

**GOVERNMENT OF INDIA  
EARTH SCIENCES  
LOK SABHA**

UNSTARRED QUESTION NO:3983  
ANSWERED ON:05.09.2012  
AGRO-METEOROLOGICAL SCIENCE CONSULTANCY SERVICES  
Mishra Shri Govind Prasad

**Will the Minister of EARTH SCIENCES be pleased to state:**

- (a) whether the Government is operating agro-meteorological science consultancy service at district level;
- (b) if so, the details thereof;
- (c) the total number of agro-meteorological science consultancy services being operated, state-wise at present;
- (d) whether any proposal received from the Government of Madhya Pradesh under agro-meteorological consultancy service is under consideration of the Union Government; and
- (e) if so, the time by which decision is likely to be taken in this regard?

**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) The India Meteorological Department (IMD) under the Ministry of Earth Sciences operates Integrated Agro-meteorological Advisory Service (AAS) at district level but not the agro-meteorological science consultancy service.

(b) AAS is rendered now on twice-weekly basis in collaboration with State Agricultural Universities (SAUs), institutions of Indian Council of Agricultural Research (ICAR) etc. Realized 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, generated in partnership with SAUs and ICAR, to help the farmers are issued and widely disseminated. The AAS of IMD has been successful in providing the crop specific advisories to the farmers at the district level twice weekly through different print/visual/Radio/ IT based wider dissemination media including short message service (SMS) and Interactive Voice Response Service (IVRS). AAS to the country at the district level has already been made fully operational during the XI Plan.

A third party evaluation carried out by the National Centre 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 AAS products are disseminated through SMS and IVRS to 3.0 million farmers in the country through Public-Private Partnership (PPP) mode. As per the report of NCAER, 24% of the farmers are using AAS advisories.

(c) The AAS is currently rendered through 130 AAS units spread across the country. State-wise list of AAS units is presented in the Annexure.

(d) No Madam.

(e) Does not arise.