e- Extension initiatives of NGOs in India

Development of Humane (DHAN) foundation (1997)

- Inayam is the ICT enabled Community Resource Centres supported by Oracle, provided with Computers, Internet, Printers, Web cam and other accessories.

- Improved livelihoods by accessing knowledge services of the CRCs like video conference, offline multimedia content and livelihood specific camps and so on.

- Producing and broadcasting voice SMS for the local communities.

- Voice SMS on livestock management, healthy and nutritious food for women

- Whatsapp group for sharing information on crop diseases, livestock diseases and pests

- Online consultations for health, education, agriculture, animal husbandry, fisheries, and on legal issues.

- Developing Multimedia Content in Local Language for educational use and developing software for agriculture and animal husbandry services.

- Supports Community Radio Stations to design and deploy Radio Programmes

M.S Swaminathan Research Foundation (1988)

- Fisher Friend Mobile App: a DSS for small scale fishers

- Reduction in risk from livelihood asset loss in the event of disaster, increased income per trip, resource saving of fuel, reduced number of fishing days per trip.

- Offers a package of scientific and relevant information in a single window platform.

- In partnership with Oracle started GIS-based forewarning system on pest attack
- About 500 farmers in Tamil Nadu were trained on pest and disease management practices of paddy, brinjal and jasmine.

Phase I: 2007

CDMA

Tamil, English

- Wave height and direction
- Wind Speed and direction
- Potential Fishing Zone
- Market information
- Government schemes
- News Flash

Users: 500

Manual Update: OSF & PFZ

Phase II: 2013

Android up to 4.0 version

Tamil, Telugu, English

- Wave height and direction
- Wind Speed and direction
- Potential Fishing Zone
- Tuna Forecast
- Global Positioning System
- International Border Line
- Danger Zone
- Harbor locations with GPS
- My Tracker
- Market information
- Government schemes
- News Flash
- Emergency Contact
- Helpline

Users: 5000

Auto ported PFZ, Tuna Forecast in CSV from INCOIS

Phase III: 2018

Android up to 8.1 version

Tamil, Telugu, Malayalam, Bangla, Odiya, Kannada, Marathi, Gujarathi, English

- Wave height and direction
- Wind Speed and direction
- Potential Fishing Zone
- Tuna Forecast
- Sea current
- Sea Temperature
- Global Positioning System
- International Border Line
- Danger Zone, Compass
- Multilingual Harbor locations with GPS
- My Tracker
- Market information
- Government schemes
- Emergency Contact
- News Flash
- Helpline

Users: 29000

Auto ported PFZ, OSF, Tuna Forecast, Sea temperature and water current in IDS

Jayalaxmi Agro Tech – Crop specific mobile app in regional languages

- Special hardware Agripole device installed by NGOs for downloading app without internet
- >20 crop Apps are updated on regular basis

- Illiterate farmer can use
- Audio visual content in multiple language
- Reminds on irrigation, firtigation, spray etc
- End to end information every crops
- Guide to use growth hormones, fertilizers and pesticides

- Information on Goat, sheep and diary farming
- Vaccination reminders for Goat, Sheep and Cows
- Provide pricing analytics and break even analysis
- On demand weather reports

Digital Green

- Global development organization empowering farmers to cross poverty line by harnessing the collective power of technology and grassroots-level partnerships.

- To reduce marketing costs, an app was presented for efficient access of markets by aggregating their perishable produce

- Since 2008, facilitated the production and dissemination of more than 5,000 locally relevant videos in more than 50 languages, allowing farmers to share knowledge with one another

- The videos available online ensuring the wisdom captured continues to improve the livelihoods of farmers and their communities

AFC India Limited (1968)

- Customized Farmers' Training & Extension and Online Agriculture Monitoring through application of ICT at Block Level in Uttar Pradesh.
- Services include
  - Broad based consultancy
  - Grassroot project implementation in rural areas
  - Training and capacity building

The technical divisions which take role in providing services are:

  - Agriculture and Water Resources
  - Natural Resources Management
  - Socio-Economic
  - Monitoring and Evaluation
  - External Consultancy
- Each division is equipped with adequate manpower and infrastructure to carry out tasks

Naandi Foundation

- Naandi's efforts from the beginning were to build on the strengths of the adivasi community.

- They have created a facebook page from where the information related to Araku coffee is posted.

- Farmers have started selling coffee through online auction and they are receiving three times more than before.

- 45000 farmers benefit from the sale of coffee.

Indian society of agribusiness professionals (ISAP) (2001)

- NGO with support of Microsoft

Services offered

- ISAP- Community Technology Learning Centres
- ISAP- Query Redress Services
- ISAP- Community Radio Stations

Community Technology Learning Centres

Established in remote villages of Maharashtra to provide training to 4500 farmers and unemployed youth

Working on online weekly price monitoring system of 101 herbal and medicinal plants in 50 marketing centres across country

Query Redress System:

- Provides solutions to farmer's queries pertaining to agricultural practices, problems, productivity improvement, scientific farming and improved technology for production to farming community.

- Queries received via mail, by post and through telephone and responded within 24 hours.

- Currently ISAP receives more than 300 queries per day from farmers of Himachal Pradesh, Madhya Pradesh and Uttar Pradesh farmers, where it runs this service.

Community Radio Stations:

- An effective tool of communication and create platform to share experiences, perspectives and innovations to increase yield and reduce labour

Indian Agriculture Professionals (IAP) on Facebook

1. Has a membership of nearly 229,000 professionals
2. Has an extensive outreach as reflected in the more than half a million likes on its various posts and comments related to a wide range of topics on sustainable agriculture, market access and farming innovations.
3. To cater to localized needs of agri-professionals, ISAP has also promoted vernacular versions of IAP

Conclusion

- NGOs are filling the gaps in the community
- Supplementing and complementing the public extension services
- With ICTs creative services are being offered to stkeholders