Digital Agricultural Strategies: Best Practices
&
Rice Knowledge Management Portal

Shaik N. Meera
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ICAR- Indian Institute of Rice Research
Hyderabad
Agriculture is information intensive

- Large Numbers - Farmers, Organizations, Personnel
- Complex systems of NARES institutionalized and interlinked
- Administration of development process, credit, agribusiness and market related activities are complex domains in agriculture
- Inherent vulnerabilities and instantaneous response to socio economic transformations
- Shifts in international and domestic policies
## Overview of Digital Tools Need

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Source</th>
<th>% of hhs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Participation in Training</td>
<td>0.9</td>
</tr>
<tr>
<td>2.</td>
<td>Krishi Vigyan Kendra (KVK)</td>
<td>0.7</td>
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<tr>
<td>3.</td>
<td>Extension worker</td>
<td>5.7</td>
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<tr>
<td>4.</td>
<td>Television</td>
<td>9.3</td>
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<tr>
<td>5.</td>
<td>Radio</td>
<td>13.0</td>
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<td>6.</td>
<td>Newspaper</td>
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<td>7.</td>
<td>Village fair</td>
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<td>8.</td>
<td>Government demonstration</td>
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<td>9.</td>
<td>Input dealer</td>
<td>13.1</td>
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<td>10.</td>
<td>Other progressive farmers</td>
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<td>11.</td>
<td>Farmers’ study tour</td>
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<td>12.</td>
<td>Para-technician / private agency / NGO</td>
<td>0.6</td>
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<tr>
<td>13.</td>
<td>Primary cooperative society</td>
<td>3.6</td>
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<tr>
<td>14.</td>
<td>Output buyers / food processor</td>
<td>2.3</td>
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<td>15.</td>
<td>Credit agency</td>
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<td>16.</td>
<td>Others</td>
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<td>17.</td>
<td>Any Source (all of the Above)</td>
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Overview of Agri Extension System Players

State/ Nation Level
- KVK system/ZPD
- State Dept. Agri
- NGOs (like DG)
- SAU/ICAR Research
- Credit Instt/ Banks
- Private Input Dealers/ Firms
- Processing/ Millers Market agencies
- Others/ mass media/ mobile phony

District Level
- Includes ATMA
- District centres
- Field staff

Village Level
- KVK Field person
- Krishi Sathi
- But.. Content inadequacy

Service oriented only
Disruptive ICT Trends

Mobile/Cloud Computing – smart phones, wearables, incl. Sensors

Internet of Things – everything gets connected in the internet (virtualisation, autonomous devices)

Location-based monitoring - satellite and remote sensing technology, geo information, drones, etc.

Social media - Facebook, Twitter, Wiki, etc.

Big Data - Web of Data, Linked Open Data

High Potential for unprecedented innovations!
<table>
<thead>
<tr>
<th>Type</th>
<th>Name of ICT project/programme</th>
<th>Major Objectives</th>
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</thead>
<tbody>
<tr>
<td>Internet enabled Computer Centres (Kiosks/Knowledge Centres/Common Service Centres/Telecentres)</td>
<td>Akshaya e-learning centres, Warna Wired Village Knowledge Centres e-Choupal Knowledge Share Centres Common Service Centres Byrraju Foundation</td>
<td>Dissemination of information on agricultural technologies, climate, prices, government programmes, schemes, e-literacy etc</td>
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## Overview of Digital Tools

### Portals

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<tr>
<th>Type</th>
<th>Name of ICT project/programme</th>
<th>Major Objectives</th>
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<tr>
<td>Portals</td>
<td>Rice Knowledge Management Portal AGRISNET, Department of Agriculture and Cooperation (DACNET), I-Kisan, Agriwatch, AGMARKNET, Karshaka Information Systems Services and Networking (KISSAN), India Development Gateway, Agriwatch, AGMARKNET, Agropedia, e-Krishi (IT Mission Kerala)</td>
<td>Providing users with information on varieties, cultural practices, plant protection practices, prices, advisory services, E-commerce- Linking producers to traders/consumers In few cases, on-line query management etc</td>
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## Overview of Digital Tools
### Problem Solving

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<th>Type</th>
<th>Name of ICT project/programme</th>
<th>Major Objectives</th>
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<tr>
<td>Call centres</td>
<td>KISAN Call centres</td>
<td>Providing instantaneous information on technological solutions, problem solving through consultation with experts, legal counselling</td>
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<td>IKSL</td>
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## Overview of Digital Tools

