

Group Exercise on Global and Local Relevant Good Practices in Agricultural Extension

COMMUNITY RADIO: NAMMOR BANULI

To provide:

Need: a) Agri; Employment
b) Education
c) Welfare etc
related info
to 98 villages.

CONTENTS: PROVIDE INFO
RELATED TO ABOVE
THROUGH EXPERTS

DELIVERY: Radio Channel
No: 90.8 FM.
During: 6-8 AM
6-8 PM

IMPACT:

- ↓ HUMAN TRAFICING
- ↓ Child Marriage
- ↓ Open Defecation
- ↓ DOMESTIC Violence

IMPROVEMENT

- Health.
- SANITATION

GROUP-1. ICT BASED MODEL FOR EXTENSION & ADVISORY SERVICES

Mahavistar App

Need / problem statement

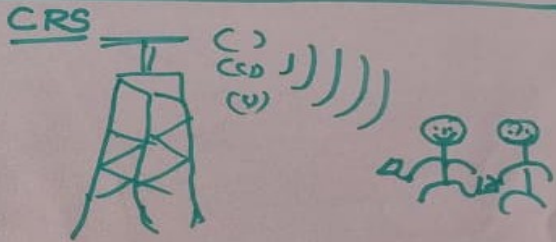
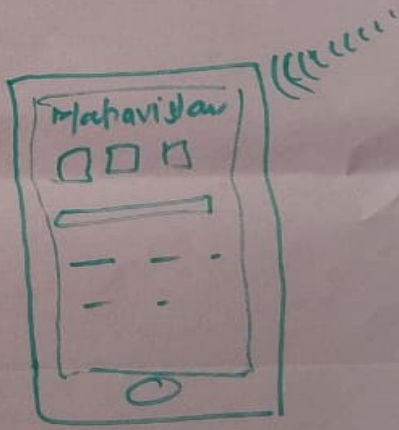
- Lack of timely & location specific Advisory
- poor access to information

Content / about the App

- AI powered Advisory- personalized advice on crop, weather, Disease & pest identification & Management
- Market prices & Govt schemes in local language

Impact / Result

- Reached to 25 lakh users
- a farm solely facilitated 3000+ farmers to use it
- Reducing the dependancy on external experts, saving costs
- Toll free No to call local experts
- stage wise sop of crops- location specific

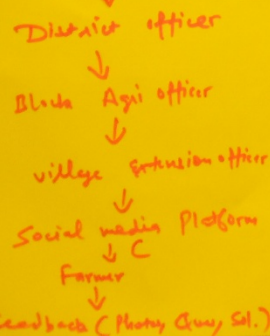
Integrated Social Media Extension Services Model in Punjab

Example - Agrimachinerypb.com

Objective - To use social media as a digital tool for Increasing awareness, farmer registration, Application submission Subsidy Approval & adoption of CM Care Residue Management Machinery through Punjab Agriculture Department App Portal
www.agrimachinerypb.com

Component	Description
Content Development	Content Technical Recommendation in local language.
Social Media Dissemination	Share through Multiple Digital Platform
Farmer Interaction	2 way Communication
Feedback collection	Farmer Report Problems
Expert Response	Scientists & Extension officers provide
Monitoring & Evaluation	Immediate advice Track engagement & adoption

Social Media Ecosystem
Department of Agri.



Activities

- Daily Fb activities
- Whatsapp Messages through Village level groups [Community Groups]
- QR code
- SMS Reminder.

Innovations

QR code Campaign

Whatsapp chatbot

Live Dashboard

Digital Success Story

Push Notification

Application in Punjab

Direct access to Agrimachinerypb.com Registration

Automatic Answers to CM Query District wide Application & Approval

Videos of Subsidy Beneficiaries. Deadline & Lottery Alerts.

