

Digitally new innovation of Women those in Agricultural Sector in Haryana

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Abstract

Women play a significant role in the agricultural sector of Haryana, contributing to crop production, livestock management, post-harvest activities, household food security, and rural livelihoods. In recent years, digital technologies have created new opportunities for women farmers to improve agricultural knowledge, productivity, market access, and economic participation. This study explores new digital innovations available to women in the agricultural sector of Haryana and examines their potential role in strengthening rural livelihoods. Mobile applications, digital agricultural platforms, online training, social media, digital payment systems, weather-information services, remote sensing, and technology-enabled marketplaces can provide women with timely information related to weather, crop management, government schemes, agricultural inputs, prices, and market opportunities. Digital tools can also support access to financial services, entrepreneurship, self-help groups, and direct communication with agricultural experts and buyers. Such innovations may reduce information gaps and create greater opportunities for women to participate independently in agricultural decision-making and value chains. However, challenges including limited digital literacy, unequal access to smartphones and internet connectivity, financial constraints, language barriers, and social restrictions can influence the effective adoption of these technologies. The study emphasizes the importance of digital education, affordable connectivity, women-oriented training programmes, local-language content, and supportive institutional mechanisms. Integrating digital innovation with existing agricultural practices and community-based initiatives can contribute to greater efficiency, knowledge sharing, and economic empowerment among women in Haryana's agricultural sector. Thus, digital transformation offers an important pathway for strengthening women's participation in modern and sustainable agriculture.

Keywords: Women Farmers, Haryana, Agriculture, Digital Innovation, Digital Literacy, Agricultural Technology, Mobile Applications, Rural Development, Women Empowerment, Digital Agriculture.