

# **e-Extension initiatives in allied sector**

# **e-Pasuhaat**

**A web portal of MoA and FW, GoI, under the Department of Animal Husbandry, Dairying and Fisheries (DADF).**

## **Aims and objectives**

1. e-Trading portal for livestock germplasm and related services
2. Connect farmers with breeders - Central, State, Co-operative and private agencies
3. Real time authentic certified information on availability of germplasm
4. Centralized repository of information for Central and State Govts

# **Pashu Poshan**

NDDDB launched a mobile app for recommending balanced diet for cows and buffaloes

Farmer should provide complete animal profile, including breed, age, milk production, fat content in milk apart from food items being currently fed to the animal along with the cost

Current Status:

Number of downloads: about 5 crore farmers

# **ICAR-CIRB Bhains Janan (Buffalo Reproduction)**

To impart knowledge for buffalo owners and guiding graduating veterinarians

The App provides basic information on different areas of buffalo reproduction

The major areas covered are; targets of reproduction, puberty and sexual maturity, heat symptoms and breeding methods, pregnancy diagnosis, peripartum care, bull selection and management for breeding

# **m-Krishi® Fisheries**

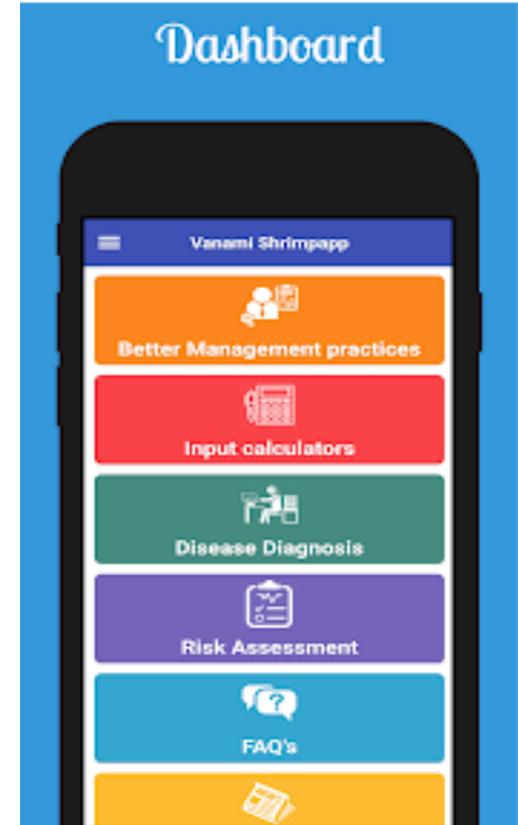
App developed by Tata Consultancy Services (TCS) Innovation Lab – Mumbai, in collaboration with ICAR- Central Marine Fisheries Research Institute and Indian National Centre for Ocean Information Services (INCOIS) Hyderabad.

INCOIS generates Potential Fishing Zone (PFZ) based on the remote sensing data received from NOAA satellites

Fishermen can use this service to plan their fishing trip and venture into sea

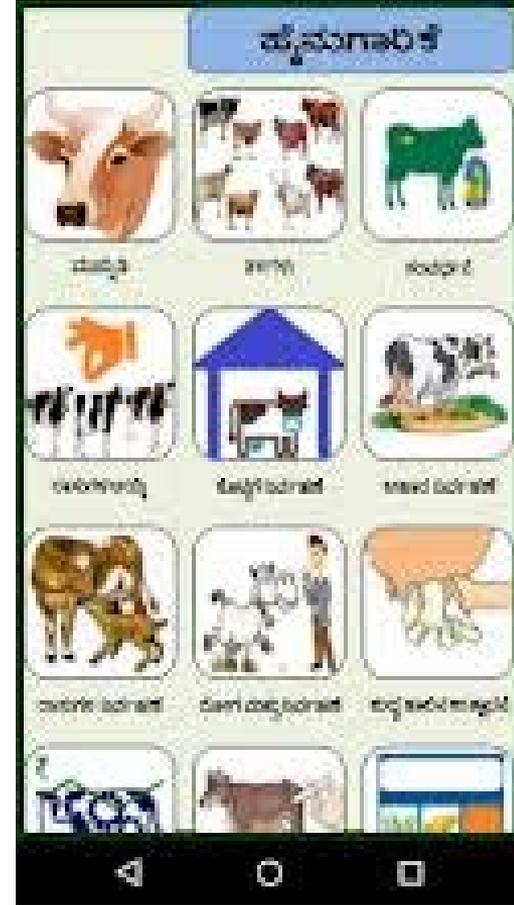
# Vanami Shrimp app

- ❑ App developed by ICAR-Central Institute of Brackishwater Aquaculture (CIBA)
- ❑ Provides technical support to the shrimp farmers, entrepreneurs and extension personnel and connects them with the scientific community
- ❑ Works offline



