



8053 **Total Cost of the Project :**

8081 Foreign Exchange Component (If any) :

#### Project Profile Summary

## Part – III : Technical Details

820 Introduction and Objectives

### 8201

**The specific objectives of this project are:**

1. Identification of Rural knowledge exchanges (RKX) presently in operation and characterizing their protocols for customisation
2. To assess the role of (RKX)s and develop a road map on (RKX)s use in agriculture value chain
3. To identify and integrate decision support tools through content management models for effective management of (RKX)

### 820 Project Technical Profile

**821 Progress of work:**

**8221 Achievements in Terms of Targets fixed for Each Activity RPF-III**

#### **CASE 1: GYANDOOT DHAR,MP**

08th Sep 2012 I visited the Gyandoot lok seva centre at Dhar and interviewed Mr Deepak Gaekwad and Mr Shezad to understand the information sharing through ICTS, further Gyandoot established in 2001, using LAN/WAN technology by LOKSEVA trust, today it is taken over by the MP govt. they are now today giving SMS based services, around 2,50,000 SMS per month, and local information updating takes place by mobile phones through 'SOOCHAKS' around 84 of them in DHAR district under the Gyandoot SAMETI, started as a private entrepreneur with 10 Rs / membership per farmer and 1200 Rs /year today it is merged with the govt initiative

## CASE 2: CHOUPAL SAGAR DHAR,MP

Key informant Arun Satpate(9817990058)

- I visited the Choupal sagar of the ITC on the Indore road to understand the integrated services for the farmers. They also have a list of mobile phones of farmers, both input and output price discovery is made before coming to the choupal sagar through mobile phones.
- ICT Kiosk with Internet Access
  - In the house of one trained farmer, *Sanchalak*
  - Within walking distance of target farmers Link
  - Warehousing Hub / Store
  - Managed by the erstwhile middleman, *Samyojak*
  - Within tractorable distance of target farmers Link
  - Collaborative Network of Companies
  - Orchestrated by *ITC*

With a Pan-Indian presence

## CASE 3: AGRISNET-MEE SEVA KENDRA-TEKMAL

N.Srikanth Rahul(AO) – 898898383(O), 8121949493 (Personal)

Mandal Agriculture Officer, Tekmal, Medak

Agriculture Officer is using the AGRISNET website and relevant information is downloaded from this site. Post paid SIM card and laptop given by Government for each AO. He will use downloaded information and sort it and give to farmers/customers for local level. Here farmers are not using the Internet. They are depending on Agriculture Officer only. If farmer wants AO is showing information from his iPod. SMS based service is not used here. They need Flex banner on PoPs type of information. Farmers contact AO through cell phones and AO in turn prepares through AGRISNET and service the farmers

## CASE 4: COMMUNITY RADIO-DDS PASTAPUR,

Prabhu (Community Radio) - 9888919385

We visited Community Radio Machanoor Village, Zaheerabad Mandal, Medak District - 502 220, Andhra Pradesh on 8<sup>th</sup> October, 2012 in the afternoon. We talked to Narasamma and she explained about community radio and their activities. It started in 2000 on that time they did only cassette recording. They got 2 hours broadcasting license in 2007. It will cover 50km surroundings. KVK experts and Progressive farmers come to Radio station and Talk about their experiences. No money is paid to these people. The station, broadcast on 90.4 FM, is an initiative of the Deccan Development Society (DDS), a non-governmental organisation (NGO) that works with 100 groups of the economically poorest Dalit women. signature tune, "akka chillelu kudi podame (come sisters, let us go to the sangham radio)", is seen as the first "audible" voice of the state's Dalit women. Every night at 8:00, the channel airs a one-and-a-half-hour package of local news and views, tidbits on herbal medicines for animals, reports on farming tools, and folk songs and stories. adopted a participatory communication approach to strengthen its initiatives in the region, using a range of horizontal communication techniques including: Sangam (village-level)

meetings, Jathras (festivals), social audits, participatory rural appraisals (PRAs), and interface sessions with government agencies and other NGOs

**CASE 5: RSK(Raitha Samparka Kendra), Sarjapura, Anekal taluk**

Knowledge management initiatives of the state department of Agriculture where at every Hobli level the farmers contact centres called Raitha samparka Kendras are established in Karnataka. Bhoo chetana programme Model demonstration serve as Knowledge exchange platform. farmers are exclusively using mobiles to contact and receive information and personal visit by the AAO is only when warranted or else knowledge exchange takes place by phone, but at the back end the RSK is equipped with Computers and an internet connection to access technical information if necessary , and farmers around 30 farmers a day come and register their queries in a book with their mobile numbers called SPANDANAWADI and based on the similarity of queries the field visits are scheduled by the Agricultural officers. Therefore Knowledge exchange from e-extension has now graduated to m-extension

