

## Likely End Users

- Farmers and people associated with farming activities
- General consumers and registered farmer salespersons of Sufal Bangla collection centres
- People who cannot access the Sufal Bangla web portal through computer and internet facilities or who do not know to use the same

**Note:** These systems have been developed by Advanced Speech Processing Section of CDAC Kolkata in collaboration with Sufal Bangla Project Management unit. Bangla Speech Recognition system has been developed under ASR Consortium and funding from TDIL, MeitY, Govt. of India.

## Contact

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## Daily Market Price of Agricultural Commodities ... Now at your Mobile!!

~ Initiative of Govt. of West Bengal and technology of CDAC, Kolkata jointly present ~

## Sufal Bangla Agri Price Information Service

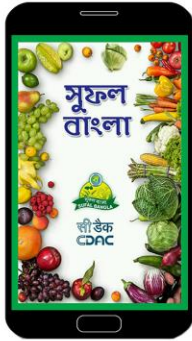
### Objective

Sufal Bangla is a unique initiative of Department of Agricultural Marketing, Government of West Bengal which aims to provide an easy interface between producers and consumers and benefit both the farmers and consumers alike. Sufal Bangla Agri Price Information Service is an important part of this initiative. In this service, using **Mobile App** and telephony **Interactive Voice Response (IVR)** system, farmers and consumers can easily get daily market price information of agricultural commodities available at Sufal Bangla collection centres and outlets.



## Features of Mobile App

1. Listing of agricultural commodities with its specification and respective images for easy understanding and selection



2. Daily market price for farmers and consumers are provided separately

3. User can listen to the textual price information in Bangla and English languages

4. Beside selecting, user can also search for any commodity, by typing few letters of the commodity name

5. Other relevant information are also available like location of static and mobile outlets, collection centres, contact numbers etc

6. Presently, the app service is available in Bangla and English languages for better usability

7. Auto update facility is available to easily include any new features or agricultural commodity related new information



## Requirements and Technology of Mobile app

1. Smart Mobile phone with Android OS
2. Data network or WiFi connection
3. Speech Concatenation method



## Features of IVR system

1. Easy and remote information access by just speaking into mobile or landline phone, convenient while busy working hours.

2. Completely operable with speaking and listening Bengali language voice query and responses.

3. 24 x 7 hrs Automated Service, information can be accessed from anywhere and anytime

4. Need to speak a few words or press or touch some specific numeric keys at proper time

5. Price information can be accessed for all the available specifications and varieties of a queried agricultural commodity

## Requirements and Technology of IVR system

1. Any type of Mobile and landline phone
2. Call network connection
3. Computer Telephony Interface
4. Automatic Speech Recognition method
5. Speech Concatenation method



To access the IVR system, please call at this number

033 23570079