### Mobile Phones

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<th>Type</th>
<th>Name of ICT project/programme</th>
<th>Major Objectives</th>
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<tr>
<td>Mobile Phones</td>
<td>Reuters Market Light (RML), IFFCO; Tata m-Krishi), Fisherman advisory services by MSSRF Airtel Maharashtra (activating sprinkler irrigation with Mobile)</td>
<td>Dissemination of information on technology, weather, prices of commodities in different markets, crop and animal husbandry advisory services, government schemes</td>
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## Overview of Digital Tools
### Community Radio

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<td>Community Radio</td>
<td>Community Radios run by KVKs, NGOs etc (e.g.: Sangham Radio, Kongu FM radio, Mandakini ka awaaz, Krishi Community)</td>
<td>Wide range of information on rural life, agriculture, forests, health, handicrafts etc. Greater scope for issues on sustainability as the ownership is with the community.</td>
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## Overview of Digital Tools

### Video

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<th>Major Objectives</th>
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<tr>
<td>Video</td>
<td>Digital Green, Video SEWA (Self Employed Women’s Association)</td>
<td>Information dissemination, advocacy, communication, training, capacity building, mobilisation, distance education</td>
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## Overview of Digital Tools
### Digital Photography

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<th>Type</th>
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<th>Major Objectives</th>
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<tr>
<td>Digital Photography</td>
<td>e- Sagu, e-Seva and e-Velanmai in Andhra Pradesh and Tamil Nadu</td>
<td>Information dissemination</td>
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<td>Training</td>
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<td>Problem-solving</td>
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<td>Advisory support</td>
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## Overview of Digital Tools

### Choupals

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<th>Type</th>
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<tr>
<td>Integrated Services of Private Sector</td>
<td>Mahindra Samriddi Centres E-choupals of ITC</td>
<td>One stop shops for information and services</td>
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</table>
### Overview of Digital Tools

#### Facilitation Tools – Land Records / Health

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<tr>
<th>Type</th>
<th>Name of ICT project/programme</th>
<th>Major Objectives</th>
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</thead>
<tbody>
<tr>
<td>Land Records</td>
<td>Bhoomi, Bhuchetana</td>
<td>Essential Services – Land records</td>
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<td>Bhurekha (Kerala)</td>
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<td>Bhubharathi (CARD-AP)</td>
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</table>
Overview of Digital Tools
Facilitation Tools – Multi-layer Decision Making

Characterization - Bihar Flood Prone Districts

Red Hatched area remained water logged from 3 Aug 09 to 15 Sep 09 (43 days)

Yellow - District boundary, Pink - Block boundary
Digital Agriculture Innovation System
Interventions

- Introduction to ICT in agricultural development
- Making ICT Infrastructure, appliances, and services more accessible and affordable in rural areas
- Mobile devices and services and their impact on agriculture and rural development
- Gender-equitable, ICT-enabled agricultural development
- Increasing crop, livestock, and fishery productivity through ICT
- ICTs as enablers of agricultural innovation systems
- Broadening smallholders’ access to financial services through ICT
- ICT application in farmer organizations
- Strengthening agricultural marketing with ICT
- ICT applications for smallholder inclusion in agribusiness supply chains
- ICT applications for agricultural risk management
- Improving food safety and traceability while empowering smallholders through ICT
- Strengthening rural governance, institutions, and citizen participation using ICT
- ICT for land administration and management
- Inventory management with ICT
- GIS and RS application in agriculture
Digital Strategies: Components

- ICT innovations & Technology
- Challenges to ICT innovations
- Capacity
- Content
- Partnerships
- Intermediaries
Digital Agricultural Strategies..Shaik N.Meera 2016

Information Systems
CMS/ DSS/MIS/GIS

High Impact Digital Extension Knowledge

Modeling Solutions

Access to Credit Insurance
Sowing
Input Management
Water & Fertilizer Management
Pest Management

Pre Production
Production

Digital Innovation System

Post Harvest

Land
Weather
Processing
Packing
Transportation
Marketing

Sensory and Proximity Devices UAV
Digital Networking Solutions
E commerce / M commerce

