

ICT Experiences of ANGRAU

Dr.Raji Reddy
Director of Extension
PJ TSAU

Mandate :

One of the three items of mandate of the University relates to **Extension** –

- To assist through Development Departments of the Government in the process of dissemination of the improved technologies to the farmers of the State.
- The first line extension activities of the University is commonly known as Extension Education, involves all those activities which enhances Farmer Scientist linkages.

To accomplish this mandate, the University undertakes extension services with the following objectives.

- Technology Assessment and Refinement
- Organizing Diagnostic surveys and suggesting remedial measures.
- Training of development personnel, non-officials and farmers about the latest techniques/skills in agriculture.

Processing and dissemination of production technologies related to agriculture and allied aspects through mass media like press, radio, television, publications etc.

Extension wings of ANGRAU

- DAATTCs
- KVKs
- AI & CC
- Electronic Media Wing
- E E I
- ATIC

ICT tools adopted in TOT

- Radio
- Television
- Print media
- Mobile
- IIDS (Interactive Information Dissemination System)
- Farmers call center
- Web services
- Kiosks
- Videoconferencing
- Interactive crop CDs & DVDs

TELEVISION

- Phone-In Live programmes
- Panel Discussions
- Scientists Talk
- Video clippings
- News Prompts
- Saptagiri / Yadagiri
- ETV
- ETV-2
- T News
- TV-5
- N TV
- CVR News
- HmTV
- Sakshi
- MAHA TV
- V6 TV
- Gemini News

PRINT MEDIA

- **Press notes**
- **Popular articles**
- **Research articles**
- **Vyvasaya Panchangam**
- **Vyvasayam _ Monthly magazine**
- **Information materials – Leaflets**

Pamphlets
Folders
Bulletins
Booklets

Mobile as a medium

- Short Message Services (SMS) – Text & Voice
- Phone calls
- Picture / video messages
- Beneficiaries : More than 25,000 (Farmers, Department officers, NGOs, etc.,

Annapurna (IIDS)

- Designed integrated frame work (Model) namely “Interactive Information Dissemination System (IIDS)” for farmers based on the study & analysis of 26 major ICT initiatives in agriculture in India.
- Model is an integration of Toll Free IVRS, Smart Phone Application (Android & Windows) – Mobile Application & Web based agro advisory system.

- 6 KVKs (Kampasagar, Wyra, Palem, Nellore, Kadapa & Srikakulam) implementing the IIDS

IIDS Services

- Farmer can get personalized advice on Paddy, Dairy and Fisheries from their Krishi Vigyan Kendra on Toll Free number (1800-425-3141).
 - They can send images and videos of their crop & animal to KVK through a field assistant equipped with smart phones.
 - Farmer can receive SMS & Voice Calls in Telugu based on his preference of time and crops.
 - Farmer can get emergency messages and alerts on his mobile from Krishi Vigyan Kendra.
 - Farmers can record their best practices and experiences to share with other friends on Toll Free Number.
 - Farmer can record their queries 24x7 through Toll Free Number.
 - They can get SMS Alerts on raised query and solved queries from their Krishi Vigyan Kendra.
- ✓ Beneficiaries - 6000 farmers

Farmers Call Center & Kisan call center

1804254440 (A.P)

1804251110

FARMERS CALL CENTRE – Phone No 1100

- Established by Government of Andhra Pradesh & ANGRAU

- In operation since 01.07.2003

- Time: 10.00AM to 5.00PM

- Average No. of calls received –100 to 125 per day

KISAN CALL CENTRE - Phone No. 1551/18018001551

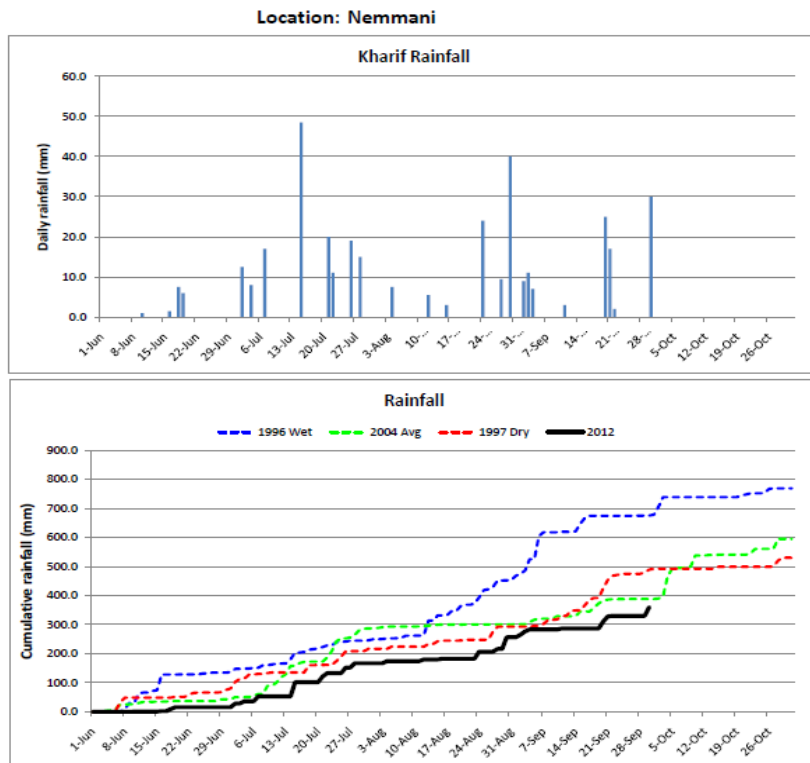
- Established by the Union Govt. of India

- In operation since 21.1.2004

Time : 06.00 AM to 10.00 AM

Rainfall Visualizer: Providing a Context to Rainfall Data

- An XL sheet developed as a tool for farmers to compare the present rainfall with ‘near’ wet, dry and normal years.
- Cumulative rainfall is plotted on the same graphs
- Opened up discussion on crop choices – particularly in post-monsoon season



Climate Information Centre (CLIC's) at Gorita village

- Establishment of CLICs housing a computer with access to the internet.
- This facility (a room in a school, a room in the Gram Panchayat centre, etc) not only houses the computer, but is where the Rainfall visualizer tool charts and Agro-Met Advisories are displayed publically.
- Apart from access to the internet to search market and weather forecast information, static information) will also be uploaded.

Web services

- University web site
- KVK web sites

Interactive Technologies & Crop DVDs

CROPS:

COTTON

SUGARCANE

PADDY

GROUNDNUT

CASTOR

REDGRAM

GREENGRAM

BLACKGRAM

BENGALGRAM

SOY BEAN

Farm Machinery & Implements

Information Kiosks & Modern Agricultural Information center

- The Information Kiosk used as an enabler for accessing the information on all aspects related to the agriculture.
- Kiosk provides a window of opportunity for farmers to look at information and take right decision that are timely, economically sound and sustainable.

Collaborative ICT Initiatives

Sl. No	Initiative	Implementing Centre	Agency
1.	IKSL (voice messages)	All DAATTCs and KVKs	IFFCO
2.	Expert Advises	Ranga Reddy	NABARD
3.	Smart leaf	Warangal	BSNL
4.	Phone in and Scrollings on local city cables	Coastal Districts	Reliance Foundation
5.	Krishi Gyan Sagar (Fablets)	Selected Districts (to be launched)	ICRISAT