

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO.3679
TO BE ANSWERED ON THE 10TH DECEMBER, 2019

MOBILE APP FOR CUSTOM HIRING SERVICE CENTRES

3679. SHRI SHYAM SINGH YADAV:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has recently launched any mobile application to connect farmers with Custom Hiring Service Centres in their nearby vicinity and if so, the details thereof;
- (b) the details of aims and objectives of launching this application along with its benefits;
- (c) the details of the language options which the app is likely to offer;
- (d) whether the Government has created awareness to popularize this mobile app;
- (e) the total number of custom hiring service centres registered on this mobile app for the purpose of renting agricultural machineries and equipment; and
- (f) the total number of farmers especially small and marginal farmers who are getting affordable access to cutting-edge technology at their doorsteps with the help of this mobile application?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (f) : Yes Sir.

The Government has developed and launched Multi lingual Mobile App “CHC- Farm Machinery” which helps the farmers for getting rented farm machinery and implements through Custom Hiring Service Centers (CHC) in their area.

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The above App was launched with the aims and objectives to provide an easy access to the High Value & Hi tech agricultural machinery available in CHCs in nearby local areas through a mobile application at compatible hiring rates to small and marginal farmers and farmers in difficult areas .

The benefits of this App are as below:

- 1) Facilitate Farmers to avail Custom hiring services.
- 2) Facilitate CHCs to provide Custom hiring services to farmers.
- 3) It is a multilingual app customized as per the need of the farmers.
- 4) Facilitate farmers to avail services of CHCs without any computer support system.
- 5) Small and marginal farmers can have an instant access to CHCs on a simple tap on mobile.
- 6) Mobile apps will help to reach outreach the mechanization among the farmers in quick time.
- 7) Mobile-apps has an interfaces that allow Farmers and CHC Providers to share their experience.
- 8) Would assist in Strengthening Farm Mechanization in low Mechanized areas.
- 9) Provides Business Model to the Rural Youth.

At present the App is in twelve languages i.e. Hindi, English, Bengali, Gujarati, Kannada, Malayalam, Marathi, Nepali, Punjabi, Tamil, Telugu, Urdu.

The steps taken to create awareness and to popularize this App is enclosed as Annexure-I.

As on date, 41,992 CHCs with 1,33,723 Agricultural machinery for renting out are registered on this Mobile app. Total 1,12,505 farmers as users are registered on this Mobile App for getting affordable access to cutting-edge technology at their doorsteps with the help of this mobile application.

Annexure-I

The Government has taken the following steps to create awareness and to popularize this mobile CHC-Farm Machinery App-

- (i) To Create awareness about Mobile App a “**Hindi SMS Message**” was sent on the mobile phone of **32,09,128** farmers in Western Uttar Pradesh, Haryana and Punjab, registered with this department.
- (ii) Regular monitoring and follow-up are undertaken at the level of Senior Officers of Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) to promote and motivate for use of this mobile App among the farmers & CHC owners through the officers and staff working at ground level in State Agriculture departments, KVKs & ICAR institutes and also published the advertisements through local print and electronic media, banners, painting, pamphlets etc.
- (iii) Officers concerned of DAC&FW visited the CHCs in Western Uttar Pradesh, Haryana, and Punjab to give the live demonstration to CHCs and Farmers about its use & registration of CHCs on this mobile app.
- (iv) An intensive awareness programmes on In situ management of Paddy Straw through Agricultural Mechanization and Mobile App **CHCs –Farm Machinery** was undertaken by this Department from **10.11.2019 to 16.11.2019**. These programmes were organized in collaboration with Officers concerned of State Agricultural Departments, KVKs, Farmers, CHCs owners & Agricultural Machinery Manufacturers at Districts/ Blocks & village Levels in the States of Punjab, Haryana and Uttar Pradesh. For this awareness programmes total **36 teams** of officers of the Department, were deputed in the districts of States of Punjab, Haryana and Western Uttar Pradesh mentioned against each team. Total, **21 districts of Punjab, 22 districts of Haryana and 27 districts of western Uttar Pradesh** were covered during this awareness programme.
