

Can ICT benefit the small farmers? “Putting Farmers First”

The e-Arik project in North-East India: A case study

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e-Revolution

Mobiles, Face book, Twitter, Wikipedia ò

Agriculture extension

1990s Optimism- ICT4AE

-food security & poverty

-to revitalise extension systems



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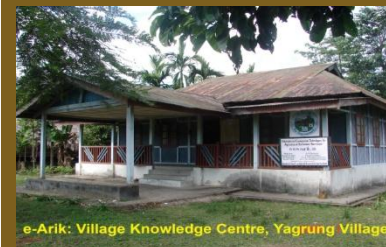
Village Knowledge Centres

“VKCs-MSSRF -101 VKCs .
6 States-315 partners

“VRCs . ISRO-473 VRCs.
22 States- 6500 programmes
0.5 Million people

“Community Information Centres (CICs)-
North-East India

“Common Service Centres (CSCs)



e-Arik: Village Knowledge Centre, Yagrung Village

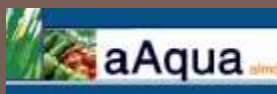


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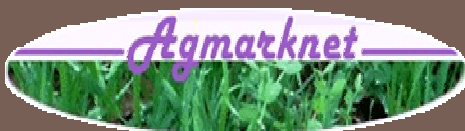
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Web for farmers...



RKMP



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Mobiles for farmers.....

“Farmers Call Centre (Kissan Call Centre)

“ICAR-KVKs- Kissan Mobile Advisory Services

“IFFCO Kisan Sanchar Limited

“Lifelines India

“RML

“Fisher Friend



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ICTs for farmers...(Hybrid projects)

-e-Arik (CAU, Arunachal Pradesh)

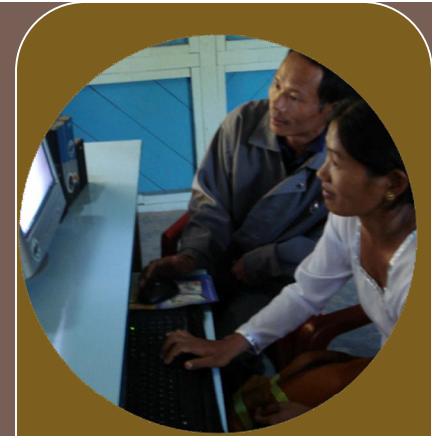
-e-Sagu (IIIT, Hyderabad)

-Digital Green

-Knowledge Share Centres (CRIDA, Hyderabad)

-e-Velanmai (TNAU, Coimbatore)

-e-Villages (CAU, Arunachal Pradesh)



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ICTs for farmers...

"Few ICT projects for farmers scaled-up

"Most other ICT projects are floundering

Agriculture -complex,
More so agricultural extensionõ



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Can ICT benefit the small farmers?



- East Siang District of Arunachal Pradesh, India dominated by 'Adi' Tribes
- 100% Agriculture based families
- Permanent Cultivation . Rice, Khasi Mandarin (Orange)
- Shifting Cultivation (Jhum) . Ginger and Maize
- Extension (3 %) & Computer/Internet (0%)

