

**GOVERNMENT OF INDIA
EARTH SCIENCES
LOK SABHA**

UNSTARRED QUESTION NO:3100
ANSWERED ON:12.12.2012
DISTRICT LEVEL AGRO METEOROLOGICAL ADVISORY SERVICE
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Will the Minister of EARTH SCIENCES be pleased to state:

- (a) the total amount sanctioned and spent on the District level Agro-Meteorological Advisory Service in the years 2009-10, 2010-11 and 2011-12, year and State-wise;
- (b) the number of subscribers to this service, State and year-wise;
- (c) whether complaints have been received regarding the meteorological advisories issued; and
- (d) if so, the nature of the complaints received and the response of the Government thereto?

Answer

MINISTER FOR MINISTRY OF SCIENCE AND TECHNOLOGY AND MINISTRY OF EARTH SCIENCES (SHRI S. JAIPAL REDDY)

(a) During 11th Five Year Plan (2007-12), a grant of Rs. 43.54crores was allocated for the implementation of the "Integrated Agro-Meteorological Advisory Service (IAAS)" to render District level Agro-meteorological Advisory Service. Out of which, Rs. 4.46crores was spent during 2009-10, 8.23crores was spent during 2010-11 and Rs. 6.28crores was spent during 2011-12. State wise and year wise expenditure during the years 2009-10, 2010-11 and 2011-12 are provided in Annexure I.

(b) Under this project crop and location specific agro-meteorological advisories are disseminated successfully to the farming community in the country through multi-channel dissemination modes including SMS and IVRS (Interactive Voice Response System) with public and private organizations namely IFFCO Kisan Sanchar (IKSL) Ltd., Reuters Market Light (RML), Vritti Solutions, Nokia Tools, Handygo and Department of Agriculture, Government of Maharashtra. Agro-meteorological advisories through SMS and IVRS was received by 11,40,623 farmers during 2009-10, 22,80,091 farmers during 2010-11 and 33,20,793 farmers during 2011-12 through subscription with the above service providers. Detailed Year wise and State wise number of farmers received the service is provided in Annexure II. Agro-meteorological advisories are also disseminated to the farmers by mass media (Radio, TV and Print media), internet etc. to large number of farmers. In an independent survey conducted by National Council of Applied Economic Research (NCAER), New Delhi in 2010 about the utilization, it was concluded that 24% of the farming community has been benefiting from the IAAS service.

(c) Complaints in the form of objective feedback have been received from the farmers through interaction during Farmers' Awareness Programmes, Review meetings at national and state level, Kisan Melas as well as visit to Farmers' Club and also from IVRS, FAQ etc. regarding the agro-meteorological advisories issued from 130 Agromet Field Units (AMFUs) in different parts of the country.

(d) Details of the objective feedback include

i) on the accuracy of weather forecast as well as demand for extended range forecast beyond 5-days

ii) advisories specific to sub-district scale

iii) advisories to cover new sectors like horticultural crops, livestock, fisheries, poultry etc., so as to expand the outreach further etc.

By taking into consideration of the above, endeavour has been to implement the IAAS under the name of "Gramin Krishi Mausam Sewa" during XIIth Five Year Plan to customize the advisories from district level to block level on experimental basis.