**Abstract**

Precision farming is a satellite farming method which aims at optimising returns while preserving resources by observing, measuring and responding to variability within and across fields. Precision Agriculture Technology (PAT) uses information technology and software to ensure crops receive accurate input to avail optimum health and productivity. PAT has been experimented in Indian states like Punjab, Tamil Nadu, etc. These experiments have recorded an increase in productivity for the adopted farmers. This has impacted the socio-economic status of the rural farming community . A SWOT analysis has been undertaken to highlight the effectiveness of this method. The objective of this paper is to provide policy suggestions regarding education and improvisation for farmers and for better implementation of this method.