Kenya
Farm Drive
SACCO
Northern Uganda
10,000
MOBIS
ENSIBUCO
Eco Farmer
Service
Zimbabwe

Post Harvest
Information Systems
CMS/ DSS/MIS/GIS
High Impact Digital
Extension Knowledge
Modeling Solutions

Digital Innovation System
Pre Production
Land Selection
Crop Selection
Food Processing
Packing
Transportation
Marketing
Pest Management
Water & Fertiliser
Management
Input Management
Land Preparation
Sowing
Access to Credit
Insurance

Sensory and Proximity
Devices UAV
Digital Networking
Solutions
E commerce / M commerce

Ghana
Climate Smart
Messages
CCAFS

Kenya
Farm Drive

Shaik
N.Meera
2016
ICRISAT Digital Design

Kenya Tangaza Pesa

Zoona e-vouchers Zambia, Malawi, Mozambique Zimbabwe 1 million vouchers

Digital Agricultural Strategies..Shaik N.Meera 2016
Thank you
RICE KNOWLEDGE MANAGEMENT PORTAL
Significant interventions

- First national level one stop shop for agricultural knowledge in India
- Synergy of semantic web technologies and rice knowledge
- Harnessing existing AICRIP set up through Knowledge Management Tools
- In built sustainability
- Largest database of location specific content in usable format
- 24x7 learning opportunities in local languages in modular format.
- Transmitting online content through offline delivery mechanism
- Transmitting offline content through digital means
Rice researchers across the world can access, share, discuss research data, themes, tools & knowledge for better rice science!

- Data repository of 27000 Datasets & AICRIP Intranet
- Rice Vocs - 2773
- Research Fora - To capture implicit knowledge from individual experts in rice research and development institutes
- Bio-informatics tool
- Guidelines
- Directory of Rice Researchers
- Tools and techniques
- E-Books/ E-Manuals - 28
- Rice State wise - 17
- Research Themes - 21
- India Rice Research Repository
- History of Rice Breeding
- Rice Research in India
AICRIP Intranet (www.aicrip-intranet.in)

Data sharing MIS for AICRIP centers

The Rice Pathology Programme of the Directorate of Rice Research provides an effective strategy for coordinated state agricultural universities, national institutes, and departments of agriculture, agrochemical companies in the country. The objectives of the programme are:

- To accelerate genetic improvement of rice for resistance against major diseases occurring in different ecosystems in the country.
- To provide a testing mechanism to assess the advanced breeding lines over a wide range of climatic, cultural, soil and disease epidemic conditions.
- To identify broad spectrum of resistance to major rice diseases.
- To monitor and evaluate the genetic variation of rice pathogens.
- To monitor the prevalence of diseases in the country.
- To develop need based disease management methods.
- To identify production constraints in different ecosystems.

To achieve these objectives, under coordinated plant pathology programme every year more than 15 trials are conducted at 53 locations (including both funded and voluntary centers) on host plant resistance, field monitoring virulence of blast and BLB, disease observation nurseries and disease management methods.

Production Oriented Survey (POS): In addition to the Plant Pathology coordinated trials, the concerned plant pathologists from most of the centers will take the lead to conduct production oriented survey in every year. Production oriented survey (POS) provides the information on different aspects of rice cultivation and farmers practices during cropping seasons. In the last decade almost 23 AICRIP centers in 17 states were involved in collecting such information and the states included viz Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Haryana, Jammu and Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Orissa, Punjab, Tamil Nadu, Tripura, Uttar Pradesh and West Bengal. The system also included the scientists of Directorate of Rice Research and its cooperating centers located in different ecosystems.
Welcome to the Data Repository of RKMP!

RKMP believes in the data-information and knowledge transformation continuum. We bring to you a huge database of about 27000 datasets related to AICRP multi-location trials conducted for last 45 years across the country.

With effective tagging based on disciplines, year, season in searchable pdf format, the RKMP is catering to data requirements of rice researchers of the country.

The Directorate of Rice Research continues its multi-location All India Coordinated Rice Improvement Programme (AICRP) with active partnership of 47 funded cooperating centers affiliated to State Agricultural Universities (SAUs), State Department of Agriculture and other Research Institutes of ICAR. Besides, over 50 voluntary centers participate in this multi-location testing program. AICRP with its 45 years of useful existence has contributed significantly in overall rice production front which has ensured food security for the country.