Problems

Impact

- ✓ Low Awareness of CM scheme
- ✓ Difficult using the online Portal
- ✓ Digital Illiteracy
- ✓ Internet Connectivity Issues
- ✓ Incorrect Document uploads
- ✓ Fewer Application
- ✓ Incomplete Registration
- ✓ Dependence on Intermediaries
- ✓ Delayed Application
- ✓ Application Rejection

Problems

- ✓ Low Awareness
- ✓ Portal Complexity
- ✓ Digital Illiteracy
- ✓ Internet Issue
- ✓ Document error
- ✓ Fake Information
- ✓ Status Tracking
- District wide Multilingual Social media Campaign
- Step by step Video Tutorials
- Village level Help Desk
- Mobile extension Camps
- Checklist Posters
- Verified official Department Pages only
- Whatsapp/SMS Alerts

Solution

Monitoring Indicators

- ✓ Farmer Reached > 10 lakh
- ✓ Social media Impression > 20 lakh
- ✓ Online Registration > 90% eligible Farmers
- ✓ Complete Application > 85%
- ✓ Subsidy approval Rate > 80%
- ✓ Farmer satisfaction > 90%

Expected outcome

- ✓ Increased Awareness - More Farmers apply for CM Subsidy
- ✓ Faster Communication - Improved Transparency
- ✓ Reduced waste - Environment Protection & Sustainable Agriculture

This Year 600cr Amount is Short Released & Disbursed to Farmers.

Area Coverage

90%.

Machinery Given

4500 Machine Given from 2015 to 2018 in Gurdaspur

Group No: 03



Videos in Agriculture

Program: Digital Extension in Agriculture
in Karnataka State - (Dept. of Agriculture).

Problem Addressed:

- No Digital Skills
- Low AI adoption
- Limited farmer outreach
- Continued Vacancies (Staff) in Dept.

Innovation:

- Skill Development for staff
- Smartphone Videography.
- AI Powered Content Creation [Storytelling-Based Interesting Videos]

Beneficiaries:-

- 250+ Staff Trained.
- Thousands of Farmers.
- 500+ Videos on dept. Youtube channel.

Challenges:

- Equipment/Limited devices.
- Internet Access/Software.
- Resistance to change.

IMPACT:

- * MORE QUALITY AGRIVIDEOS
- * BETTER DIGITAL EXTENSION
- * WIDER FARMER REACH
- * BETTER UNDERSTANDING & ACCEPTANCE

Program Name: KVK YouTube channel for
Transfer of Authentic Agril. Information

Problems addressed: ?

1. During lockdown period need to provide agril. among the farmers.
2. Lack of Authentic information.
3. Crop based & timely advisories to farmers.
4. Awareness about various extn activities.

Beneficiaries:- Farmers, Extension personnel, farm women, etc.
Formed QR Code for awareness.

Impact:- Started in 2019

total videos: 247

"5" Highest/most viewed videos:

- ① Application of Fertilizer in Cotton - > 65K views
- ② Sugarcane Ratoon mgmt - > 53K views.
- ③ Mgmt of FPOs - > 45K views.
- ④ Sweet Orange Crop mgmt - > 43K views.
- ⑤ Mango Crop Mgmt - > 42K views

Year	Videos uploaded	Total views	watching hours	Subscribers
2023	41	1,76,835	11390	4159
2024	12	2,40,435	16285	4228
2025	33	1,93,397	11693	2771
2026	30	1,03,419	4580	1200

Challenges

- 1) Professional video making skill upgradation required.
- 2) Digital Lab/ Resources needs to made available at various Centres
- 3) Authenticity/Faith from the farmers.

Navigating Challenges, Creating Opportunities: A Group Exercise on Workplace Dynamics

Gx I NAVIGATING	WORK PLACE DYNAMICS	
Challenges		
<u>ADMINISTRATION</u>	<u>TEAMWORK</u>	<u>Former Interaction Field</u>
- In time release & FUND. - Autocratic leadership. - Man^{skilled} Power / H Resources. - Basic amenities / Infrastructure. - Proactive involvement & high authorities. - Non supportive leadership.	- Non co-operation - De^{missing}-centralisation & work - Unnecessary work - Ego problem.	- Participation inclusive - Less adoption/overincentive & Replication - Local politics - Unethical demands.
<u>Opportunities</u>		
- timely disbursement (sufficient) - Patiently manage the leadership. - Timely recruit skilled resources. - Working environment/enabling facilities - Legal cell establishment (Indep^{ndent}) - Supporting leadership.	- Co-operation - De-centralisation & Power. - Be specific with Job chart - I go.	- Motivation / trustworthiness - Progressive former - Demonstration - Avoid - Government vigilance Intervention
<u>ACTION</u>		
- Training - Seasonal Regional specific fund. -	- Collaboration - Work as team - Involvement - Not me, but you.	- Rapport building - Awareness - Inclusive approach - Community intuition.

