

Answer to the Lok Sabha question no. 4754

e) Weather it is a fact that over thirty two crore agriculture based advisories were sent to the farmers by Government , if so the details thereof;

- In an official release in the NIC website ([http:// pib. nic. in/ newsite/ PrintRelease. aspx?relid=106905](http://pib.nic.in/newsite/PrintRelease.aspx?relid=106905)) by the Ministry of agriculture Government of India on 18-July-2014 12:07 IST stated that More than 115 crore SMS advisories have been sent to over 70 lakh farmers in the last one year by the SMS Portal for Farmers. (copy attached)
- The SMS Portal developed by Department of Agriculture and Cooperation is Possibly the biggest-ever initiative in m-Governance, this service has been used by 2660 experts and officers so far for giving information/services/advisories to farmers by SMS in their language, preference of agricultural practices and location. Over 78 thousand advisories have been issued till date.
- Farmers can receive SMS messages on matters of their choice by registering through the Kisan Call Centre (ie by dialling the toll free number 1800-180-1551) or through the web (<http://farmer.gov.in/AdvS/WebRegistration/WebReg.aspx>). This service can also be availed through the Common Service Centres and local agricultural offices.
- The messages are being sent in 12 different languages based on easy phonetic typing.
- 78,618 advisories have so far been sent from different levels and 43.56 crore farmers (farmers receiving multiple messages are counted more than once) have received these messages.
- Though there are about 40 crore mobile telephone connections in rural areas, internet penetration in the countryside is still abysmally low (in single digit percentage). So, mobile telephony is the most effective tool having pervasive outreach to nearly 8.93 crore farm families.