

# State inks pact with Google to give one-stop access to farmers

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**Lucknow:** To provide farmers with one-stop access to essential services, including advisory services, credit, mechanisation, and market linkages for selling their produce through a digitalised agricultural ecosystem, the Uttar Pradesh govt signed a pact with Google Cloud on Tuesday to launch a Gemini-powered, Beckn-enabled Open Network for Agriculture.

Chief secretary Manoj Kumar Singh represented the UP govt, while Ashish Wattal, managing director of Google Cloud India and SA-ARC, represented Google Cloud during the signing of a memorandum of understanding.

“Google’s Gemini agentic framework will enable the network to provide seamless access, allowing farmers to access the network via voice commands in the language of their choice. The languages currently supported include Hindi, Bangla, Telugu, Kannada, Gujarati, and Punjabi, with more being added in 2025,” an official said.

“This is the first-of-its-kind Digital Public Infrastructure (DPI) for agriculture by an Indian state. It leverages Google Cloud’s DPI-in-a-box offering and the Beckn Protocol, an open standard



## ONE-STOP SOLUTION

that enables interoperability and decentralised discovery of products and services,” the official added.

Unlike traditional marketplace apps that operate as closed ecosystems, the Open Network for Agriculture in UP is built to be open and decentralised. “This means any service provider – from input suppliers to financial institutions to government agencies – can easily join the network and connect with farmers. Conversely, anyone can curate these services and build their own farmer-facing solutions, fostering innovation and competition,” they further explained.

Lauding the effort in an official statement, the chief secretary said, “The Open Network for Agriculture is a significant step toward achieving our vision of doubling farmer incomes in Uttar Pradesh. I am especially excited that we are able to leverage AI to address the digital divide in adoption. This is a strong demonstration of our commitment to good gover-

nance and digital empowerment, equipping our farmers with the tools and resources they need to thrive in the 21st century.”

Meanwhile, Bikram Singh Bedi, vice-president and country managing director of Google Cloud India, said, “We are keen on helping accelerate the adoption of digital public infrastructure (DPI) globally, particularly in India, where it has already demonstrated population-scale impact. Uttar Pradesh is one of India’s largest agricultural states, with millions of farmers contributing significantly to the nation’s food production.”

Sujith Nair, CEO of FIDE (Foundation for Interoperability in Digital Economy), custodian of the Beckn Protocol, said, “The digital economy in India has yet to reach its full potential, particularly in unlocking access and enabling the exchange of value at population scale, whether for small retailers, urban drivers, or our farming community. Beckn aims to change that by demonstrating how agri-commerce and agri-advisory can be open, decentralized, and value-generating for everyone. We’re thrilled to see the Uttar Pradesh government and Google Cloud India leverage the Beckn Protocol to launch a state-wide Open Network for Agriculture in India.”