

[illegible]



Prepared by-
Minesh Mehta
Madhura Patil
Amrapali Pawar
Niket Shah
Vinita Bhandari
Kirti Tambe

AGRICULTURE IN INDIA

- Agriculture is the backbone of Indian economy.
- India is the second largest producer of food in the world.
- It contributes 23% of the GDP.
- The agricultural system has traditionally been unfair to primary producers.
- The goal of being self-sufficient in food supply played a key role.

WHAT IS ITC e- CHOUPAL?

- A Customer centric initiative of the ITC Limited.
- ITC is one of India's leading private companies whose diversified business includes five segments.
- Idea of S Sivakumar and was Launched in 2000.
- The company has initiated an e-Choupal effort that places computers with Internet access in rural farming villages.
- Tackles the challenges faced by Indian Agriculture.