**CASE 6: ORVAKAL Community radio and ICT use for RXX**

Community radio in Andhra Pradesh has become popular due to development of Mana Radio, a community radio station run by members of the women's Self Help Groups (SHG) in Orvakal village, Kurnool district, Andhra Pradesh. Realizing the role that Community Media can play in development, empowerment and the right to information. Delivering Agricultural services to the farmers through Citizen Service Centres (CSCs). The services present in the AGRISNET portal are:

- Package of practices of 18 important crops grown in AP.
- Information on intercrops
- Integrated Pest Management
- System of Rice Intensification (SRI)
- Weather based information
- Organic Farming
- Information of MSP of crop produce, MRP of Fertilizers etc.
- Precautions to be taken during seed treatment & purchase of inputs.
- Schemes and subsidies of the department
- Crop wise FAQs
- Answers to queries posed by farmers
- Key contacts in Agriculture Department
- Programme schedules of Radio and TV along with misbranded pesticide information and any current issues.
- Video clips of farmers success stories.
- Videos of beneficial and harmful insects.
- Soil fertility maps

To strengthen the extension Services in the State 49,181 Adarsha Rythus were deployed as against the target of 50,000 in the state. At present 40,990 Adarsha Rythus are working in the state. Adarsha Rythu assists the extension staff in implementation of the schemes like Polam Badi, Seed Village Programme, Organic farming, Rashtriya Krishi Vignana Yojana, National Food Security Mission, Agricultural Technology Management Agency, Crop Insurance, Credit and other Central and State Schemes including enumeration during natural calamities. Adarsha Rythus are also facilitating the activities of allied department's i.e., Animal Husbandry, Horticulture, Sericulture, Fisheries, Sugars,

Irrigation, A.P. Transco, Agricultural Marketing, Revenue, Rural development and Banks. Adarsha Rythus are involved in day to day developments with regard to schemes, technology etc., input availability with subsidy if any and the procedures to avail the same, broad regulatory mechanism for inputs and for steps to be taken in case of failure of a particular input. Adarsha Rythus are actively involved in mobilizing the farmers in special campaigns like Rythu Chaitanya Yatra, Rythu Sadassu, Prajapatham and Saguku Samayattam. Adarsha Rythus are actively involved in identifying the tenant farmers and formation of Joint Liability Groups to provide credit facilities. The Mandal Agricultural Officer organizes a meeting with Adarsha Rythus and other line departmental officers on 3<sup>rd</sup> Monday of every month in the Mandal head quarters to discuss various problems arising at field level. The Padipantalu magazine and honorarium are being disbursed to the Adarsha Rythus on the same day. On 1<sup>st</sup> Saturday of every month, the Agricultural Officer and Line Departmental Officers visit the fields, demonstration sites etc. along with Adarsha Rythus in at least 2-3 villages. Adarsha Rythus maintain the list of 200-250 farmer holdings allotted to him/her in the registers with the information on the type of soils, extent of crops grown, number of Sheep, Cows, Fish ponds, particulars of the credit a ailment etc. on each farm holding. An amount of Rs.1000/- per month is provided towards honorarium to each Adarsha Rythu. Ha Mubarak e-seva center at ORVAKAL. Agriculture Officer is using the AGRISNET website and relevant information is downloaded from this site. Post paid SIM card and laptop given by Government for each AO. He will use downloaded information and sort it and give to farmers/customers for local level. Here farmers are not using the Internet. They are depending on Agriculture Officer only. Meeting with David Babu, Prasad, Madhu, Supriya, and all AEO'S with 19 farmers during the focused group interview.

**CASE 7: SYNGENTA KRISHI MITRA, Chevella, Somashekar Reddy**

Here again a small kiosk with a computer and internet operated by the company interfaces with the cell phone queries of farmers and visits and solving problems are done but not yet ready to take over from the company

**CASE 8:IKSL - Green SIM of IFFCO Krishi Sanchar Limited**

Krishi Vani, a mobile innovation for disseminating right information at the right time through public-private partnerships delivering 35 free voice messages per week per farmer in 16 categories in multiple local languages. In A.P. it has tied up with ANGRAU for expert base to provide need based messages in agriculture.

