AI-Based Bharat-VISTAAR Platform Launched to Provide Real-Time Advisory, Market Prices, and Scientific Support to Empower India’s Farmers Digitally Nationwide Sustainable Growth

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The Union Minister for Agriculture & Farmers’ Welfare, Shivraj Singh Chouhan, launched the AI-based farmers’ digital companion Bharat-VISTAAR (Virtually Integrated System to Access Agricultural Resources) at Jaipur, Rajasthan.

Purpose: Bharat-VISTAAR has been developed as a digital, AI-powered advisory platform to make Indian farmers technologically empowered, information-rich and decision-capable by providing real-time, science-based agricultural information in an integrated manner.

Key features:

Offers crop advisory services, mandi (market) prices and weather forecasts.

Provides advisories on pest & disease management, soil health, credit facilities and government schemes.

Designed to be multilingual and inclusive — available initially in Hindi and English, with plans to include more regional languages.

Accessible via phone call, chatbot, and eventually a mobile application.

AI assistant within the system is named ‘Bharati’, providing round-the-clock help.

Emphasis on Voice-First access so even farmers with basic phones can use the platform.

Why important?

This initiative aims to digitally transform India's agricultural ecosystem, making scientific data and government support easily available to farmers to enhance productivity, reduce risk, and improve farm incomes — aligning with the Digital India and Doubling Farmers' Income missions.

Objectives & Benefits:

Enables data-driven and customised advisory support for farmers.

Helps in precision agriculture by integrating weather, soil, crop and market data.

Aims to strengthen last-mile delivery of agricultural information.

Integration with Existing Systems:

Connects with AgriStack, a digital public infrastructure for agriculture data.

Sources scientific advisories from Indian Council of Agricultural Research (ICAR).

Uses weather information from the India Meteorological Department (IMD).

Market price data will be accessible through platforms like Agmarknet.

Union Budget 2026-27 Context:

Bharat-VISTAAR was announced in the Union Budget 2026-27 as part of the strategy to bring AI into agriculture for enhancing farmer decision-making.

Helpline & Accessibility:

Farmers can access the platform via a dedicated helpline number (155261) without needing internet connectivity.

Not limited to smartphones — supports basic phones, web, and app interfaces.

Long-term Vision:

The initiative supports the Govt's vision of technology-led agriculture revolution and aligns with schemes like PM-KISAN, Pradhan Mantri Fasal Bima Yojana (PMFBY), Kisan Credit Card, Soil Health Card, etc.