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*Shaping Lives...
Empowering Communities.*

Welcome...



ROLE OF MEDIA & ict advisory service providers; global experiences with use of media and ictS in advisory services provision





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Introduction

- Media describes any channel of communication.
- Information and Communication Technology (ICT) concept involves **transfer and use of all kinds of information**.
- The phrase ICT was coined by **Stevenson** in his **1997** report to the government and promoted the new National Curriculum document.
- Information communication technologies is a term which is currently used to denote a wide range of **services, applications and technologies**, using various types of **equipment and software**, often **running over telecommunication network**.
- The importance of ICTs is not the technology as such, but it's enabling function in **access to knowledge, information and communications**, increasingly important elements in today's economic and social interactions.

BENEFITS OF ICT

- Understanding **modern technology** used in agriculture.
- **Empowering smallholder** Agriculture.
- Agricultural **extension and advisory** services.
- Enhanced **market access**.
- **Early warning system** for disaster management.
- **Capacity building and empowerment**.



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Role of Media & ICT advisory service providers by ICAR and SAUs

Rice Knowledge Management Portal(rkmp)

Vision: To serve a wide range of stakeholders and help in **better planning to realize higher productivity & production of rice** through improved knowledge and skill from the portal.

- The extension and farmers domains **provide production know how, package of practices, FAQs** etc., In English and local languages.
- **Caters to information needs of exporters and farmers** through the trade information system.
- **Indexing of mandi prices** from regulated markets (from AGMARKNET)



KRISHI- Knowledge Based Resources Information Systems Hub For Innovations In Agriculture

Centralized data repository system of ICAR consisting of technology, data generated through experiments/ surveys/ observational studies, geo-spatial data, publications, learning resources etc.

Objectives

- To develop knowledge repositories related to proven technologies, and publications
- To create agricultural geo-portal for strengthening, visualization and analysis of spatial data
- To develop agricultural knowledge portal to provide access and manage knowledge repositories.



KRISHI: ICAR GEO-PORTAL

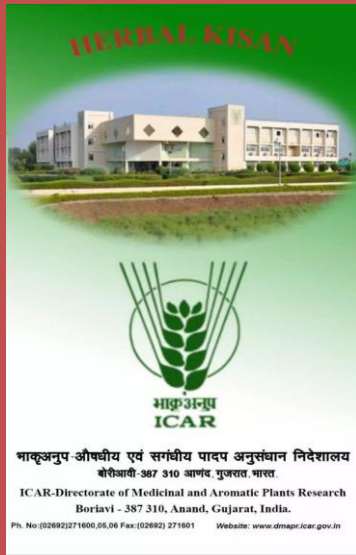
Spatial Agricultural Research Information

<http://krishi.icar.gov.in/geoportal>

4-Aug-2015, NASC, New Delhi

Mobile Apps

Herbal app: Detailed information for farmers, students, drug manufacturers regarding medicinal and aromatic plants cultivation techniques.





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E-krishi Pathsala kau Agri-Infotech Portal

- An ICT enabled platform for demand driven **Technology Information and advisory service** for farmers, extensionists, researchers, students and all other stakeholders.
- **Training workshop** for farmers and extensionists.





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Tnau Agritech Portal

- Provides **information related to agriculture and allied sectors**
- Supported by **Rastriya Krishi Vikash Yojna**
- Developed experts systems for
 - ✓ Paddy
 - ✓ Sugarcane
 - ✓ Ragi
 - ✓ Sheep and goat
 - ✓ Coconut
 - ✓ Buffalo
 - ✓ Poultry
 - ✓ Banana

Home | Seasons & Varieties | Tillage | Nutrient Mgmt | Irrigation Mgmt | Weed Mgmt | Crop Protection | Cost of Cultivation | Photobank

English | Tamil

Agriculture Crops

Cereals, Millets, Pulses, Oilseeds, Fibre Crops, Sugar Crops, Forage Crops, Other Crops

Other Areas: Resource Management, Major Areas, Agrometeorology, Schemes & Services

Related Links: National Food Security Mission, Tamil Nadu AGRISNET, Farm Crop Management System

Crop Selection Criteria, Crop Harvesting Criteria, Crop Scenario

STATISTICS: Agriculture (2012-13, 2011-12), Irrigation (2012-13, 2011-12)

RELATED INFORMATION: IRRI - Second Green Revolution seeks to leave no farmer behind, Innovations in Agriculture - Video Coping with Climate Change (FAC), Towards Stronger Family Farms (FAO), Soil Analytical Charges, Farmers Association, Publications, Glossary, Important Links