IFFCO Kissan Sanchar Limited and Airtel are private sector partners contributing resources with a business model. IKSL-Airtel is waiving the telephone bills to cover the dissemination of the voice messages and also providing commission to the info entrepreneurs who eventually replace commission agents of Airtel.

**Green SIM of IKSL**

It provides Services for Subscribers (at present@Rs 53/month)

- 5 free voice messages of one minute duration every day on areas of interest to rural subscribers ( soil& crop mgmt., dairy, AH, horti., veg., pl.prot., market, weather, human & cattle health, employment opportunities, govt.schemes)
- Dedicated helpline (534351) for query resolution by Experts &SMS by conference call
- Call back facility to listen to voice messages once again
- Mobile quizzes, Phone- in Programmes(fortnightly) for expert advice

- Focused services for groups with common interest (dairy, fisheries, sheep & goat rearing)... Sugar mill communities in Sirsa-Haryana

(Country divided into 60 zones to provide relevant content)

#### **SUMMARY**

- Rural knowledge exchanges is interfaced with a mobile and internet supported agricultural officer who in turn accesses information from agrisnet and other portals and customises it for the farmers of the area.
- **THE PROTOCOL** A system of digital message formats and rules for exchanging those messages in or between FARMERS AND AGRIL OFFICERS- presently one way needs two way
- **THE** , authentication and error detection and correction capabilities **OF EXTENSION WORKERS NEED TRAINING** .
- Lots of IT based application in agricultural extension, However, lack of awareness among grass root level extension workers
- State level awareness Programmes for the SMSs of KVKs (Zonal, State level workshops) for integration-during FOCKVKS
- The RXX protocol hardware both e and m-extension or software like mobile apps
- Forms like tablets, laptops, data card agrisnet portals viewed as supplements or both but that is not rated as important by farmers.
- inspite of high technical knowledge farmers are unable to realise profits due to market fluctuations and middlemen.
- Collective decisions and marketing to reduce costs and having better bargaining power are done and leveraged through these RXX protocols.

8223 Process/Product/Technology/Developed during the Year:

8224 Utility of results obtained so far:

The case studies have revealed a definite procedure and protocol for following e and m-extension for transfer of technology and issues to upgrade it

#### **8224 Publications and Material Development:**

(One copy each to be supplied with this proforma)

8231 Research Papers:

8232 Popular Articles:

8234 Seminars and Workshops (relevant to the Project) in which the Scientists have participated:

**Infrastructural facilities Developed:**

**Part – IV: Project Expenditure**

**(Summary)**

Year \_\_\_\_\_

830 Recurring Expenditure

8301 Salaries: (Designation with pay scale)

- (i) Scientific
- (ii) Technical
- (iii) Supporting
- (iv) Wages

Sub-Total

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8302 Consumables:

- (i) Chemicals
- (ii) Glasswares
- (iii) Others

Sub-Total

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8303 Travel:

8304 Miscellaneous:  
(other costs)

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8305 Sub-Total  
(Recurring)

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**831 Non-Recurring**

**Expenditure:**  
(Equipment)

- (i)
- (ii)

(ii)

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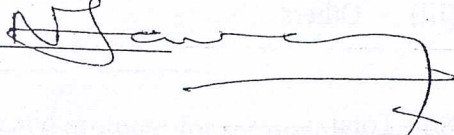
**832 Total**     *As given in Leaning & capacity building Project of*  
(830 and 831)

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V.K. - The New

Signature of the Investigator:

Co-Investigators: 1. 

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

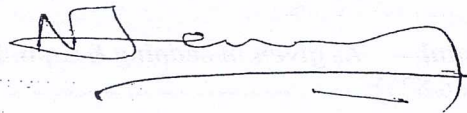
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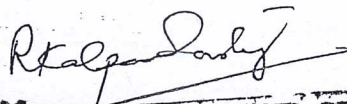
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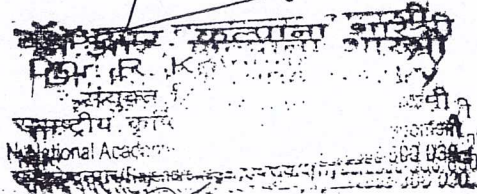
Signature & Comments of the Head

Of the Division/Section:



Signature & Comments of the Joint  
Director (Research):





Signature & Comments of the Director:

