

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:3105

ANSWERED ON:13.12.2011

DISSEMINATION OF AGRICULTURAL INFORMATION

Shanavas Shri M. I.

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government has launched SMS and Integrated Voice Response System (IVRS) to give them farming information, weather and climatic details free of cost;
- (b) if so, the details thereof;
- (c) whether the Government has set a target for achieving a comprehensive inclusion of all farmers in the country under the said scheme;
- (d) if so, the details thereof;
- (e) the major components of information to be provided to the farmers apart from weather and climatic details; and
- (f) the details of service providers including from the public sector listed for providing the said service?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE, FOOD PROCESSING INDUSTRIES AND PARLIAMENTARY AFFAIRS (SHRI HARISH RAWAT)

(a): Yes, Madam.

(b): Agro-Advisories are being provided to farmers by 310 Krishi Vigyan Kendras (KVKs) in the form of short text messages through mobile phones to give timely farm information. During the current year, under this project, 1.10 lakh SMS (Short Messaging Service) messages have been sent to 13.4 lakh farmers. Similar services are being carried out by some State Governments and other organizations also.

The Mission Mode Project "National e-Governance Plan- Agriculture" is being implemented to achieve rapid development of agriculture in India through the use of ICT for ensuring timely access to agriculture related information for the farmers of the country. The current IT initiatives/schemes will be integrated and upgraded under this project, so that farmers are able to make proper and timely use of the available information. Such information is intended to be provided to farmers through multiple

channels including Common Service Centres, Internet Kiosks and SMSs. 12 clusters of services have been identified and the project has been sanctioned for implementation in 7 States i.e. Assam, Himachal Pradesh, Karnataka, Jharkhand, Kerala, Madhya Pradesh and Maharashtra.

(c) & (d): National e-Governance Plan- Agriculture is contemplated in the entire country after taking approval from competent authority.

(e): The information proposed to be provided includes Pesticides, Fertilizers, Seeds, Soil health, Crops, Farm Machinery, Good Agriculture Practices (GAPs), Weather Advisories, information on Prices & Arrivals, Procurement Points and information on Marketing Infrastructure.

(f): During the rollout of NeGP-A, it is intended that these services would be provided to farmers connected to any telecom service provider.