ICTs for Agricultural Extension:
Where we are & how to move forward?

Saravanan Raj
Central Agricultural University
INDIA

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Plenary Session on "Extension in ICT Overdrive"
November 5th, 2013, Kigali

ICT Initiatives

- Tele-centres / VICs/ VKCs/VRCs/CSCs
- Knowledge portals
- Mobile phone
- Social media

1990 2000 2010 2012

Case 1. “Learning the Lessons”

Village Knowledge Centres

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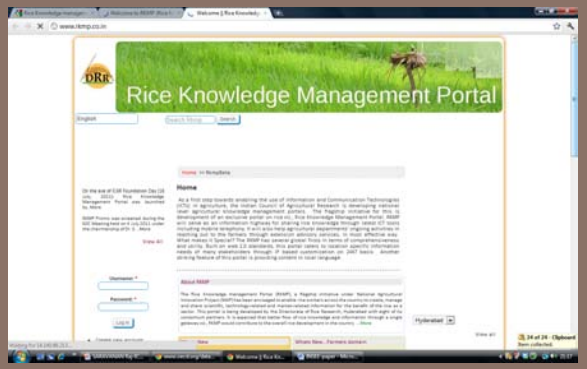
Case 2. “Potential of Partnership”



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Case 3. "Mobiles for Mobilizing Agro-Advisory"

IKSL, KCC, KMAS……

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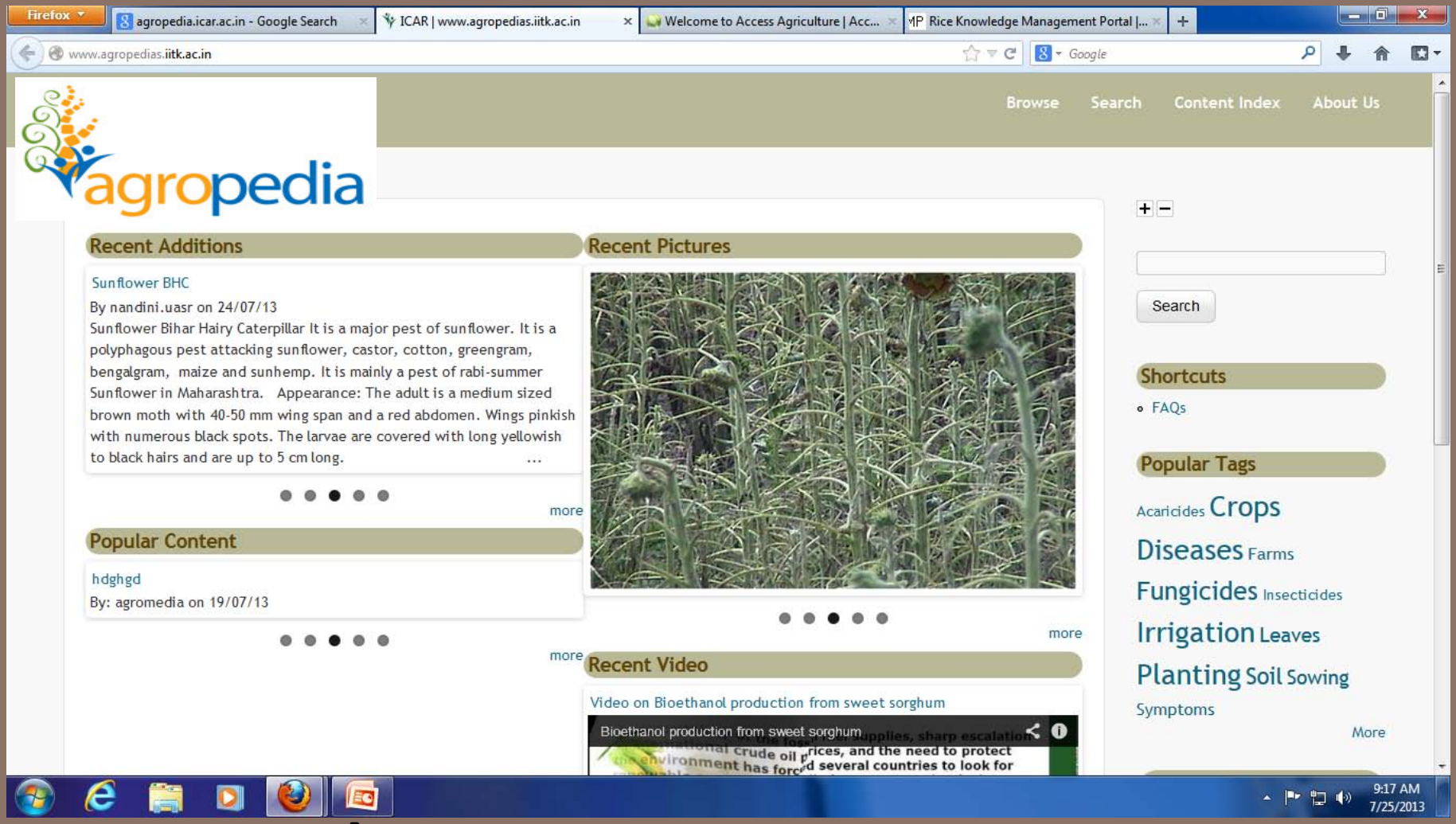
Case 4. "Innovation in-waiting"



