

Monica Bhalla

Organizational Sustainability: How Mobile Technology Has Helped Farmers in

### ABSTRACT

Sustainability maximizes the well-being of others and is vital in terms of progress in today's world. In my paper I chose to focus on an important issue that is being addressed in India, which is farmer's lack of, or access to, technology. Throughout my paper, I discuss how Indians address the issue by combining scientific advancements along with their knowledge in information technology in order to create new techniques in farming as well as more sustainable practices through the use of mobile technology. I examine how with the proper tools, farmers can have more accurate information regarding weather, crop failure, and industry changes so as a result they can ultimately maximize their farming, increase economic profit and power to bargain, and also increase their exports. Additionally, I examine how mobile technology gives many poor farmers access to weather reports, banking and money transfer, music, entertainment, news, and even healthcare benefits by receiving updates through text messages, voicemail, and even FaceTime. Most importantly it gives them access to education and the opportunity to stay connected with the rest of the world. In addition to the many ways sustainable developments have helped farmers, I offered my own possible solutions to improving this issue further involving the intervention of large mobile carriers and partnerships with new apps such as Venmo. I discussed the role of ethics and different moral theories such as utilitarianism and how they apply to my topic. This paper is important for others to read to understand the positive impacts technology can have on the world. Technology helps increase the lives of farmers and helps eliminate social injustices that result from poverty and lack of education. My paper explores how sustainable advancements allow the less fortunate to have the same benefits as others and how it creates inclusion in society.