

Category	: International Rice Research Conference
Select Theme	: Sustainable and equitable farming systems
Endorsement email	:
Keyword 1	: Nutrient management
Keyword 2	: Soil and soil health
Keyword 3	: Advisory systems
Title of Entry	: Strengthening the agri-extension channel on use of digital agro-application to improve soil health, farm productivity and profitability
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Select only one type of presentation	: 15 minute oral presentation
Abstract	: In Odisha, 53% of the farmers fall under small and marginal category with limited knowledge on advanced techniques in agriculture. Different extension approaches have been used in the past to bridge the knowledge gap that exists between researchers and the growers and it has been realised that a pluralistic approach delivers most effectively. Since last decade, ICT in agriculture is widely being used as a tool of intervention in disseminating advanced knowledge. IRRI is using Rice Crop Manager, an ICT tool to improve the crop management practices in South Asian countries. In Odisha, after successful evaluation of this tool, since 2016, it is being disseminated widely and till date around 70,000 farmers have been benefitted. The extension channel of State agricultural department is the most robust and widespread in the State and IRRI is investing in capacity development of the extension functionaries to operate the tool, interview the farmers and transfer the RCM advisories in a printed one-pager format. RCM kiosk with ICT devices has also been established at every block office to act as one-stop solutions for RCM recommendations. IRRI has partnered with many leading NGOs in the state symbiotically where the experts from IRRI are helping the NGOs in expanding their knowledge base on rice farming and at the same time IRRI is using the NGO's capacity to mobilise and motivate farming community in adopting better crop management practices through RCM. Input dealers enjoy a large number of footfalls of farmers as farmers visit them both for purchase and advices. So a pilot has been started to use them as a centre for dissemination of RCM recommendations. IRRI has collaborated with IFFCO Kisan for sending crop advisories through SMSes and voice calls. IRRI, through its research-backed innovative ways of using ICT to deliver the scientific findings to the farming community is working towards exploring, strengthening and establishing a mix of

agri-extension channels in the agricultural system, to ensure the sustainability and scalability of RCM.

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