Challenges

- * Price Fixation for Produces
- * Lack of Alert/Warning System of P&D
- * Lack of Skilled Labour
- * Quality Issue in Agri Inputs.
- * Market challenges.
- * Lack of Post Harvest Technologies

Opportunities

- * Govt intervention in Price Fixation (MSP)
- * Training & Handholding
- * Implementation of AI based Advisories.
- * Direct Linkages, Digital Pricing
- * Group Marketing by FPO Formation
- * Implementation of Quality Standards & Regulations
- * Training, Demonstration, & Exposure visits on PHT.

Action Ideas

- * Contract Farming
- * Market Intelligence System
- * Subsidies by Govt.
- * Mechanization
- * Collaborative Approach
- * Implementation of AWS & GIS
- * IFS
- * Logistics & Networking
- * Policies & Regulations from Govt.



GROUP-II

Group Exercise on Navigating ICTs for Agricultural Extension

G3

ICT FOR Extension of Agri Services.		
^{EAS} FUNCTION	ICT Type	Example
1. Information dissemination	Phone, SMS WA Website	weather alert.
2. Capacity building	Youtube, Webinar	On-line training.
3. Advisory services	Mobile App Call centers	Kisan Suvidha AIML
4. Knowledge sharing	Social media, Online forums	WA, FB groups.
5. Market information	Mobile Apps, Websites	eNAM, Agri Mkt.
6. Pest and disease diagnosis	Mobile Apps, AIML	Phytix, Khetibuddy
7. Data Collection	CHIPS , Survey tools	Google forms,
8. Collaboration/Networking	Zoom, Gmeet, Zohomeet	Virtual meeting

Functions TOOLS	Mobile Phones		Radio		Television		Computer / Laptop / Gadgets								
	Basic	Smart	Broadcasting	Community	Broadcasting	OTT	with Internet Online classes/w/s	Webinars/ Podcasts	Podcasts Vlogs	with and digital video	with and animation	with and digital video	with and audio multiplex	Internet G-Books Newspaper	Internet Magazines Journals
1 Advisory	* 2	* 4	3	4	2	1	3	3	4	5	4	4	5	3	3
2 Info. Mngt.	1	3						4	4	5	5	3.5	3.5	4.5	4.5 (median)
3 Platform for Collaboration	3	4					3	1	4	3	3	3	3	3	3
4 Knowledge & Experience Sharing	2	4	2	3	2	2	3	3	4	4	4	4	4	4	4
5 Capacity Building Skill Updation	1	3					5	4	5	5	4	4	4	4	2
6 Market Linkages	2	5	2	3	4	2	3	4	3	3	3	3	3	5	3
7 Decision Support	2	4	2	2	2	2	3	3	3	3	3	3	3	3	3
8 Monitoring & Evaluation	1	2	1	1	-	-	2	2	3	2	2	2	2	2	2

SWOC ANALYSIS - ICT

STRENGTHS

- 1) Data are Curated Customised and accurate
- 2) Maximum Outreach
- 3) Real-time Feedback loop
- 4) Documentary Proof (Available at any time)

Opportunities

- 1) Collaboration with multi partners
- 2) Multi lingual Communication possible
- 3) Addition Revenue Generation is Possible
- 4) Integration of multiple programmes.
- 5) Scope to enhance the usage.

WEAKNESS

- 1) Credibility issues
- 2) Absence of Information monitoring (As Sensor board)
- 3) Damage because of wrong message can't be rectified
- 4) Initial ~~Investment~~ Investment is high.

Challenges

- 1) Digital illiteracy
- 2) Overuse can be health-hazardous
- 3) No personal space
- 4) Irrational & Abusive feedback (Trolling?)