

.....in service of the farmers

## **KISAN MOBILE PHONE SMS BROADCAST SERVICES**



The KVK has started IT enabled service aiding instant messaging to individual farmers for extending Agricultural information through SMS alerts. The service comprises sending Short Message Service alerts on cellular phones registered at KVK by individual farmers. **Weekly or daily SMS alerts are**

**issued on various agricultural developments like monthly crop cultivation practices, disease/pest forecast and control, weather based agromet forecast, health and nutrition for women and children, market information etc.** The service will also be used as a medium to send information on important trainings and other programmes to the members of the Farmers Clubs and SHG network under the KVK.

The service is an important milestone in reaching out to thousands of farmers at a stroke of a mouse click and enables the farmer to have information access and derive the fruits of technological prowess and face the challenge of an upcoming free market.

The service is a boon for hundreds and thousands of farmers of South Tripura District. There are currently 200 registered farmers who are working under the KVK's flagship capacity building programmes are availing this service. All registered farmers who are having cellular mobile handsets supporting all major GSM/CDMA networks are receiving the SMSs from KVK without incurring any cost. The KVK bears all costs of sending the SMS across all the registered farmers having cell phones.

The service has been well appreciated by the farmers who have said such a service by the KVK is just in the nick of time when farmers have their crops in the field. The number of farmers coming to the KVK is growing day by day and the KVK expects to add another couple of hundred farmers by the end of this year.

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