

“Uzhavan App” to facilitate Farmers with services of Agricultural Department

As the gamut of World has shrunk to palm level / village level due to e-services, it has become imperative to adopt the same in Agriculture also. Tamil Nadu is a pioneer State at all India level in e-agriculture as the state provides various information required by the farmers instantly. The State Department of Agriculture has established a portal www.tnagrisnet.tn.gov.in during 2010-11 to provide agriculture information service to the farmers of Tamil Nadu and is functioning effectively. The Department of Agriculture is providing basic details of 70 lakhs farmers, Farm and soil status, Advisory to farmers and Availability of Agriculture inputs through this portal which is first time by a state at All India Level.

Lauding the efforts of Tamil Nadu State Department of Agriculture, Government of India honored the state with “National Gold Award for e-Governance” and award money of Rs. 2 lakhs. Further the Department was conferred with the prestigious “Platinum award” of Skotch Organization for excellent and efficient implementation of programme and service delivery.

As a next phase in e-governance of Agriculture Department, a mobile app viz, “UZHAVAN” has been developed by the Agriculture department to facilitate farmers with services of Agriculture Department and important information without the support of computer. This mobile app has been developed in such a way that the holistic services will be provided in both Tamil and English. With this app, 9 types of important services will be provided to the farmers. The details are as follows:

Service 1: Information about Agriculture subsidy schemes of the Government

Information about subsidy provided to farmers and eligibility criteria for availing subsidy under various schemes implemented by Agriculture, Horticulture and Agriculture Engineering Departments.

Service 2: Advance Registration by the Beneficiary

Farmers can register for availing subsidy extended for High value Agriculture Machinery such as Tractors, Power Tillers and Infrastructure facilities such as shade nets, Green house through their mobile without visiting the offices concerned utilizing this service. After registration, the farmers will be provided with seniority number through SMS to their mobile and their registration will be ensured. Facilities have been created to enable all the farmers to avail scheme benefits to this service.

Service 3: Information on Crop Insurance

Being the first initiative at all India level, the Loanee farmers and the Non-Loanee farmers who have insured through CSC's under PMFBY shall ascertain their status of enrolment till disbursement of computer claims due to yield loss. The farmers will be able to know the status by registering their phone number or land survey number given at the time of enrolment under PMFBY.

Service 4: Information about availability of fertilizers

Farmers can ascertain the availability of major fertilizers on real time basis in 11980 co-operative and private fertilizers shops functioning in Tamil Nadu and purchase crop specific fertilizers from nearby sales centre. This would maintain transparency in fertilizer distribution.

Service 5: Information about seed availability

Farmers can comprehend about the availability of seeds in Government and Private depots nearby to their locality on real time basis. The farmers can ascertain the crop wise, variety wise availability of seeds in 880 Government AEC's functioning under the control of Agriculture Department and 8400 private centres then and there. The Farmers can contact the concerned Manager of the centres to purchase required seeds without hassles as the mobile numbers and Address would be provided through this service.

Service 6: Farm Machinery Custom Hiring Centre

Farmers resorting to Farm machinery are increasing due to dearth of agriculture labours. This app will enable the farmers to hire Agriculture Machinery from 76 custom hiring centres of Agriculture Department and 625 private centres functioning in Tamil Nadu. As the contact numbers of concerned centres have been given, Farmers can ascertain the availability of Farm Machinery on a specific date, hiring rate and get benefitted accordingly.

Service 7: Information on Market price of Agriculture Commodities

About 277 Regulated markets are functioning throughout Tamil Nadu to enable the farmers to get remunerative price for their produces. Daily, the farmers can comprehend market prices determined on auction basis in these Regulated markets on real time basis. The farmers can sell their products in the Regulated Market where the market price fixed is high and get benefitted.

Service 8: Advisory Bulletin based on weather forecast

Farmers can decide upon important Agriculture activities such as raising Nursery, Fertilization, Irrigation, Harvest, Drying of produces based on four days forecast on Rainfall, Wind and other important weather status in their areas. This app will provide weather advisory bulletin for four days.

Service 9: Fixed schedule visit by Agriculture Extension Functionaries

The Tamil Nadu State Department of Agriculture has formulated a fixed schedule of visit to villages so as to have a direct interface with the farmers by the Agriculture Department extension workers and implements successfully at All India Level. As per this scheme, each of the 2500 Extension workers are visiting farmers of villages allotted to them twice in a month.

In order to expedite the Agriculture Extension services provided to farmers, the name of the concerned AAOs, mobile number, visiting date of the officers as per the fixed schedule, visit can be known through this mobile app. This will not only help the farmers to keep abreast of Agriculture technologies but also strengthen the bonding between the farmers and extension officers.

The "UZHAVAN" mobile app encompassing the above said 9 important basic services can be downloaded by the farmers from **Google Play Store** in their mobile and get benefitted. At present, as various telecommunication service provides including Jio phone, BSNL, AIRTEL, VODAFONE, AIRCEL are providing mobile network services at a lesser cost, Farmers can avail all required extension services through "UZHAVAN" mobile app. It is expected that the farmers will use this services effectively and thereby increase their income.

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