SMS based Agricultural Information Access & Dissemination System

Objective

Any-time retrieval of useful information pertaining to Agriculture, Veterinary, Forestry in the absence of proper ambience (for e.g. Internet, PC, etc) as well as broadcast of important information (weather-forecast, market status, outbreak of pest and diseases, etc) in the above domain to the interested farmer segment at the earliest.

Feature / Solution:

Mobile has been a widely accepted media of communication. The important messages will be disseminated to the farmers in push mode. As far as pull mode SMS is concerned, the mobile users can navigate to their requirement through the application to be installed on their mobile. A farmer can send queries in a guided mode. The system will respond with information enquired. In case of non-availability of the information the system will generate a docket number and pass on the same to the domain expert. Farmer will be further intimated against the docket number as soon as the domain expert posts a reply to the query. If the volume of information is more, the replies will be stored in the server; SMS intimation will be sent to the concerned farmer and the replies will be preserved for viewing from the portal against the docket number. Recent queries along with the solutions will contribute towards forming the Frequently Asked Questions (FAQs) at a later stage.

Uniqueness

The uniqueness of the system is "Any-time, anywhere access of Agricultural Information in vernacular in both the guided & broadcast mode.

Our Achievements So Far

A prototype of the solution have been demonstrated at a Workshop on "IT-enabled Services for strengthening Research-Extension-Farmer-Market Linkage" on January 7-8, 2011 at BAU, Ranchi.