

## KISSAN

KISSAN Kerala – is an integrated, multi-modal delivery of agricultural information system, which provides several dynamic and useful information and advisory services for the farming community across Kerala. KISSAN Kerala is one of the leading citizen centric e-governance project of the Department of Agriculture, Govt. of Kerala. The project was conceived, designed, developed and implemented by Indian Institute of Information Technology and Management-Kerala. The basic objective of this project is to provide "**Right Information** to the **Right**

**Person(s)**

at

the

**Right Time**

in the

**Right Place(s)**

and in the

**Right Context"**

dynamically using a combination of advanced technology portal, Television based mass media programs, telephone based call centre, Mobile SMS based advisory and broadcast service, dedicated online agri video channel provides video on demand service etc, which, involves effective collaboration of experts from key organizations for effective information delivery and knowledge empowerment on demand seamlessly to all farmers in Kerala.

The core deliverable and achievements of the project is an integrated multi-component, multi-modal delivery of Agriculture Information Services system that is accessible anywhere anytime by all concerned. The major services of the project are

**Online agri advisory service :** The dynamic portal based online Advisory services ( [www.kissankerala.net](http://www.kissankerala.net)

) is a major hit of the project. The portal provides an online platform for the farmers to interact with the expert's scientists and agricultural extension officers in an interactive way. The portal also provides several dynamic advisory services like market information, weather and crop advisory, expert system on fertilizer recommendation and so on. Through the online query management system, the experts in the project have answered more than 18000 queries of the farmers. Through the online fertilizer recommendation system, the farmers have generated more than 35000 online fertilizer recommendations (in local language) for their preferred crops.

**Kissan Krishideepam :** A weekly Agriculture Television program - in local language that provides selective information dissemination of best practices, success stories, departmental news, news on various schemes, market analysis, cultivation methods, analysis of current issues, etc. Care has been taken to ensure that KISSAN Krishideepam is authentic and totally

produced in-house by agricultural and media experts. The project produce and telecast a weekly television program (30 minutes duration) and telecast three times over the leading satellite channel (Asianet) in Kerala. The program now reaches to more than 48 lakhs regular viewers across the state and beyond. The project has completed the production and telecast of 350 unbroken weekly episodes during the last 7 years.

**Online Agri video Channel :** The project has launched the country's first online video channel in Agriculture. More than 150 selected videos (telecast quality) were made available through the channel. This becomes a single window access to all the agriculture and allied topics for continuous learning for the farmers at free of cost. ([www.youtube.com/kissankerala](http://www.youtube.com/kissankerala)).

**Tele Advisory Services :** The project also provides telephone based Agri advisory services through a dedicated telephone number (0471-2700965) for the farmers. The farmers can ask any questions to the agricultural scientists and seek expert advice for their crops. As part of this service, the project has developed an extensive crop database across the state to provide location specific advisory services.

**KISSAN Mobile based advisory:** – KISSAN has launched its integrated mobile application and platform to provide text, voice and video based contents for the farmers through PUSH and PULL methods. Several useful information services are being offered through mobile platform.([www.kissankerala.net/mobile](http://www.kissankerala.net/mobile))

The key feature of KISSAN is the services delivery model that makes available to the experts from any agriculture related organization any mix or all of the above modes of communications to reach timely and effective assistance to farmers anywhere in the state. KISSAN is becoming a role model for IT facilitated or e-extension services delivery in Agriculture.