**Kisan Mobile Advisory Service (KIMAS)**

The KIMAS is one of the Information and Communication Technology (ICT) tools for dissemination of requisite and need based information at the right time to needy people. KVKs are sending text information/voice calls to registered farmers advising them on the issues of agricultural importance on real time basis. The details are presented in the following Table. Data shows that 39 KVKs have advised farmers regularly on the areas of crops, livestock, other enterprises, weather, marketing and awareness of latest agricultural technologies through text messages depending on the expertise available with them. Altogether, 8588 text messages were sent to 18.13 lakh farmers. Among these most messaging was related to crops (3691) followed by weather (2440), other enterprises (1051), livestock (927), awareness (335), and marketing (144).

**State wise SMS text on priority areas sent to farmers by KVKs of Zone-XI**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **State** | **KVKs (No.)** | **Farmers (No.)** | **Advisories (No.)** | | | | | | |
| **Crop** | **Livestock** | **Weather** | **Marketing** | **Awareness** | **Other enterprises** | **Total** |
| Karnataka | 30 | 1636315 | 916 | 158 | 185 | 134 | 287 | 268 | 1948 |
| Kerala | 8 | **176418** | **2578** | **534** | **2255** | **10** | **48** | **705** | **6130** |
| Lakshadweep | 1 | 71 | **197** | **235** | **-** | **-** | **-** | **78** | **510** |
| **Total** | **39** | **1812804** | **3691** | **927** | **2440** | **144** | **335** | **1051** | **8588** |