 17% of our GDP, occupies 46% of total land use. With the world plunging towards food nutritional security from nutritional security the economic & ecological vulnerability of climate change is also growing as ever. Technological advancement alone is found not to be reaping the result in view of small & marginal land holders. In these scenarios targeting on raising the incomes of farmers, innovation in the approach, integrated farming and integration of complementary and supplementary enterprises by building on the back ward and forward linkages can be a 3-pronged medium for positive growth of every farmer. [For further reading- <https://www.businesstoday.in/magazine/the-buzz/the-three-i-of-farming/story/304085.html>]
- ✚ **Resilience models to Climate Change** – Begun with the women starting off with crop cultivation when men went away to hunt is considered a nearly 10000 years of brief history of agriculture. Evolving from food gathering phase to food cultivating phase; irrigation canals, crop rotation to cultivation for soil health is the trend. With Climate change on the bang, the need for enhanced coping up mechanism turns essential. In these contexts, the models like Farming system for Nutrition, promotion of per day crop productivity, linking of rivers for water security, promotion of special agriculture

zones, soil health monitoring & amelioration centre, gene editing are drawing attention in the building of resilience of the world to the inevitable. [For further reading- <https://www.businesstoday.in/magazine/the-buzz/farming-ripe-for-makeover/story/304069.html>]

✚ **An era of UPI** – India is the world’s second largest market for smart phones with 300 Million users, expected to shoot up by 190 Million users by 2022, findings of a US based Market Research firm. When considered the 4G subscription alone 240 Million users were recorded until December 2017 of which 83 Million belonged to rural India alone. Considering the penetration prospects its significance in shift towards Unified Payment Interface Apps seems relevant. Developed with an intend to promote peer to peer transactions without exchange of account numbers provisioning a scope for pre-authorized transactions and over draft facility with just a virtual payment address. Its expansion in person to merchant (P2M) space also shows significant progress in respect to Rural India. With this advancement on one side, how well are we prepared to deal with the accumulation of digital waste? [For further reading- <https://www.businesstoday.in/magazine/the-buzz/the-bharat-breakthrough/story/304075.html>]

✚ **Insights on APLMA act 2017** – Markets are one of the life-lines to Agriculture. In this regard, the progress from Agricultural Produce Market Committee Act of 2003 to Agriculture Produce & Livestock Marketing Act of 2017 is exposed to appreciation & criticism. Agriculture being a state subject, the adoption of union policy may not be observed absolutely by the states. In the wake of 2017 policy, a draft proposal subjecting contract farming separation from APMC domain to the model act namely, Agricultural Produce and Livestock Contract Farming & services is drawing attention across. With regulation vs. facilitation debate ongoing, a declaration of mere model policy for a single market platform wouldn’t alone suffice. A greater need for diversification of crops, technologies and markets, promotion of Farmer Producer Organizations, Cooperatives, Minimum Support price for produce, public & private wholesale markets with free licensing, e-payment of market fee, free and fair auction is to be equally worked upon for reaching out to small & marginal farmers who are in majority in Indian scenario of primary sector. [For further reading- <https://www.epw.in/journal/2018/51/review-rural-affairs/reforming-agricultural-markets-india.html>]