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Case 5. "Traditional Media & ICT"

KVK, Dhalai district, Tripura, India

Krishi Prajukti Rath (Agril. Tech. Campaign)

Case 6. "Leveraging Social Media"

Agricultural Extension in South Asia (AESA)

Web Portal www.aesa-gfras.net

Sharing information related to extension and advisory services from EIGHT South Asian Countries

Links to :

Publications-Tools, Frameworks,

Policy Relevant publications

News & Events- conferences, workshops, trainings

Professional Societies

Blogs

Good Practices

aesa
sharing, learning and networking for innovation

facebook

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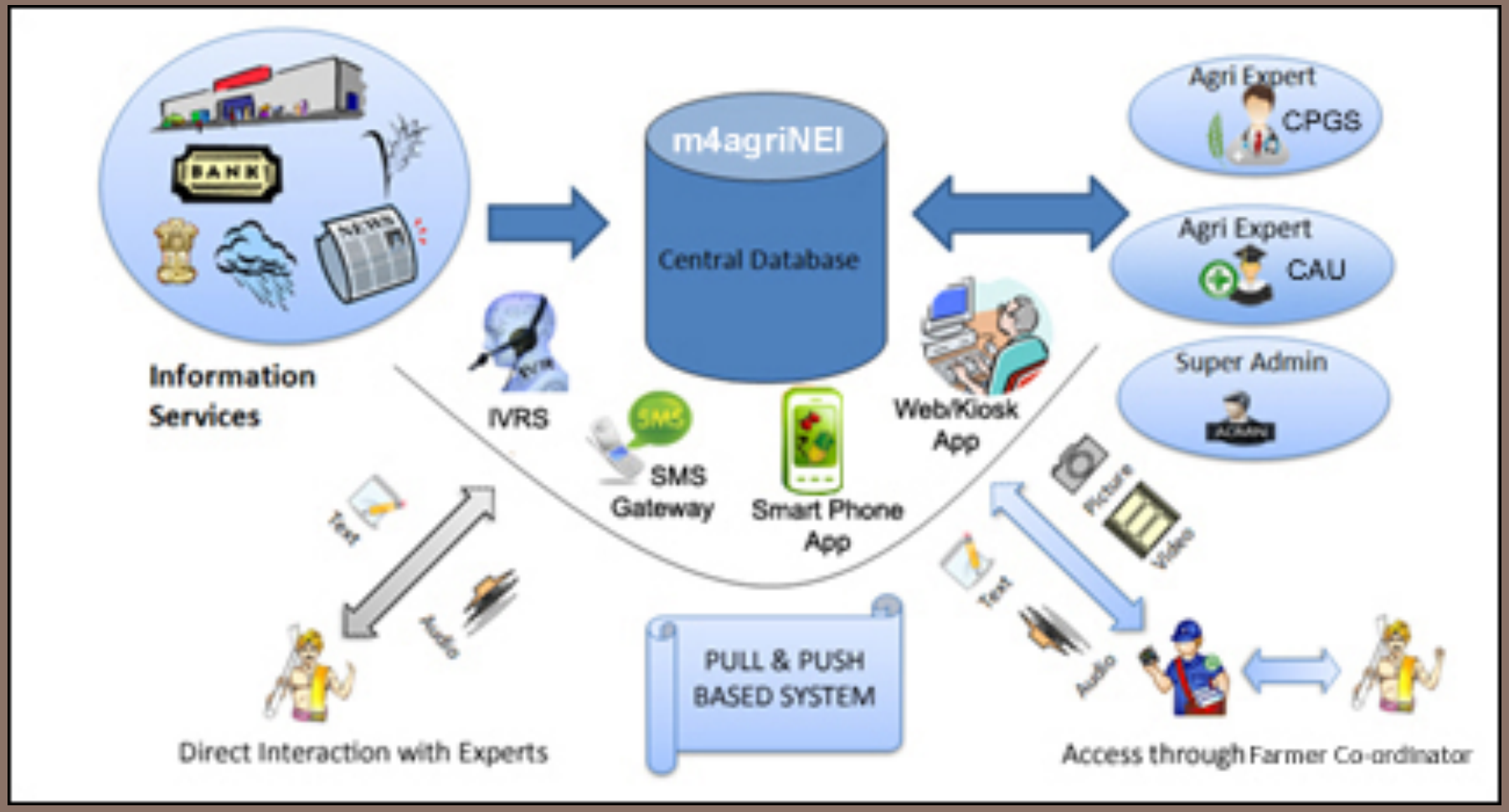
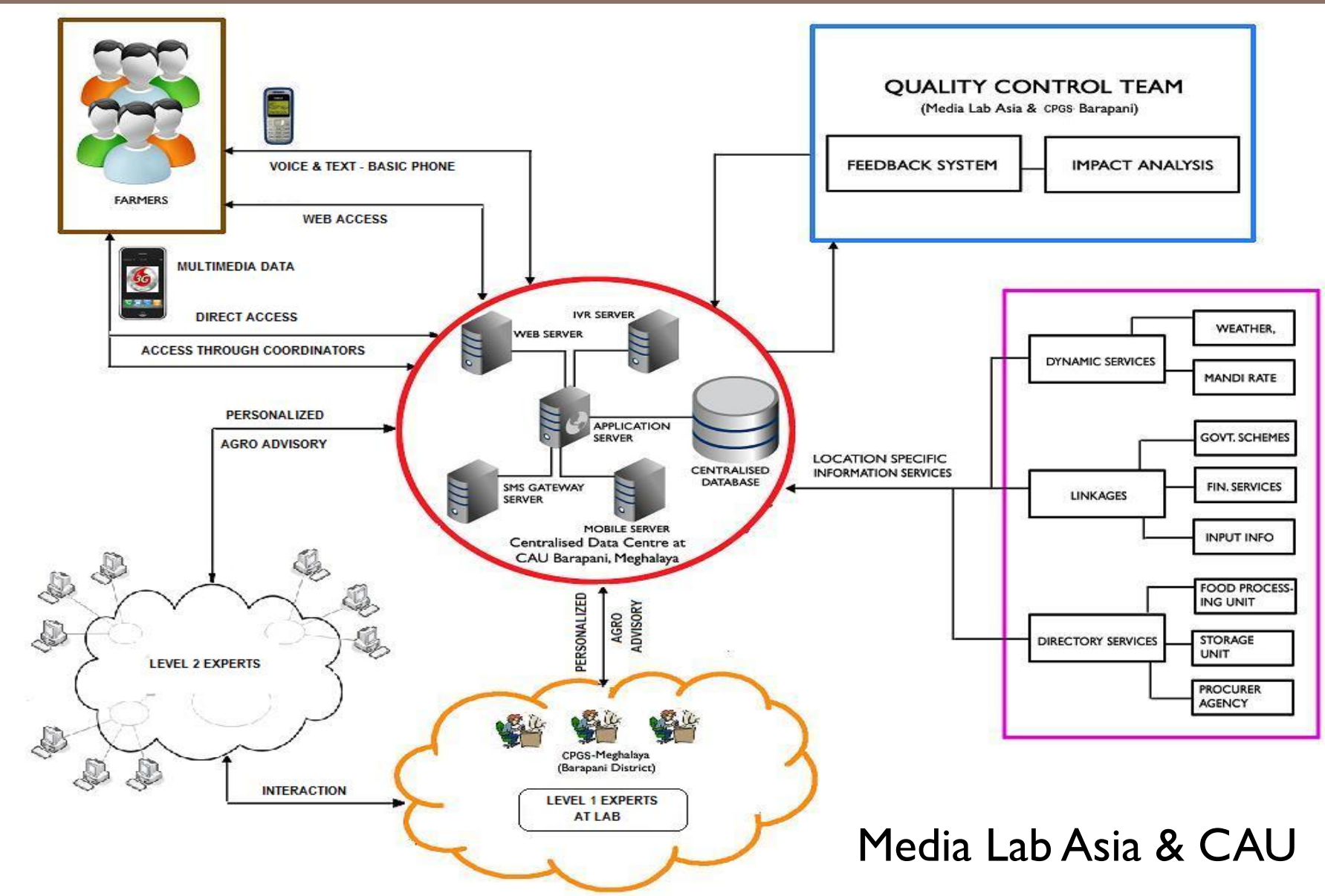
Case 7. "Integrating Extension Actors & ICTs"

