

How scaling agritech services is transforming agriculture in Uttar Pradesh

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This article is part of:

[World Economic Forum Annual Meeting](#)

- **The state economy of Uttar Pradesh, India, relies on agriculture but smallholder farmers face challenges.**
- **Strategic collaborations between Uttar Pradesh's government and the private sector drive infrastructure, high-tech nurseries and farmer training.**
- **The Digital Agriculture Export Promotion Council boosts smallholder incomes by streamlining value chains, agritech services and market connections.**

Uttar Pradesh is the fourth-largest state in India – with [238.9 million](#) people living there, it is one of the most populous states in the country. The state's economy is largely driven by its agriculture sector, which contributes [25% to its gross domestic product](#).

The state maintains a prominent position in the country's overall production of horticultural crops.

Smallholder farmers are pivotal to the state's agricultural sector, with [approximately 92% of them](#) relying on horticultural crops as their primary source of income.

Despite their significant contribution to the state's development, smallholders face challenges such as limited access to resources (land, finance, inputs), market connections, and a low level of technological literacy.

While technologies such as artificial intelligence (AI), blockchain and the internet of things have emerged to transform agriculture supply chains, farmers often lack awareness of such technologies and the knowledge to integrate them into farming activities effectively.