GOVERNMENT OF INDIA EARTH SCIENCES LOK SABHA

UNSTARRED QUESTION NO:511
ANSWERED ON:24.11.2011
USE OF INFORMATION TECHNOLOGY TO DISSEMINATE AGRICULTURAL INFORMATION
Shanayas Shri M. I.

Will the Minister of EARTH SCIENCES be pleased to state:

- (a) whether the Government contemplates to provide weather and climatic details through SMSs and Integrated Voice Response System(IVRS) to the farmers in the country;
- (b) if so, the details of the components of the information proposed to be provided;
- (c) whether the said services will be provided free of cost to the farmers;
- (d) if so the details thereof;
- (e) whether the Government has prepared the list of service providers for the said purpose; and
- (f) if so, the details of the agencies selected therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF PLANNING, MINISTER OF STATE IN THE MINISTRY OF SCIENCE AND TECHNOLOGY AND MINISTER OF STATE IN THE MINISTRY OF EARTH SCIENCES (SHRI ASHWANI KUMAR)

- (a) Yes Madam. Under the 'Integrated Agro-meteorological Advisory Services(AAS) in the country', India Meteorological Department(IMD) is already providing advisories to the farmers through SMSs and IVRS in collaboration with State Agricultural Universities (SAUs), institutions of Indian Council of Agricultural Research (ICAR) etc.
- (b) Realised weather of the previous week and quantitative district level weather forecast for next 5 days in respect of rainfall, maximum temperature, minimum temperature, wind speed, wind direction, relative humidity and clouds as well as weekly cumulative rainfall forecast are provided. Further, crop specific advisories to help the farmers in taking farm level decisions are issued and widely disseminated through visual and print media.
- (c) Yes Madam
- (d) Free AAS services are rendered through the involvement of SAUs, state agricultural departments and ICAR institutions etc.
- (e) Yes Madam.
- (f) IMD had evolved means of disseminating AAS bulletins in vernacular language SMSs involving interested agencies through an MOU mechanism in a public-private-partnership (PPP) mode. A modest cost of Rs.1.0 lakh per state for one year is charged to the agencies to actually evaluate the worthiness of such subscribed service to the farming community. Details of agencies rendering the AAS dissemination are given below:
- S. No Name of the Service providers Area of operation
- IFFCO Kisan Sanchar Limited (IKSL) Uttar Pradesh, Punjab, Haryana, Rajasthan, Madhya Pradesh, Orissa, West Bengal, Gujarat, Karnataka, Kerala, Tamilnadu, Andhra Pradesh, Bihar, Maharashtra, New Delhi and Himachal Pradesh
- Reuter Market Light Punjab, Haryana, Maharashtra, Gujarat and West Bengal
- Handygo Punjab, Haryana, Maharashtra, Gujarat and West Bengal

- 4. Vritti Solution Maharashtra
- 5. Nokia Uttar Pradesh, Punjab, Rajasthan, Gujarat, Karnataka, Kerala, Tamilnadu, Andhra Pradesh, Maharashtra and Madhya Pradesh
- 6. Tata Consultancy Services Some parts in Maharashtra
- 7. State Department of Agriculture, Maharashtra Government of Maharashtra
- 8. Zonal Project Director, KVK Zone-7, M.P., Chhattisgarh and Odisha ICAR, JNKVV Jabalpur
- 9. ICAR Research Complex for NE, $\;$ Tripura Tripura through NIC