- m4agriNEI –Farmer Specific & Interactive




FARMERS
VOICE & TEXT - BASIC PHONE
WEB ACCESS
MULTIMEDIA DATA
DIRECT ACCESS
ACCESS THROUGH COORDINATORS
PERSONALIZED
AGRO ADVISORY
QUALITY CONTROL TEAM
(Media Lab Asia & CPGS Barapani)
FEEDBACK SYSTEM
IMPACT ANALYSIS
IVR SERVER
WEB SERVER
APPLICATION SERVER
CENTRALISED DATABASE
SMS GATEWAY SERVER
MOBILE SERVER
Centralised Data Centre at CAU Barapani, Meghalaya
LOCATION SPECIFIC INFORMATION SERVICES
DYNAMIC SERVICES
WEATHER,
MANDI RATE
LINKAGES
GOVT. SCHEMES
FIN. SERVICES
INPUT INFO
DIRECTORY SERVICES
FOOD PROCESS-ING UNIT
STORAGE UNIT
PROCURER AGENCY
LEVEL 2 EXPERTS
PERSONALIZED
AGRO ADVISORY
CPGS-Meghalaya
(Barapani District)
LEVEL 1 EXPERTS AT LAB
INTERACTION
Media Lab Asia & CAU

ICT experiences- So far…

- Enormous hope
- ICT infrastructure -innovations
- Non-traditional extension players

