

e- Extension initiatives of private sector

ITC e-Choupal

- To link rural farmers via internet for procurement of agriculture and aquaculture products viz., soybean, wheat, coffee and prawns
- Installed computers with internet access in rural areas to offer farmers up-to-date marketing and agricultural information
- Make input supply chain more efficient and deliver value to its customers
- Reduce inefficiency in agricultural marketing due to multi-player structure of intermediaries
- Provide modern infrastructure, technologies and distribution practices to cater to the agriculture sector.
- ITC Limited kiosk with Internet access is run by a sanchalak — a trained farmer

TATA Kisan Kendra:

- Agro input service (seeds, pesticides and fertilizers at affordable prices), farm equipment leasing, agronomy services, bulk blending, training and information and a few other allied services.
- Established crop clinics to provide the information regarding which crop to grow, when to grow and the specific amount of nutrients required
- They provide SMS service regarding agriculture to registered farmer.

Hariyali Kisaan Baazaar (HKB)

(<https://www.dcmshriram.com/haryali-kisaan-bazaar>)

- Chain of agri-input retail stores and promoted by DCM Shriram Consolidated Ltd (DSCL).

Services are:

- Last-mile delivery of relevant Agri-technology
- **Agri-Inputs** : Provide a range of inputs such as seeds, fertilizers, nutrients, pesticides
- **Financial Services** : Access to credit, insurance & banking services
- **Market Linkages**: Access to new markets/ buyers for farmers produce
- **Warehousing & Commodity exchanges** :
- SMS service to the registered farmers

Skymet weather

(<https://www.skymetweather.com/>)

- Private initiative for weather forecast
- Offering accurate weather predictions, and releasing related data frequently and faster
- Skymet also provides agri-advisory and crop statistics along with customized weather forecasts.

AgriApp

Motto is to connect the Agriculture ecosystem with the digital world, while enabling and equipping the farmers with the next generation farming techniques. Making each farmer a Digitally Enabled “Agri-Entrepreneur”