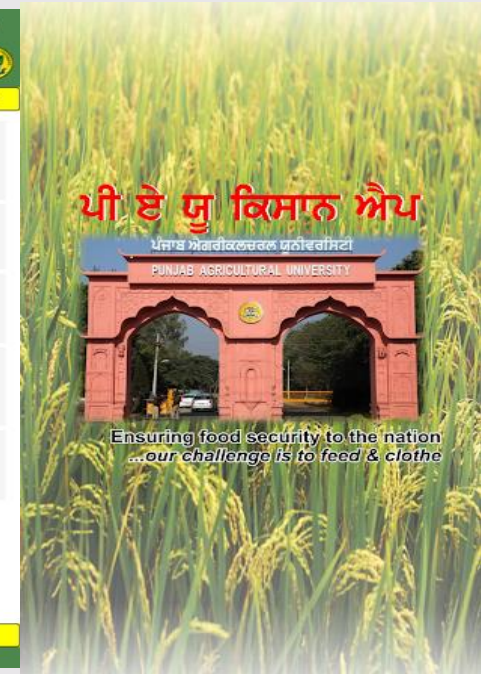
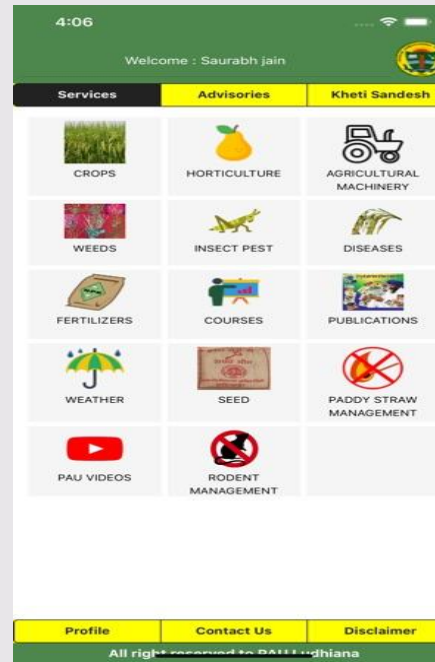


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Pau Kisan App

App provides information about crops, weather, seed, training, kheti sandesh and advisory etc.





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Indira Gandhi Krishi Vishwavidyalaya, Raipur

Krishi Gyan Portal
Provide information on
cultivation aspects of all
crops grown in the state.

इंदिरा गांधी कृषि विश्वविद्यालय, रायपुर (छ.ग.) - भारत
Indira Gandhi Krishi Vishwavidyala, Raipur (C.G.) - India

कृषि ज्ञान पोर्टल

Krishi Gyan Portal

किसान का मित्रान - कृषि विज्ञान

मुख्य पृष्ठ विश्वविद्यालय कृषि योजनाएँ वि.वि.द्वारा विकसित जातिएँ वि.वि.प्रकाशन वि.वि.अनुसंधान उत्पाद विक्रय केंद्र संपर्क

मुख्य पृष्ठ

अनाज धान...आदि. धान की बी विधी, कीड़े, खरपतवार, समस्याएँ एवं सुझाव... अधिक जानकारी के लिए क्लिक करें...	दलहन मूग, अरहर (वाहर), उड़द...आदि. समस्याएँ एवं सुझाव... अधिक जानकारी के लिए क्लिक करें...	तिलहन सोया, तिल... आदि. सिंचाई, रोय निदान, खरपतवार, समस्याएँ एवं सुझाव... अधिक जानकारी के लिए क्लिक करें...	कृषि प्रौद्योगिकी इंदिरा गांधी कृषि विश्वविद्यालय रायपुर (छ.ग.) द्वारा विकसित कृषि यंत्र...
उद्यानिकी 	कृषि से संबंधित अन्य स्वरोजगार 	दवाओं के व्यापारिक नाम 	

Active Go to S



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SMS Broadcast Service By KVK

- **Weekly alerts on weather, disease forecast and market information.**
- **Alerts on important trainings and other programmes to the farmers and SHG network under the KVK.**
- **KVK also hosts capacity building exercise and workshops to discuss modern farming techniques with groups of farmers.**





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Radio & Television



Radio

Radio is the **oldest media to sharing information** among communities.

Radio broadcasting started in India in **1972** with two privately owned transmitters at Mumbai and Kolkata. A radio is always **of the people by the people for the people**.

It is concerned with right to **relevant information**, the **right to answer back**, the right to use means of communication for **interaction in small scale** settings of community.

A **community resource and a storehouse for traditional knowledge and culture**.

Low cost medium of public communication.

Television

Amongst all the media today, television attracts the largest number of viewers. Its **audience is greater in size** than any of the other media audiences. This is because television is **able to attract the audiences of all age groups, literate and illiterate and of all the status of the society**.

There is no doubt about the fact that the technology has given us a major tool in television. It is a **very powerful persuasive communication medium**.



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AGMARKNET

**Agricultural Marketing
Network Information
(agmarknet.nic.in)**



Agmarknet

Scheme commended in March 2000.

More than **3200 markets** are covered under the scheme and more than **2700 markets** are reporting data at Agmarknet portal.

More than **350 commodities** and **2000 varieties** are covered under the scheme.

Implementation

The scheme is being implemented by the **Directorate of Marketing & Inspection(DMI)** with technical assistance from the **National Informatics Centre (NIC)** and in association with the **State Agricultural Marketing Boards/Directorates and APMCs.**

Objectives

To establish a nationwide information network for speedy collection and transfer of market information. This would cover

- **Market-related information**
- **Price related information**
- **Infrastructure related information.**



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Initiatives In Private Sector For ICT

ITC e-Choupal

To link rural farmers via internet for development of agriculture and aquaculture products like, soybean, wheat, coffee and prawns. Make input supply chain more efficient and deliver value to its customers.