ICT experiences- So far… +

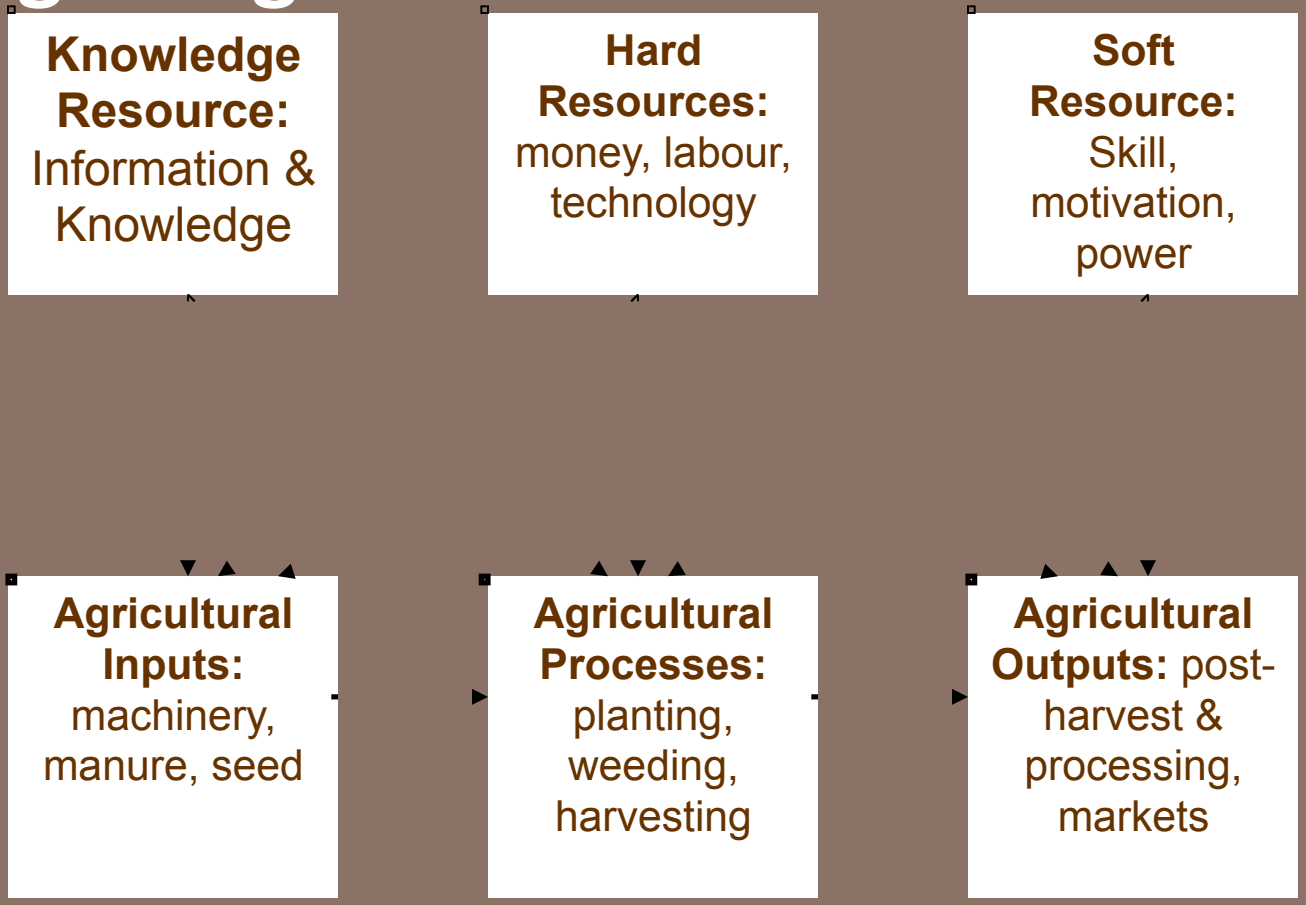
- Anecdotal evidences
- Relevant content issues
- Not moving beyond "information"
- Bypassing traditional extension players

Lessons

- Farmer-specific content
- Information PLUS
- Integration of agricultural stakeholders

Next step…

- Integrating value chain activities



- **Focus on farmers & other stakehold needs**
- **Focus on simple & affordable ICTs- Scaling-up**
- **Institutionalising ICTs in Extension NOT AS PILOTS**
- **ICTs for Capacity development**

Human element- ICTs ARE COMPLIMENTARY NOT TO REPLACE – Extension Professionals…

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