LEVERAGING MOBILE TECHNOLOGY TO EMPOWER FARMERS WITH WEATHER BASED CROP ADVISORIES

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Mobile Handset Ownership Status among CWEs

*About 80% Chief Wage Earners (CWEs) were found owning a mobile handset.

*Village Families across rural India own single handset which is shared among multiple family members.

Base: 6681 HHs
<table>
<thead>
<tr>
<th>Service</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>States Covered</td>
<td>19</td>
</tr>
<tr>
<td>Languages</td>
<td>10</td>
</tr>
<tr>
<td>Content Team</td>
<td>53</td>
</tr>
<tr>
<td>Expert Panel</td>
<td>57</td>
</tr>
<tr>
<td>Zones</td>
<td>94</td>
</tr>
<tr>
<td>Communities</td>
<td>63</td>
</tr>
<tr>
<td>Farmers availing the Service</td>
<td>2.61 Million</td>
</tr>
<tr>
<td>Active Listeners</td>
<td>1.4 Million</td>
</tr>
</tbody>
</table>
Overview of IKSL Services

• **Services to every rural subscriber**
  • Up to Five free voice messages on areas of interest
  • Facilitate to Relistening
  • Helpline Services managed by Experts
  • Phone - in Programmes
  • Mobile based Quizzes

• **Formation of Communities with common interest**
  • Focused information services on areas of common interest
  • Strengthening NGOs, SHGs and other stake holders in rural areas to provide more intensive information services to members
• Cover diverse areas such as
  • Soil management / crop Production
  • Animal husbandry/
  • Horticulture/ vegetable crops,
  • Crop protection,
  • Market rates,
  • Weather forecast and Agro advisories,
  • Human & cattle health,
  • Employment opportunities,
  • Government schemes, etc.
• Messages prepared by experts
ARCHITECTURE & SERVICE CONSTRUCT

PUSH: Voice Based Information

Dairy Farming
Poultry
Weather Forecast
Agr. Markets
Agriculture
Animal Husbandry

Specialists

IFFCO Database, Specialist’s Inputs, Universities & Research Institutions

PULL: Helpline

IKSL’s Experts / Farmer’s help
किसान भाइयों मौसम वैज्ञानिकों के अनुसार आगामी दो दिनों तक आसमान में बादल छाये रहेंगे और 11 मिली दी होने की संभावना है। इस दौरान अधिकतम तापमान 31 डिग्री से 0, न्यूतम 24 डिग्री से 0 एवं 3-5 किलो मीटर प्रति घंटे की गति से पूर्व हवा के चलने की संभावना है। किसान भाइयों बीमारी में तमाम के चिंतित रहें हैं। बीमारी के कारण इस रोग की संभावना बढ़ा इसमे वैद्यकीय की जड़ें काली हो जाती हैं, पत्तियां गलने लगती हैं और अंततः भूषण मर जाते हैं। ब्रॉकर्स की 2-3 ग्राम मात्रा 1 तीर पानी में घोल कर पौधें पर भी छिड़काव करें और आधार की स्थिति ही न करें।
• Vaishali, Bihar (Rajabakar, Bhattadasi, Mukundpur)
  Active Listener Base: 3341, AMFU- RAU, Pusa

• Sangrur, Punjab (Sandaur, Thuri, Amargarh, Ghaggarpur)
  Active Listener Base: 1567, AMFU- PAU RAS, Bhatinda
FARMERS FEEDBACK

• Farmer Name: **Prashant Sarde**
• Village : Sardewadi, Pune, Maharashtra
• Mobile : **9860192397**
• Problem : I have listened your weather alert voice message for grape growing area. Please suggest me how to protect vineyards from hail storms at harvesting stage.
• Solution : There are good chances of hail storm in grape growing area. In such climatic conditions, you should erect shade net on vineyards.
• Benefit : Due to prompt action in vineyards he saved his berries at the harvesting stage. After harvesting he got an income of 7, 02,000. Increase in net income = (7, 02,000- 49,500) = .6, 52,500. In the absence of this cover, the farmer would have lost his entire grape crop as there was really a hail storm in the area.
Implementation of Information Received

Results of Survey by TNS Engaged by GSMA Foundation

![Bar chart showing the implementation of information received.]

- **Yes, implemented**: 33.3% (Voice message information), 40.7% (Helpline information)
- **Not yet, but certainly intend to**: 31.5% (Voice message information), 24.6% (Helpline information)
- **Do not intend to**: 24.5% (Voice message information), 16.9% (Helpline information)
- **Not applicable**: 10.6% (Voice message information), 17.9% (Helpline information)
CONCLUSIONS

• Mobile based information dissemination system is an effective approach for creating awareness about weather/ crop advisories.

• This also provide opportunity for individual contact.

• Specific information to focused target groups can be given.

• The system facilitate creation of database and knowledge repositories

• IKSL-IMD collaboration for dissemination has farmers in scheduling their field operation like sowing irrigation, input application, harvesting etc. and some times saving the losses on pesticides, fertilizers, post harvest etc.

• Impact assessment is an independent area of survey.
“Today, India is a leader in using technology to empower farmers, like those I met yesterday who get free updates on market and weather conditions on their cell phones”

Barak Obama,
President, U.S.A
Joint Session of Indian Parliament
8th Nov.2010, New Delhi
KISAN CALL CENTERS

• Sponsored by GOI
• Operating from 14 locations
• In all regional languages
• 300 Call Centre Agents
• Over 20,000 queries every day
Thanks