



m4agriNEI

for better farming...

media Lab ASIA
innovating for Digital Inclusion



CENTRAL AGRICULTURAL UNIVERSITY

Do you have a question?

Every now and then, we are all surrounded by questions related to our crops and livestock. But most of the time we are in a fix about where to get these information. As such these queries remain unanswered.

I want to start a piggery/
poultry farming but from
where will I get training?

The ginger crop is infected with
soft rot disease every year. What
should I do?

Where will I get better rhizome
seeds of ginger for planting?

I find it very difficult to control
the Gundhi pest at the panicle
initiation stage. What should I
do?

What should I do to control blast
disease in my paddy crop?

I have a pond and I want to upgrade
it. Is there any scheme available for
this?

What should I do to prevent the skin
infection in my pig?

I want to practice Artificial
Insemination in pig. Which
department should I contact?

Solution!

- Don't worry; the solution is now here, **right at your fingers tips.**
- What you need to do is get yourself registered in the **m4agriNEI** and Dial the Toll Free number **1800-345-3700** from your mobile (or any other phone) and get your queries answered.

What is m4agriNEI?

m4agriNEI is a mobile based agro-advisory service initiative implemented by the Media Lab Asia, New Delhi in collaboration with the College of Post Graduate Studies, CAU, Umiam, Meghalaya.

Our objective is to empower the farmer by providing right information in right time through a mobile based agro advisory system in the field of agriculture, horticulture, livestock, fisheries, sericulture, rural development, etc.

Salient features:

- **Mobile Application:** Information at your finger tips, call us from your mobile phone
- **Toll free number:** Calls are absolutely free
- **Farmer Co-ordinator:** a friend to help you get to us
- **Web/Kiosk:** Access information and ask queries from your nearest CSC.
- **Personalised information:** Receive solution to your problems based on your registered details
- **Expert Guidance:** Receive guidance from subject experts of State Dept, CAU, ICAR etc.
- **Expert field visit:** Regular expert team visit to field and provide spot solutions

What benefits do I get from this?

- ✓ You need not spend time and money to visit offices or meet experts.
- ✓ Ask any question related to agriculture, horticulture, livestock, fisheries, schemes, training, etc using your mobile phones by simply dialling the toll free number.
- ✓ Get live interaction with experts and scientists over the phone.
- ✓ Receive personalised information based on your farm profile.
- ✓ Call us anytime from any place from any network

How to register??

- ✳ Registration is **absolutely free**.
- ✳ Get yourself registered by providing some basic information about yourself and your farm.
- ✳ Registration can be done by contacting our team or the farmer co-ordinator of your area. Registration can also be done through your nearest Common Service Centers (CSCs).
- ✳ After registration, you will be provided an ID number.
- ✳ Now that you are a registered member you can call our **TOLL FREE** number and get access to the information advisories.

What registered farmers said about our service.....

"My calf was not able to walk like normal calf, I tried my best to give treatment to it but it does not help. But through the m4agriNEI services, I can just make a phone call and the solution is provided. Therefore, I sincerely expressed my gratitude to the m4agriNEI project since it has been very helpful to me and I will keep on calling the m4agriNEI project from time to time even in the days to come.

Mr. Troy Sohiong, Mawtneng



"I want to practice Artificial insemination for my pig since it is very difficult to find a boar in our locality. Through the m4agriNEI project, I can just make a phone call and get necessary advices which make me very happy".

Mrs. Maryjune Marboh, Umtung village

"My ginger crop is always infected with severe yellowing of leaves (soft rot disease) for the past 5 years and the yield is decreasing. I made a call to the m4agriNEI project through the toll free number and I am very satisfied with the advisory being provided."

Mrs. Joylin Myrthong, Palwi village



Get registered..... Dial 1800-345-3700and receive authentic and instant answer to your queries

HELP US BETTER YOUR FARMING

For more details please contact the m4agriNEI team at 1800-345-3700; 0364-2570047

Prepared by:

Dr. L. Devarani, Co-Principal Investigator
Mr. Willey Sylem, Project Manager
Mr. Arjune Rynghlem, Research Associate
Mr. Jeffrey R. Pohrmen, Research Associate
Ms. Paharasainiing Syiemlieh, Research Associate
Ms. Wansaka Sawknie, Research Associate
Ms. Manri Tariang, Research Associate
Mr. Donboldang Jyrwa, Junior Research Fellow
Mr. Kynsaiborlang Shadap, Farmer Coordinator

Visit us at....

M4agriNEI lab.
School of Social Sciences,
College of Post Graduate Studies,
Central Agricultural University (CAU),
Umiam, Meghalaya-793103 (INDIA)
www.m4agrinei.in