



## Young entrepreneurs in agriculture: The new driving force

Agriculture accounts for approximately 13.6 per cent of Bangladesh's GDP and employs more than 40.6 per cent of the labour force. As technology advances, so do agricultural applications, ushering in a new era of industrial upheaval. Because of its rich delta soil, sufficient water, and several agricultural seasons, Bangladesh has long been noted for its prodigious development of the region's fresh harvests of jute and rice. However, due to several challenging variables, including a dense population and a lack of technical breakthroughs,

Bangladesh's status as a market leader has evolved. The country is continually seeking methods to boost total agricultural production through a range of measures.

Interestingly, millennials are displaying a significant interest in agriculture and are putting forth the effort to make all operations more tech-friendly and modern. The sector is being modernised by the younger generation, who are technologically savvy, to say the least. Despite the slow pace at which these improvements

are being implemented, Bangladesh is seeing a gradual increase in tech-based agricultural solutions. These innovative farming methods benefit all stakeholders in a variety of ways. In terms of agricultural success, the importance of technology-based agriculture in Bangladesh and its influence on agriculture cannot be overstated.

The ability to remotely monitor weather, market prices, and demand, as well as obtain useful technical agricultural advice, is a critical benefit

of intelligent technology and the digital era in general. Despite these and other benefits, technology has yet to provide the universal cure that many people in this region hoped for. Most farmers, particularly those of a certain age, have limited access to these technologies, from the device itself to adequate and consistent electricity to operate or recharge them, or internet connectivity required to run applications or communicate with others. Farmers in Bangladesh have been using rudimentary methods for

centuries, so any technological tool provided to improve their livelihoods must be simple.

With that in mind, a young entrepreneur called Golam Nabi sought to make a difference. Having never been interested in traditional career options, Nabi always knew he wanted to do something that is not conventional. Having been involved in agriculture since his childhood, he took the first initiative to explore harvesting options in 2016.

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