It is the data about these lines and their performance that can make a difference, if used and reused effectively.

Happy browsing!
Extension Domain caters to the rice extension professionals: to access, share, discuss, update the location specific rice knowledge towards excellence in extension services!

- Production know How - 1186 topics
- Package of Practices - 1849 topics
- Recap sheets
- Weed Management and Weed Information System
- Indigenous Technical Knowledge
- Frontline Demonstrations
- Farmers Innovations
- Fertimeter

- Diagnostic tools
- Digital Photo Library - 522
- Spot Nearest Research/ Extension office
- Concept Maps
- Government Schemes - 75
- Extension Methods - 68
- FAQS - 459
- Protection Concerns of the month
Welcome to Image driven Rice pest and disease diagnostics

Welcome to the exciting completely image driven rice pest and disease diagnostic tool. This has been designed to help extension workers, farmers and other stakeholders in identifying the field problems they face in Indian rice fields. The diagnostics is basically...
Select Stage of the Crop

From sowing to transplanting - duration approximately one month
The nursery stage is period from seed germination to formation of five leaves before tiller initiation and transplanting. Healthy Nursery looks uniformly green with good growth and plant stand without any visible symptoms of stress. You can achieve this by selection of right variety, good quality seed, proper land preparation, water management and fertilizer management.

Select the Symptoms

Longitudinal white streaks or scrapings on leaf
Does your observations correspond with the following?

- Longitudinal white streaks or scrapings on leaf
- Black spots on leaves
- The flat white grubs tunnel below the leaf surface like leaf miners

If yes, click here. If not see below and click on relevant image.

The symptoms may be confused with the following:

- White scrapings on leaf due to feeding
Hispa (Know more about this pest)

Scientific Name: *Diciadispa armigera* (Olivier)

- Longitudinal white streaks or scrapings on leaf
- Black spiny metallic beetles feeding on leaves
- The flat white grub channel below the leaf surface like leaf miners

**Diagnosis**

1. Translucent white patches that are parallel to the leaf veins similar to that of leaffolder blue beetle and case worm damage
2. Can be differentiated by absence of leaf folds and presence of spiny black metallic beetles feeding on the upper surface of leaves
3. White, grub like larvae are seen mining through leaf tissues

**Manage the Pest**

**What to do?**

Spray quinalphos 25EC @ 2000 ml/ha or monocrotrophos 36 WSC @ 850 ml/ha or chlorpyriphos 20 EC @ 1500 ml/ha

**When to do?**

Insecticide interventions are required only when hispa population exceeds 2 adults or larvae per seed bed.
Farmers domain is a platform for the rice farming community to access, share, discuss, update the location specific rice knowledge in local languages!

- Production know How - 1362 topics
- Package of Practices - 1795 topics
- Weed Management - 254 topics
- Farmers Innovations

- Audio- Video Gallery - 1558 & 29
- Digital Photo Library - 522
- Experts Answers on Rice
- Government Schemes - 91
रासायनिक समूह के आधार पर

24 Aug
Contributed by rkmp.drr on 24 Aug, 2011

रासायनिक समूह के आधार पर

- एक्सिटेंस
- एमिड्स और एसिटामिड्स: जैसे एलेक्ट्रो और बुलेटरर
- असेंसिक्स
- बुंदोक्स्स और फिनाइल एसिटेट्स
- वाइनिट्झिलिमस
- कार्बनाइट्स और कार्बनाइट्स
- डाइनाइट्रोएमिलाइस: जैसे ऑक्टाइन, पेनिमिमेलिस, ट्रिक्सुएरिन
- डाइफिनाइट्झर: जैसे नाइट्रों, ऑक्सीफोलोरेक्टर
- नाइट्रोस
- प्रैक्स
- प्रैक्सीएमिद्स: जैसे 2.4-डी
- पिरिटिझोम
- बायोकार्बेट: जैसे इंसियोइमिक
Select the State

Uttar Pradesh

Andhra Pradesh
Assam
Bihar
Chhattisgarh
Haryana
Jharkhand
Karnataka
Maharashtra
Manipur
National
Orissa
Punjab
Tamilnadu

Uttar Pradesh
West Bengal
Meghalaya
Uttarakhand
Tripura
Kerala

Upload content with single click
Service domain is a platform to keep the rice stakeholders informed of trade and weather for better decisions in rice enterprises

