

**GOVERNMENT OF INDIA  
COMMUNICATIONS AND INFORMATION TECHNOLOGY  
LOK SABHA**

UNSTARRED QUESTION NO:4113

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IT AWARENESS IN RURAL AREAS

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**Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:**

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- (a) whether the Government has conducted any survey regarding awareness about the use of internet in the rural India;
- (b) if so, the outcome thereof and if not, the action proposed to be taken for awareness programme;
- (c) whether the people uses internet to find out the latest information on farming techniques and fertilizers, etc;
- (d) if so, the details thereof; and
- (e) the steps taken by the Government to popularize the information technology in the rural areas?

**Answer**

MINISTER OF STATE FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY  
(SHRI MILIND DEORA)

(a): Union Government has not conducted any survey regarding awareness about the use of internet in rural India.

(b): Does not arise.

(c) and (d): A number of current Information Technology related initiatives/schemes have been undertaken by Department of Agriculture and Cooperation which are aimed at providing information to the farmers on various activities in the agriculture value chain including farming techniques.

In order to bring convergence among various initiatives for farmers, a specific portal <http://farmer.gov.in/> has been developed. The portal aims to serve as One Stop Shop for all the farmers for providing information on various facets of agriculture related activities. The farmers can get information on topics of their interest for their locations up to to Block level on package of practices, dealer network for seeds, fertilizers & pesticides, machinery and tools, market prices, storage, agro-meteorological advisories, soil fertility maps, seed varieties etc. Information has been provided in the beta version. The Portal will be launched formally once data in regional languages are made available.

On line Fertilizer Monitoring System (FMS) of the Department of Fertilizers provides information on the availability and movement of fertilizer up to district level. Relevant information on the availability of fertilizer can be accessed at [www.urvarak.co.in](http://www.urvarak.co.in). In addition to this, Mobile Based Fertilizer Monitoring System (MFMS) is also under implementation for providing information lower up to dealer level.

SMS Portal: The Department of Agriculture & Cooperation, Government of India has launched a SMS Portal for disseminating information, giving topical & seasonal advisories and providing services through SMSs to registered farmers in the local languages or in English. The farmers can register for this service by calling Kisaan Call Center on the toll free number 1800-180-1551 or through the web portal. Farmer can give up to 8 choices for his preferred crops/ activities. The content includes information about the schemes, advisories from the experts, market prices, agromet advisories etc. The language choice of the farmer is also being taken, based on which, the language of the SMS will be determined.

(e): In order to spread awareness about e-governance in villages, DeitY has launched an outreach activity in 2,843 Common Service Centres (CSCs) in 20 states across the country. The objective of the programme is to make people residing in rural areas aware about use of ICT for accessing information and services and motivate stakeholders as well as beneficiaries to participate and benefit from the various services being offered by the government under NeGP. The outreach campaign is a Van based mobile display/exhibition unit on a branded caravan coupled with Audio Visual & Infotainment activity to educate and engage local citizens about various e-Governance services.