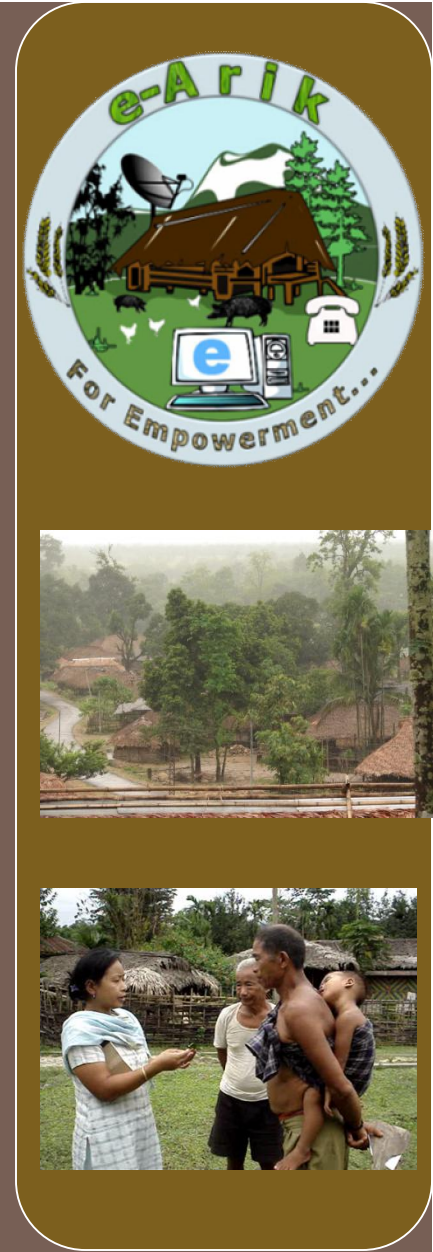


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Since, 2007 (DSIR, MoS&T, GoI & CAU)



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Innovations

■ Farmer to farmer communication

- Communication and cultural barriers
- Local knowledge managers

■ Message & Its treatment

- Seasonal message with appropriate treatment

■ Farmer specific information

- User needs-Location specific & demand driven content
- Modern & ITKs

■ Partnership

- Establishing & sustaining institutional partnerships

■ Media mix & reinforcement



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Impact

“Adoption of climate smart farm practices

-44% & 92% adoption & 42% increase yield

“Income increase

-An average Rs. 1689 (USD 37.50) & Rs. 5251 (USD 117)

“Cost & time savings

“-Transport charge Rs. 2400 (USD 53) & Rs. 5251 (USD 117)

“-3.6 fold less time required as compared to conventional extension

“-16 fold time saved to avail the services

“Local knowledge managers

X Willingness to pay



66%- 1-3 USD/season

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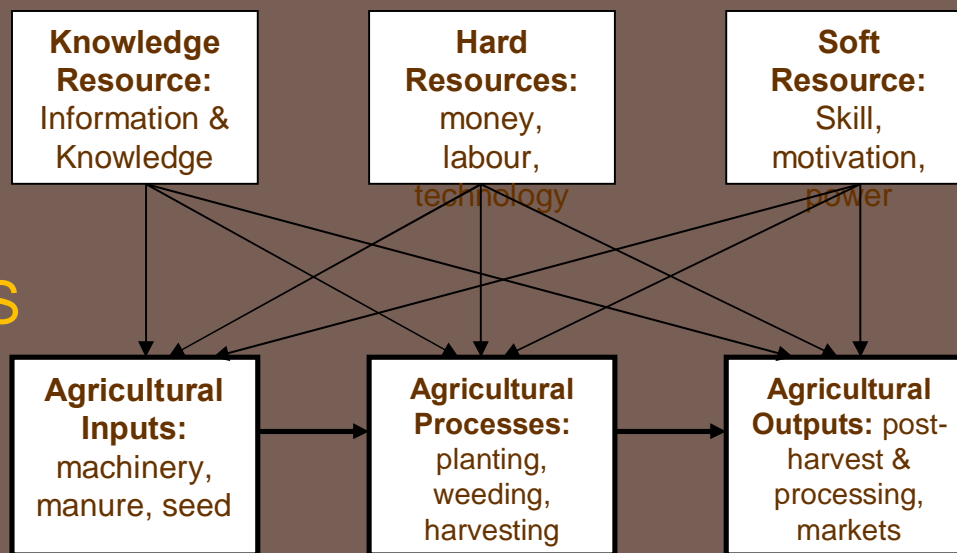




Lessons

“Farmer specific content NOT BLANKET RECOMMENDATIONS

“Information PLUS



“Integration of efforts of PLURALISTIC Knowledge provi



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Lessons

“Focus on farmers needs NOT TECHNOLOGICAL INNOVATIONS

“Focus on simple and affordable ICTs with emphasis on Scaling-up NOT FINANCIAL SUSTAINABILITY

“Integrating -value chain actors- 4 comprehensive ICT project . NOT SINGLE SERVICE PROJECTS

“Institutionalizing ICTs for farmers with long term vision NOT AS PILOTS



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Lessons

-Quality Control & Regulating-NOT DUPLICATING

“HRD- Digital leadership” Service providers & Users

-to digitize -to publish -to access/comprehend - to use-For e.g. Blogs, YouTube, Podcasts, Facebook, Agropedia

Human element- ICTs ARE COMPLIMENTARY NOT TO REPLACE



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Thank you

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