Integrated Agromet Advisory Services - A Boon for Farmers in Andhra Pradesh, India

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AGROCLIMATIC ZONES OF ANDHRA PRADESH RE-ORGANIZED BY THE ANGRAU
Weather based Agro Advisories

- **Field Crops**: Rice, Maize, Sorghum, Sugarcane etc.,
- **Commercial Crops**: Cotton, Chillies etc.,
- **Pulses**: Red Gram, Bengal Gram, Green Gram, Black Gram
- **Oilseeds**: Groundnut, Sunflower, Safflower
- **Vegetables**: Tomato, Onion, Brinjal, Gourds etc.,
- **Horticultural Crops**: Mango, Citrus, Guava, Grapes etc.,
- **Poultry**: 
- **Animal Husbandry**: Cattle and Buffaloes

- Agro advisories were prepared and disseminated weekly twice in Regional Language (TELUGU) and English on every Tuesday and Friday
Progress in Weather based Agro Advisory Services in AP

Late 90’s:

- Agro Advisories prepared and disseminated manually to the individual farmers in selected villages
- Main source of dissemination – News paper
- Awareness of the farmers about AAS – 25-30%

Early 2000:

- Due to erratic rainfall distribution, Heat Waves (2003), and other weather extremities

- Policy makers, Scientific and Farming Community have shown more interest in weather based agro advisories and its popularization
Progress in Weather based Agro Advisory Services in AP

➢ 2008:

➢ Agro Advisories are prepared and disseminated at District level through different channels

➢ Improved mode of dissemination
  ➢ Television
  ➢ Websites
  ➢ Village Knowledge centre's

➢ 2013:

➢ Agro Advisories will be prepared and disseminated at Block level through different channels (Planning)

➢ Increased role of ICTs
Farmers response to AAS

Earlier:
- Not shown interest towards weather based agro advisory services
- Farming activities are mostly depending on lunar movements
- Farmers does not have scientific knowledge and approach

Present:
- Increased role of weather based AAS in farming activities
- Access to real time weather information - Timely Agril. Operations
- Improved crop yields – reduced cost of cultivation
- Need based changes in cropping patterns - Improved livelihoods
### Integrated Agromet Advisory* Services at ANGRAU

<table>
<thead>
<tr>
<th>AAS Unit</th>
<th>Districts</th>
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<tbody>
<tr>
<td>ACRC, Rajendranagar</td>
<td>Ranga Reddy, Medak Mahabubnagar &amp; Nalgonda</td>
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<tr>
<td>RARS, Jagtial</td>
<td>Karimnagar, Warangal, Khammam, Adilabad &amp; Nizamabad</td>
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<td>RARS, Anakapalle</td>
<td>Visakhapatnam, Vizianagaram and Srikakulam</td>
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<td>RARS, Chintapalli</td>
<td>High altitude &amp; Tribal areas</td>
</tr>
<tr>
<td>RARS, Lam</td>
<td>Guntur, Krishna, Prakasam, East &amp; West Godavari</td>
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<td>RARS, Tirupati</td>
<td>Chittoo, S.P.S. Nellore and Kadapa</td>
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<tr>
<td>A.R.S, Anantapur</td>
<td>Anantapur and Kurnool</td>
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</tbody>
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*Issued on every Tuesday and Friday valid for next 4 days

### Flow chart for dissemination of Integrated Agro Advisory bulletin in ANGRAU

1. **Chief Sec.**
   - Agril.Minister
   - Agril.Sec. C & DA
   - Univ. officers
   - JDAs
   - AOs
   - AEOs

2. **Print & Electronic media**
   - Agro Advisory Bulletin

3. **Agromet website**
   - Integrated Agromet Advisory
   *Issued on every Tuesday and Friday valid for next 4 days

4. **Farmer**
   - IKFSL
   - NGOs
   - SMS
   - Call Centre
   - Farmers club
   - Village Knowledge Centre

5. **Other Channels**
   - NGOs
   - Farmers club
   - Village Knowledge Centre
Weather based Agro Advisories- A New Approach

a) Based on the rainfall situation in catchment areas and inflows into reservoirs

b) Based on farming situations (Rainfed/Irrigated)

c) Use of crop simulation models and pest and disease forewarning models for better advisory

End result: More clarity, effective and advantageous
Rainfall distribution at Gorita, Mahabubnagar dist during *Kharif*, 2012

Zvi et al., ACIAR, Australia
Rainfall Distribution at Bairanpally, Warangal dist during *Kharif*, 2012

**Diagram**: Cumulative rainfall (mm) from June to October for different years: 1999 Wet, 2001 Avg, 1996 Dry, and 2012.
Indian sub continent

- 1.1 billion people
- 2,39,491 Panchayats and 600,000 Villages
- 70% population rural
- Diversity – language, culture, religion
- Diversified farming and cropping systems
- Difficult to reach each Panchayats individually

How to reach the farmers effectively ??????

- “ICT-based advisory services”
A framework of agromet advice bulletin preparation with eAgromet system
புது வருடத்தில் புது வருடத்திற்கு முன்னேயனாய் பெரும் அகழ்ச்சி வாய்ந்துள்ளது என்பது உண்மையான வுல்லையனாயியும் தீர்மானம் உள்ளது. சீமையான எச்சரினம் மற்றும் தேசிய ஒப்புக் கூட்டம் வழங்குவதற்காக அறிவுசெய்யப் போகிறோம். உதவுவோம் வண்ணமாய் அறிவுசெய்யவேண்டும்.

புது வருடத்தில் புது வருடத்திற்கு முன்னேயனாய் பெரும் அகழ்ச்சி வாய்ந்துள்ளது என்பது பொருள். வருடத்தில் பெரும் அகழ்ச்சி வாய்ந்துள்ளது என்பது உண்மையான வுல்லையான என்பது வேண்டியுள்ளது. சீமையான எச்சரினம் மற்றும் தேசிய ஒப்புக் கூட்டம் வழங்குவதற்காக அறிவுசெய்யப் போகிறோம். உதவுவோம் வண்ணமாய் அறிவுசெய்யவேண்டும்.
Role of NGOs in disseminating AAS

Sudhakar Reddy Narahari
Shanti Service Society
Warangal district
Andhra Pradesh, India
Mode of dissemination of AAS

- Use of black boards at centre point of the village
- Reading of Agro Advisories using Mic (Public address System)
- Group meetings
- Displaying of Agro advisory Bulletins at Panchayat office
- Local Cable TV
- *Dandora* (Beat of Tom-Tom/drum)
Role of NGO in farmers awareness programme

- Farmer –Scientist Interactions
- Field days
- Exposure visits
- Liaison between department officials and farmers
Role of NGO in farmers awareness programme

- Establishment of raingauge supplied by ANGRAU
- Maintenance of weather observatory
- Awareness programmes on weather based agriculture specially for Women
- Awareness programmes on IPM in different crops
Experiences of:

Venkataiah Chekkala
Model Farmer, Gorita Village
Mahabubnagar Dist
Andhra Pradesh, INDIA