

**GOVERNMENT OF INDIA
EARTH SCIENCES
LOK SABHA**

UNSTARRED QUESTION NO:1935
ANSWERED ON:23.08.2012
AREA SPECIFIC FORECASTING
Patil Shri Sanjay Dina

Will the Minister of EARTH SCIENCES be pleased to state:

- (a) whether farmers have not been able to sow the crops at right time due to non-availability of area-specific forecasting of weather;
- (b) if so, the details of losses incurred by farmers due to lack of information regarding weather; and
- (c) the steps the Government proposes to take to issue such forecasting?

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 (DR. ASHWANI KUMAR)

(a) No Madam

(b) Does not arise.

(c) The Integrated Agro-meteorological Advisory Service (IAAS) of the India Meteorological Department (IMD) has been successful in providing the crop specific advisories to the farmers at the district level twice a week through different print/visual/Radio/ IT based wider dissemination media including short message service (SMS) and Integrated Voice Response System (IVRS). A third party evaluation carried out by the National Center for Applied Economic Research (NCAER) has brought out the usefulness of the mobile and IVRS usage in dissemination of advisories on different farming operations. The report says that the farmers find the information disseminated, through the effective IT dissemination modes, very useful. At present, the IAAS products are disseminated through SMS and IVRS to 3.0 million farmers in the country.