Category	: International Rice Research Conference
Select Theme	: Disruptive technologies and innovations
Endorsement email	:
Keyword 1	: Mobile advisory technology
Keyword 2	: Digital farming
Keyword 3	: Artificial intelligence/computer learning
Title of Entry	: NRRI 'riceXpert': An Android app decision support tool for smart rice farming
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Select only one type of presentation	: 15 minute oral presentation

Abstract: Technology has always been an important factor behind development. In India, technology shows its trace in the smallest of villages. This spread of technology has facilitated development at basic levels with the help of Information and Communication Technology. With the enhanced operating systems and small processor-based phones, the mobile world has now become a Smartphone world. In India particularly, in the past 2-3 years, there has been a rise in this low-cost segment of Smartphone. With the increased use of Smartphone around the world, there has been enormous application development serving a large number of operations. Keeping in view the multifold benefits of mobile app, the ICAR-National Rice Research Institute (NRRI), Cuttack, India has developed a mobile App 'riceXpert' in bilingual (English and one regional language i.e., Odia) during May 2016 to reach the latest rice technologies to the farmers in real time basis. The riceXpert app is designed and developed in Android platform which is compatible with the Android version 4.0.3 and above smartphone. This app provides real time diagnosis of insect pests, diseases, nematodes, weeds, nutrient deficiencies and toxicities to farmers. The App has other features like rice varieties, agricultural implements, news, expert consultation through e-advisory services module, weather information and customized Pest Solution and Fertilizer Calculator etc. Farmers and farm women can use this App as a diagnostic tool in their rice fields and also make customized queries through text, photo or voice and that would be addressed by panel of experts on real time basis and get quick solution along with recommendations of their problem through SMS. This app also provides platform for the farmers who have no organized way to sell their products. More than 15000 users covering different countries viz., India, Ghana, Vietnam, Philippines, Cambodia, Indonesia, Russia, Nigeria, France, Canada etc. have downloaded the app and being used by them. More than 1000 queries have been received from the Indian users through e-rice advisories module of the app and the queries are being addressed by the panel of experts and the solutions are being sent to them through SMS.

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