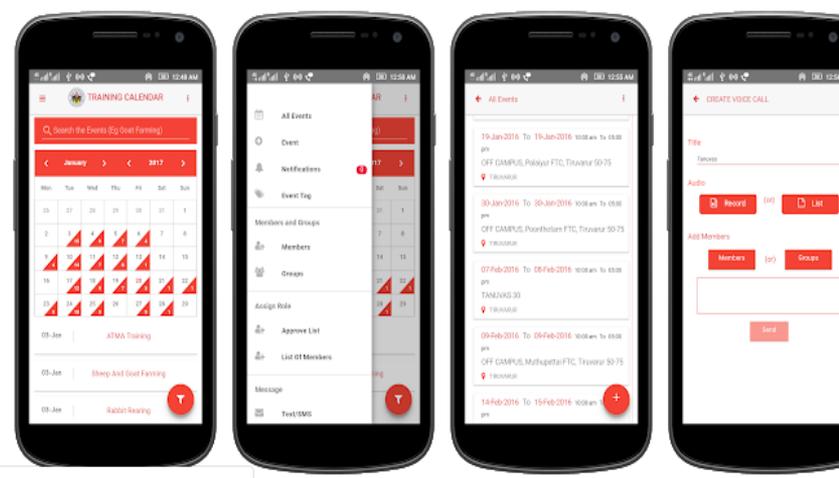
# Dairy Kannada

1. Animal husbandry mobile app developed by Jayalakshmi Agotech
2. Equipped with high end analytics and decision support system in Kannada language support
3. With interactive audio video content, delivers the information by breaking literacy barrier



# Training Calendar

- ❑ Tool for strengthening TANUVAS Extension Training center
- ❑ Farmers can view their upcoming Events in Training calendar
- ❑ Can get new updates through text SMS and voice calls
- ❑ Filter the Extension center wise events.
- ❑ Set Reminder for Events.
- ❑ Search the Events.



# IVRI-Pashu Prajanan (Animal Reproduction) App

- Designed and developed by ICAR-IVRI & IASRI, New Delhi
- A ready reckoner for the graduating veterinarians, veterinary officers and livestock entrepreneurs about reproductive problems in cattle and buffaloes and measures to treat and control them
- Provides basic information on AI in cattle and buffaloes.
- The App is available in Hindi, English, Punjabi, Assamese, Bengali, Gujarati, Tamil and Malayalam languages





# Swine App

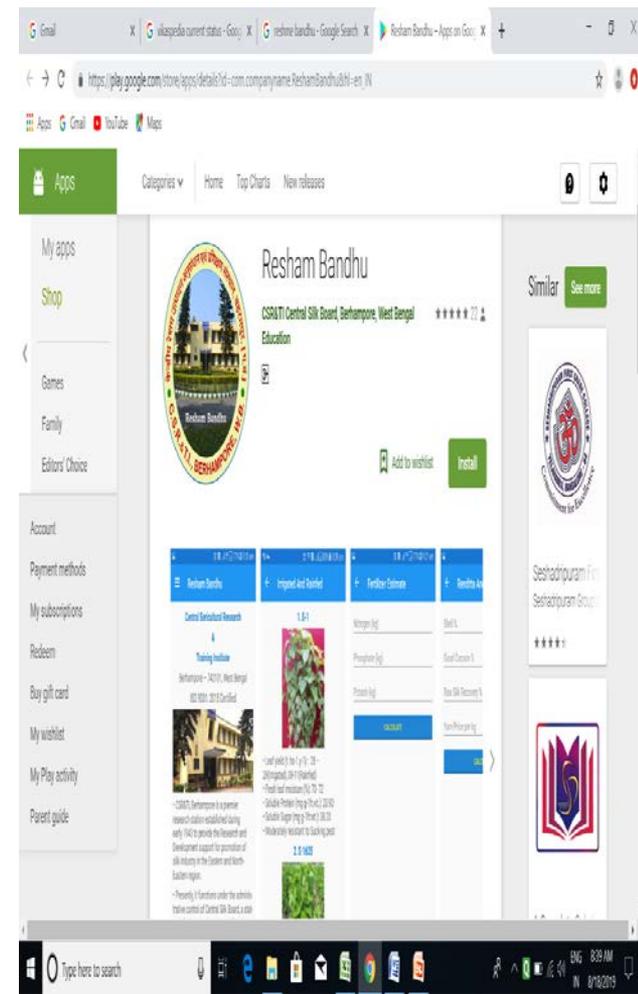
App is developed to deliberate the latest technical knowhow for farmers and entrepreneurs

- Importance of pig farming and breeds of pig
- Selection and Breeding plan of pig farm
- Reproduction, management, feeding and housing
- Diseases and Health calendar for Pig
- Transportation of pig
- Bio security guidelines of pig farm
- Integrated pig farming
- Slaughter management and waste disposal

# Resham Bandhu: Central Silk Research and Training Institute, Silk Board, Berhampore, WB

❑ App designed & developed to provide useful information as an user-friendly reliable tool

❑ Moriculture, sericulture, Reeling, Human Resource Development and Extension activities, it is also a ready reckoner for estimation of quantum of different pesticides, fertilisers & chemicals, raw silk output and cocoon price etc.



# **Apps for allied sectors**

- AASAN the mobile based milk collection system for societies
- The ICAR-Directorate of Poultry Research developed app for providing information about Germplasm and Technologies developed, Poultry Breeding, Poultry Seed Project, Latest news, Downloads and Contact details
- AHD Digital Extension: app gives access to informative material, reports, news, alerts and other publications of Animal Husbandry Department Kashmir
- Sericulture Calendar is a software which guides the farmer about the activities to be carried out in sericulture
- The Pan India Fisher Friend Mobile Application (FFMA) is an Android based application designed to provide easy access to all relevant information related to fishing developed by MSSRF
- Mushroom Farming in Hindi: App for giving complete information on mushroom cultivation, designed by Vaishali district administration, Bihar

# Conclusion

- Allied enterprises are part of farmers farming system
- Allied sectors need due recognition
- Play key role in changing the socio-economic conditions of primary producers