

Farmers Information Need and Benchmark Survey:

- 83% farmers expressed the importance of mobile phones for communication and to access information
- Results of farmers' information need assessment:
 - 99.15% needed information on disease and pest management.
 - 98.93% on government schemes on agriculture.
 - 90.87% on farmers training related programmes.
 - 90.44% on poultry farming.
 - 88.53% on farm credit/ subsidy schemes.
 - 87.26% market information.



Content Development, Validation and Translation:

- Information on important crops cultivation, management and other practices.
- Translation of Content into Khasi and Garo Dialect.
- The contents that have been validated are translated into Khasi and Garo dialects so that the registered farmers can easily access the data in their own dialects.

Registration of Farmers:

- More than 2500 farmers registered across 3 districts

Ri-Boi	: 2198
East Khasi Hills	: 277
West Garo Hills	: 154
- Farmer registration done by the Project Team, Farmer Co-ordinator or through Common Service Centres (CSCs).



Digital Database on Registered Farmers and Content:

- Detailed information of the registered farmers feed into the system.
- Database on contents developed is also maintained.
- Farmers provided with a login ID through which they can access the content database, farm history, previous interaction etc.



Capacity Building

- To raise awareness of the project and to encourage farmers to use our service, awareness programmes are conducted in the project area.
- As per the expressed need of the farmers, training programmes on important crops and enterprises are conducted from time to time.



Provision of Multimedia Base Agro-Advisory Service:

- Farmers can make calls to the system through the Toll Free Number.
- Farmers can call the system to get information as well as agro-advisory services.
- The system allows transmitting the data through voice, text and images from the expert and farmers. The farmer will have the option of receiving information services like (SMS/Voice/Call/Picture).
- Total Calls received: 1191
- Total Queries: 1186
- Total Solution given: 1173



Mobile Application/Toll Free Number

The farmer can call the system by dialling the **Toll Free Number 1800-345-3700** and get the information as well as agro-advisory services or they can access through m4agriNEI mobile application where they can enter their queries or retrieve information from the system.



Farmer Co-ordinator

A local educated youth is employed as farmer co-ordinator. The farmer coordinators raise awareness of the project and assists farmers in raising queries. He acts as a link between the farmers and the experts.

CSCs/Web/Kiosk

The Common Service Centres (CSCs) at village level can register the farmer. The CSCs also acts as kiosks where farmers can access their contents and raise queries.



Personalised Information

Database on farmers profile and query history is maintained. Advisory service provided to queries raised is personalised accordingly.



Agro-Advisory Lab

A web interface, IVRS and advance mobile applications integrated m4agriNEI agro-advisory lab with six workstations is established at the College of Post Graduate Studies, CAU, Umiam, Meghalaya. The lab is the central hub of the project activities.



Expert Field Visit

The project team make regular field visit to access farmers' problem. On-spot solution is provided or farmers are encouraged to use our Toll Free Number to raise queries.



FARMERS' FEEDBACK



"Earlier when my pigs got infected, I had to go to the veterinary hospital. But now, through m4agriNEI services make one phone call and the m4agriNEI team not only prescribe medicine but also comes to give treatment. This save my time and money".

Mrs. Eliizabeth Mukkim,
Nonglakhiat Village, Ri-bhoi, Meghalaya

"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 satisfied with the advisory being provided. The yellowing is congtrloled to a large extent"



Mr. Kymen Rynghang,
Nongrim Nongladew Village, Ri-bhoi, Meghalaya



"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 and assistance and I am very happy with the team".

Mrs. Maryjune Marboh,
Umbung Village, Ri-bhoi, Meghalaya

AWARDS

The m4agriNEI project was honoured with the e-North East Award 2013 at the 4th e-North-East Awards Summit 2013 orgnaised by the Department of Information Technology (Govt. of Arunachal pradesh) & North East Development Foundation.



HELP US BETTER YOUR FARMING

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

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m4agriNEI
for better farming...

PROJECT INFORMATION

2014

Project Title: Development and Deployment of Mobile based Agro-Advisory System in North-East India (m4agriNEI).

Implemented By:

- Media Lab Asia (MCIT, GoI), New Delhi.
- College of Post Graduate Studies (CPGS), Central Agricultural University, Umiam, Meghalaya.

Project Objective: To empower the farmers by providing information in right time through a mobile based agro advisory system.

Aim: Provision of multimedia based agro-advisory service in agriculture, horticulture, livestock, fisheries, sericulture, rural development etc.



Visit us at: www.m4agrinei.in

Call us at: 1800-345-3700