Provide modern infrastructure, technologies to the agriculture sector.

Skymet Weather

Private initiative for weather forecasting.

Offering accurate weather predictions, and releasing related data frequently and faster.

Skymet also provides Agri-advisory for crop production.

IFFCO Kisan

Free voice messages

Dedicated helpline for query resolutions by experts

Call back facility to listen to voice messages again and again

Focused services for groups with common interest

**ITC e-Choupal :
raising farmer incomes**

- Raising Productivity
- Providing Efficient Market Linkages
- Promoting Sustainable Agriculture
- Helping Create Resilience to Climate Change

ईचौपाल

skymetweather.com

5:42

IFFCO Kisan

अब "विलेज ऑफ एक्सीलेंस" की तैयारी

इफको किसान, नई दिल्ली, 11 सितंबर 2019, भारतीय कृषि क्षेत्र को सेंटर ऑफ एक्सीलेंस के तहत आगे ले जाने के बाद अब इजरायल भारतीय गांवों के उत्तरी से भी अहम योगदान निभाने जा...

न:-पत्ती लपेटक कीट की इल्ली हरे रंग की होती है, जो अपनी धू

Weather Mandi Buyer & Seller

Shop Here My Crop Agri Services

Financial Services Ask An Expert News & Jobs

apollo IFFCO

By his side, a farmer's pride in all weathers



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Initiatives In Allied Sector

e-Pasuhaat

e-Trading portal for livestock germplasm and related services. Connect the farmers with breeders- central, state, co-operative and private agencies.

Give **authentic certified information** on availability of germplasm.

Marine Fish Sales App And Website

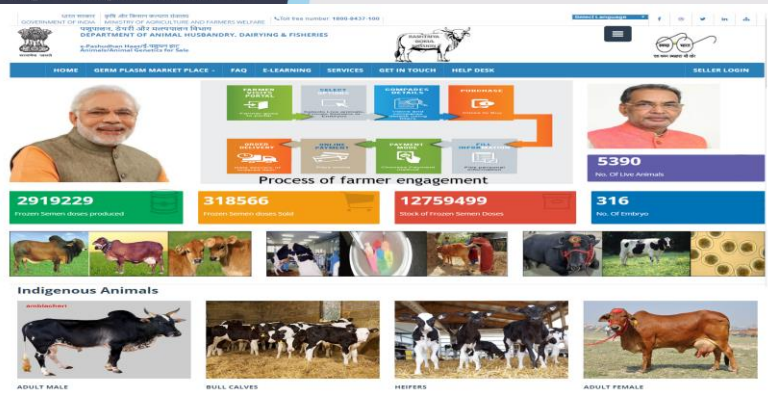
App is developed under the NICRA project of ICAR-CMFRI as a multivendor e-commerce tool.

To facilitate **direct sales between the fisherman and the customers**. Fisherman groups can register as vendors and add their products as per the stock availability, while customers could order these products through the app.

Resham Bandhu

App developed by Central Silk Research and Training Institute, Silk Board, Berhampore, WB.

App designed and developed to provide useful **information about moriculture, sericulture, rearing, raw silk output and cocoon price and Extension activities**.





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Experiences With Use Of Media & Ict

The global and economic experiences of Media and ICT in agriculture are widespread and far reaching. Farmers who have better access to ICT have better lives due to the following reasons: (Zelenika, I and Pearce J. M., 2013)

- 1. Access to price information:** Farmers will be informed of the **accurate current prices and the demands of the products**. Hence, they will be able to competitively negotiate in the agricultural economy and their incomes will be improved.
- 2. Access to agriculture information:** ICT can help in dissemination of **new agricultural information**, sometimes most basic, related to **seeds, farming practices, climate, diseases and pests, harvesting mechanisms, application of farm machinery, post-harvest strategies and finally proper marketing**.



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Cont....

3. Access to national and international markets:

Increasing the level of access of farmers is very well, **simplify contact between the sellers and the buyers**, to **publicize agricultural exports, facilitate online trading**, and **increase the awareness of producers** on potential market opportunities including consumer and price trends.

4. Increasing production efficiency: Due to several environmental threats such as climate change, drought, poor soil, erosion and pests, the **livelihood of farmers are unstable**. Thus, the **flow of information regarding new techniques in production would open up new opportunities to farmers** by documenting and sharing their experiences.

5. Creating a conducive policy environment: Through the flow of information from the farmers to policy makers, **a favorable policy on development and sustainable growth of the agriculture sector will be achieved.**



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Limitations of ict

1. Many times the information provides through the various media is not **locations specifics**, therefore, **farmers feel trouble to accept it.**
2. Majority of our **farmers are illiterate** therefore they are **unaware about the latest information and communication** systems.
3. Many times **messages are complex and untimely** therefore farmers could not accept it.
4. **Poor updating of information & communication** technologies.
5. The **economic Purchasing Power Parity(PPP)** of rural people is **low** as compared among the urban people.