Services include shopping of

Bio fertilizer

Crop tonic

Fertilizer

Insecticide

Fungicide

Weedicide

Seed

Equipments

Organic fertilizers

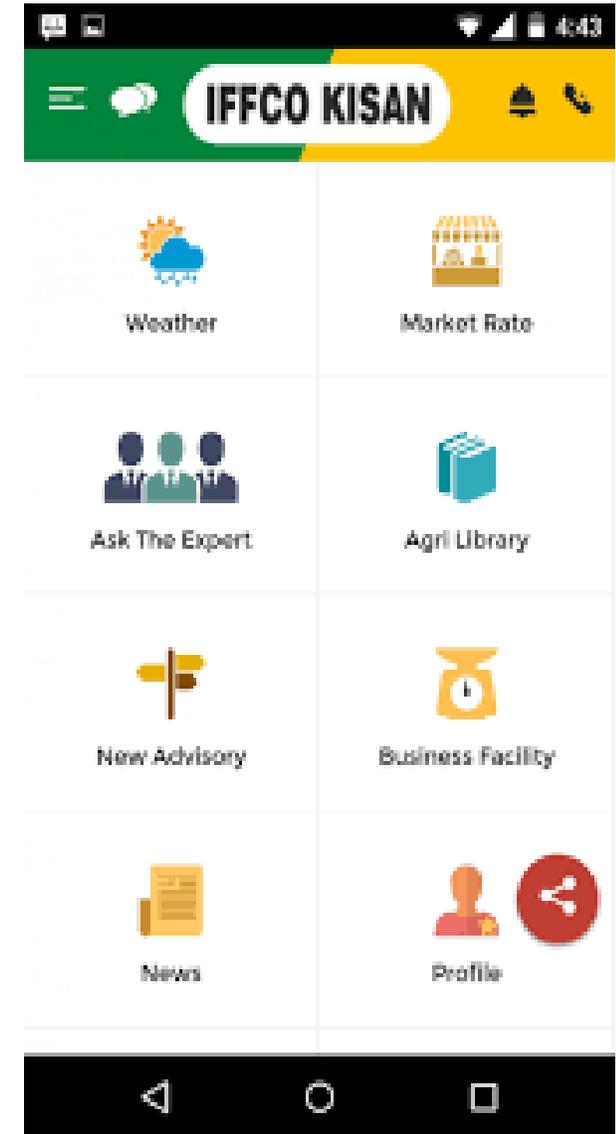
NPK fertilizers

IFFCO Kisan

- **IFFCO Kisan Agriculture Mobile App**
- Key Features
 - Weather
 - Market rate
 - Ask the expert
 - Agri library
 - New advisory
 - Chat
 - News
 - Videos
 - Business facility
 - Crop poems
 - Loan request voice mail

Services include

1. **Free Voice messages**
2. **Dedicated helpline for query resolution by experts**
3. **Call back facility to listen to voice messages again and again**
4. **Mobile Quizzes, Phone-in programme**
5. **Focused services for groups with common interest**



AgroStar Agri-Doctor

- Developed by **ULink AgriTech Pvt. Ltd.**,
- India's foremost AgTech start-up working on the mission of **#HelpingFarmersWin** by providing a complete range of agri solutions at the fingertips
- Tech platform provides a combination of agronomy advice coupled with service and agri input products that enable farmers to significantly improve their productivity and income.
- Currently operates in the states of Gujarat, Maharashtra, and Rajasthan
- Over 5 Lakh farmers on digital platform

Agri Media Video App

- Agri Media is a Video App
- Online marketplace, bringing farmers, agriculture input/output, farming retail and fulfillment service on an online platform
- Provides chat service for farmers to solve their query related to agriculture with the option of upload images of infected crops
- Farmers can easily chat with agriculture expert and discuss their problems
- Provides videos related to agriculture practice, new technologies, successful farmers, rural development, agriculture news, new schemes related to agriculture etc
- Approximately 10 thousand users downloaded this app.

Krishiworld .com

- It is the private blog that educate farmer with the latest agro information and to use new technique to solve inflexible farming problem.
- The bog give article on biotechnology, crop, fertilizers, weather, home gardening, market watch and farm equipment.

Kisan Yojana

Kisan Yojana Android apps

- It provides information about all Govt schemes to Kisan
- It commutes the information gap between the rural people and Govt
- It also provides the schemes of state Government
- This mobile application also saves the time and travel expenses
- Approximately 50 thousand users downloaded app

FarmBee

- App with less memory and easy user interface
- Available in 10 different Indian languages
- Provides information at every stage of the crop life cycle
- A farmer can choose from 450 crop varieties, 1300 markets, 3500 weather locations
- It also provides mandi price and weather forecast based on a user location
- Approximately 0.5 million users downloaded this app

Akashganga

- *Shree Kamdhenu Electronics Pvt. Ltd. (INDIA) provides one stop solutions to the dairy sector Since 1996 under the brand name 'AKASHGANGA'™.*
- *Offers integrated solution for Automatic Milk Collection Systems(AMCS).*
- *More than 8,750 AMC units are installed.*
- *Quality based Payment System for the Milk Producers.*

MyAgriGuru app

- Helps our farmers to know and understand their crop better.
- Farmers can send crop images to MyAgriGuru for a speedy resolution by agriculture experts.
- Success stories, latest technologies and best practices related to the crop
- Weather condition and market price

AGRIWATCH.COM: Customized Agri-Commodities Research

Information collection network of >5 lakh farmers and 25,000 traders

The services include:

1. Value Chain Studies

Track value addition in a commodity from farm-to-fork

2. Sub-Sector Studies

Evaluate the importance of the participants and study the impact of how the subsector performs

3. Consumption Studies

Study of the downstream industries/sectors to understand the disappearance of a commodity

4. Crop Surveys

- Pre-sowing study of farmers' sowing intentions
- Study of crop progress during the growth phase,
- Harvest estimation and yield studies,
- Production estimates based on surveys,
- Satellite mapping and modeling,
- Price-forecasts based on time-series modeling

Conclusion

- Private sector is more aggressive in delivering e-Mediated extension services
- Since the motto is profit maximisation the farmers can harness the potentials of private sector