



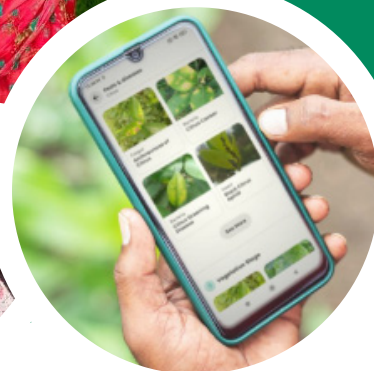
NIBIO  
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BIOECONOMY RESEARCH



# FARMERS FRIENDLY DIGITAL TOOLS

Farmers-friendly Digital tools are being used in the Village Knowledge Centre and Virtual Village Knowledge Centres (VVKCs) in upscaling project for Capacity building and Knowledge Management

A felt need of farmers is the timely availability of value-added information on Climate Resilient Agriculture, technology, weather forecasts, market opportunities, crop health advisories, etc. Regular extension services are not sufficient to meet the farmers' requirements. Modern Information and Communication Technologies provide opportunities to overcome this gap and deliver the right information at the right time.



## Farmers Helpline Services

Farmers can call the helpline numbers whenever they have queries related to their farm issues. They will be connected with suitable experts, and their queries will be addressed.



## Phone-in-Programme

This is a two-way interaction between farmers and experts over the phone at a scheduled time. Farmers can seek clarifications, advisories, and relevant information directly from experts.



## Mobile-based Audio Advisory (Voice SMS)

Voice SMS provides farmers with location-specific, need-based information and Farmers receive the voice call to their mobiles at their convenient time.



## Video-based Learning

Farmers gain skills and knowledge through need based videos on agricultural practices. These videos are screened at convenient places for easy learning.



## Video Conference

Video conferencing enables live audio-video interaction between farmers and experts where internet is available.



## Audio Conference

An audio conference allows multiple farmers to interact with experts at the same time over a phone call.



## Farmers WhatsApp group

Farmers WhatsApp-based advisories” providing agricultural information, guidance, and alerts to farmers through WhatsApp messages (text, audio, video, or images



## Digital and On-line Plant Clinics

Plant clinics connect farmers with experts both online and offline to address plant health issues. Farmers receive suitable advisories for their plant health problems



## Plantix App

Plantix is a mobile advisory app that diagnoses plant diseases and damages from digital images. It also provides recommendations for crop management and protection.



## CABI Bio-Protection Portal

This is a free tool that promotes awareness and use of biocontrol and biopesticide products. It supports farmers in adopting eco-friendly solutions for managing pests and invasive species.



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