- Trade Know How
- Weather information

Rice Stats

*to provide the timely and accurate rice statistics for the rice policymakers*

- Rice Almanac
- GIS Maps
Trade Information System (www.tis.rkmp.co.in)

Why Trade Information System?
Rice is one of the largest agriculture export items from India. A decade ago, India used to export only Basmati rice. Non-Basmati rice has also become a major item for export, registering a steady upwards trend in recent years, but, in monetary terms, the basmati varieties bring in more foreign exchange than non-basmati varieties of rice. A tremendous demand for basmati rice in the international markets has seen the country’s basmati rice exports increased from about USD 470 million in 2000-2001 to about USD 1900 million during 2008-09.

About Rice Knowledge Management Portal
In the changing scenarios and shifting paradigms, Indian Council of Agricultural Research (ICAR) wishes to be the global leader in promoting the use of Information and Communication Technologies (ICTs) in agriculture by developing national level knowledge management portal. As a first step towards achieving this objective, an exclusive portal on rice viz., Rice Knowledge Management Portal (RKMP) is being developed by ICAR under the prestigious NAIP project. The portal is being built by the Directorate of Rice Research in association with 8 consortia, two convergent and 20 AICRIP partners. This will serve as a backbone for rice sector in sharing rice knowledge through latest ICT tools including mobile telephony. It will also help Ministry’s ongoing activities in reaching out to the farmers with most effective extension advisory services.
### Food Safety Regulation

#### Rice Knowledge Management Portal

#### Food Safety Regulation

<table>
<thead>
<tr>
<th>Country</th>
<th>Food Laws</th>
<th>Labeling Requirements</th>
<th>Packaging and Container Regulations</th>
<th>Food additive Regulations</th>
<th>Pesticides and other Contaminants</th>
<th>Other Regulations and Requirements</th>
<th>Other Specific Standards</th>
<th>Copyright and/or Trademark Laws</th>
<th>Import Procedures</th>
<th>Government Regulatory Agency Contacts</th>
<th>Other Import Specialist Contacts</th>
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<td>Argentina</td>
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### Market-wise Daily Report On 17/02/2014

**Commodity: Rice**

<table>
<thead>
<tr>
<th>Market</th>
<th>Arrivals (Tonnes)</th>
<th>Origin</th>
<th>Variety</th>
<th>Minimum Price (Rs./Quintal)</th>
<th>Maximum Price (Rs./Quintal)</th>
<th>Modal Price (Rs./Quintal)</th>
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</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
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<td>NR</td>
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</table>
General domain for the house-makers, children, students & the general public to know about rich history, culture, facts, recipes, value products, news & events of rice!

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<thead>
<tr>
<th>History and Evolution of Rice</th>
<th>Rice Facts</th>
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<tbody>
<tr>
<td>Rice in Human Nutrition -61 recipes</td>
<td>News and Events</td>
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<tr>
<td>Virtual Rice Resources</td>
<td>Virtual Tours -20</td>
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<tr>
<td>Rice in Indian Culture</td>
<td>User Surveys</td>
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<td>Rice End Products -12</td>
<td>Feed Aggregator</td>
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<tr>
<td>Seed Availability</td>
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</table>
Multi-dimensional e-learning platforms for providing online learning opportunities!

- Learn Rice and Learn Rice – Moodle
- A total of 20 e-courses are available

Some E-Learning courses..
- SRI
- Hybrid Rice Production
Innovations in technologies and processes

- Semantic portal with 2500 terms tagged
- Harnessing the existing AICRIP set up with ICTs
- Multiple delivery mechanisms
- Rice check program: Vast knowledge available in the portal is brought under 9 specific checks
- Offline CDs / Mobile apps for real-time tools like Diagnostic tool & Fertimeter
Knowledge Management Portal – Processes defined

- Knowledge flows and Information needs
- Identify workflows and functional requirements
- Benchmarking
- Involvement of Organizations / stakeholders
- Design features
- Information Architecture
- Content Development strategies
- Offshoot applications / Platforms
- Main Portal Development
- Capacity building
- Pilot and refine
- Institutionalize
Success stories

FAO – APAARI Success Story

The success story has highlighted about the
- How can users contribute to RKMP?
- Interactivity and ease of users
- Best usage scenarios
- User experience and how RKMP has influenced their life
Thank you