Digital agriculture can revolutionize agriculture making it more profitable for the farmers through the democratization of information and access to appropriate inputs and equitable markets.

The greatest need is to deliver targeted and timely information to farmers based on their needs and aspirations. The empowerment that comes from providing farmers with informed options is transformational, especially for women and youth.

This can be achieved through:

**Bi-directional Information exchange**

Inputs, weather, market prices and knowledge exchange between farmers is dynamic and with appropriate feedback loops, information and opportunities for farmers can be further refined to address the dynamic nature of agriculture production and market systems.

(ICRISAT is strong on partnerships and expertise to tap this information)

**Access to information and expertise**

Direct to farmer, provide farmer to farmer learning, modernization of the extension system

(ICRISAT has set up models for private public partnerships to ensure farmer access to information and knowledge services)

This can be set up on a small scale/area and also scaled up nationally.
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Three hundred phablets across 37 villages in India are to trial using phablets and mobile phones for the latest farming and marketing advice. This is part of a pilot on a new business model for sharing information that is a win-win for all the players along the value chain.

Figure 26. Participants of a training program at Raichur.

Krishi Vani

The Krishi Vani platform was initiated in collaboration with JJFCC Kochi Sanchar Limited (KSL) and Ariel India. This initiative has been piloted in 278 villages in Telangana and Karnataka benefiting 40,000 farmers (ICRISAT 2013). Krishi Vani is a mobile phone platform based application. Through this, generic advisories are delivered to groups of farmers in a location through the mobile phone enabled by Green SIM. KSL has pioneered the voice message based agronomy service to subscribe to Krishi Vani, a user needs to buy a Green SIM from Ariel. These SIM cards are specially configured for receiving voice messages and other agronomy services. Every day, four free voice messages are delivered to the subscribers. The contents of voice messages are advised by a subject matter specialists and cover diverse areas in agriculture.