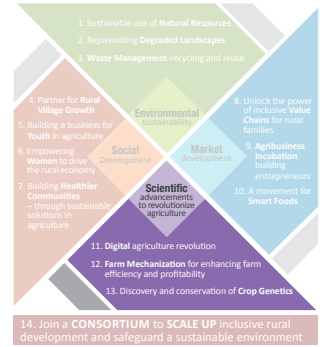


DIGITAL AGRICULTURE REVOLUTION

Better decisions and opportunities for **profitable agriculture**

Better livelihoods and **reduced poverty**

Global **competitiveness**



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:

Technology

Software, hardware, networks (ICRISAT has developed GIS based software and hardware like the KrishIPHABLET and KrishiSIM)

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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Tech-Savvy Women Farmers Find Success with SIM Cards

By Stella Paul



Members of a women-farmers' collective demonstrate use of a device that sends daily bulletins on weather patterns, crops and other matters of importance to farming communities in rural India. Credit: Stella Paul/IPS

MAHABUBNAGAR, India, Mar 4 2015 (IPS) - Jawadi Vimalamma, 36, looks admiringly at her cell phone. It's a simple device that can only be used to send or receive a call or a text message. Yet to the farmer from the village of Janampet, located 150 km away from Hyderabad, capital of the southern Indian state of Telangana, it symbolises a wealth of knowledge that changed her life.

Her phone is fitted with what the farmers call a GreenSIM, which sends her daily updates on the weather, health tips or agricultural advice.

ICRISAT Happenings In-house Newsletter

Information and Communication Technology tools to help women farmers



Mr. APJ Reddy flanked by Dr. D Guntuku (left) and Mr. V Reddy (right) and other officials distributing bags of seed to women farmers. Photo: ICRISAT

Three hundred pigeonpea farmers 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.

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Columns

Phablets For Farmers

The inexpensive GreenPHABLET has been designed to support smallholder farmers with personalized advice and real-time alerts.

Asian Scientist Newsroom | January 7, 2015 | Technology



AsianScientist (Jan. 7, 2015) - The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) has launched the "GreenPHABLET" powered by the GreenSIM, a



Figure 16. Participants of a training program at Raichur.

Krishi Vani

The Krishi Vani platform was initiated in collaboration with IFFCO Kisan Sanchar Limited (IKSL) and Bharti Airtel. This initiative has been piloted in 171 villages in Telangana and Karnataka benefitting 40,000 farmers (ICRISAT 2013). Krishi Vani is a mobile phone/phablet based application. Through this, generic advisories are delivered to groups of farmers in a location through the mobile phone enabled by Green SIM. IKSL has pioneered the voice message based agro-advisory. To subscribe to Krishi Vani, a user needs to buy a Green SIM from Airtel. These SIM cards are specially configured for receiving voice messages and other agro-advisory services. Every day, four free voice messages are delivered to the subscribers. The contents of voice messages is advised by a subject matter specialist and cover diverse