

**Title:** Awareness Program for Farmers on "Use of ICT Technologies for Effective Farming & Marketing".

**Date:** 24<sup>th</sup> February 2023

**Venue:** Ajmal Adarsha Jatiya Vidyalaya, Akashiganga, Tapatjuri, Hojai, Assam.

**Report:** A day long awareness programme on "Use Of ICT Technologies For Effective Farming & Marketing" has been organized by NIELIT, Guwahati in association with Nazir Ajmal Memorial College of Education, Hojai on 24/02/2023 with the objective to familiarize the farmers of Akashiganga, Hojai regarding the usage of ICT technologies for effective farming and marketing. The inaugural session started with a welcome speech by the Principal of Ajmal Adarsha Vidyalaya, Akashiganga, Mr. A.F Imran Hussain Mazumdar who thanked all the farmers for attending the awareness programme. He introduced Mr. Nabajyoti Goswami and Mr. Ranjan Kumar Deka, faculties from NIELIT, Guwahati to all the farmers present in the programme and asked both of them to initiate the programme. Mr. Nabajyoti Goswami started his presentation with introduction of the website viz., [www.weather.com](http://www.weather.com), where he explained about how to check the weather of a certain place as well as how to check the updates of various weather conditions. He explained the farmers about how to find a place or location by using the Google Map in mobile or laptop/desktop. He explained the importance of various farmer's application and website like

- ✓ Farmer's Portal i.e. <https://farmer.gov.in/>
- ✓ Axom Sarkar Krishi, Udyaan Hosyo Bibhag website i.e. <https://diragi.assam.gov.in>
- ✓ Website like <http://mkisan.gov.in/>
- ✓ Krishi aaru Krishak Kalyan Bibhag, Bharat Sarkar website i.e. <https://agricoop.nic.in/>
- ✓ Axom Krishi Vishwavidyalaya website i.e. <https://www.aau.ac.in>
- ✓ Website like <https://pmkisan.gov.in/>

Mr. Goswami mentioned about the Kissan Call Center: Toll free Helpline numbers for farmers. He gave the toll free number i.e., 18001801551 which would help the farmers for getting the replies of their queries in different 22 local Indian languages.

Mr. Goswami also mentioned about the Pull SMS and Push SMS services provided by mKisan. He also told the farmers how to get registered in the mKisan for the SMS service. Following are the ways of registering-

- ✓ Web Registration at <https://mkisan.gov.in/wbreg.aspx>
- ✓ Call Centers (KCC)- by calling on Toll Free number- 18001801551
- ✓ Sending SMS at 51969 or 9212357123
- ✓ Common Service Centers (CSCs)
- ✓ State/District or block agriculture offices.

After a short tea break, Mr. Ranjan Kumar Deka started to explain about the various mobile application useful for farmers. He opined that every farmer should go for registration under mkisan as it provide various free of cost and royalty free applications. Some of them are as follows-



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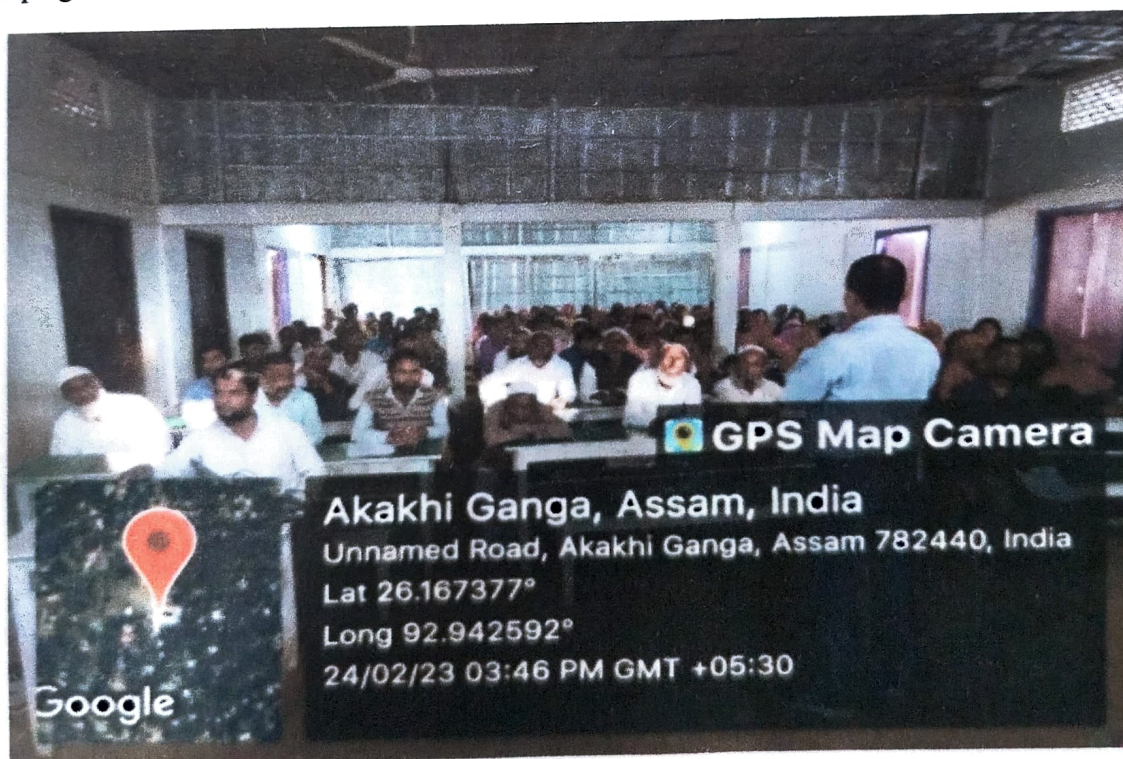
1. Kisan Suvidha
2. Pusa Krishi
3. MKisan Application
4. Crop Insurance of India
5. Pashu Poshan
6. Digital Mandi India

He also mentioned about the UPI based online payment. He insisted the farmers to use the BHIM(Bharat Interface for Money) for various online money transactions.

Mr. Goswami and Deka together told about the usage of Social Media platforms like facebook, whatsapp, telegram, etc for marketing of various agricultural products. Mr. Deka explained about how to go for land record by using portal like Integrated Land Records Management System by going through website like <https://revenueassam.nic.in/dhar>

Atlast, Mr Goswami gave outmost importance to the Pradhan Mantri Fasal Bima Yojana under Krishi aur Krishak Kalyan Mantralaya, Bharat Sarkar. He described the farmers how they can do insurance of their crop by visiting the website <https://pmfby.gov.in>

The programme was followed by an active Question & Answer session.

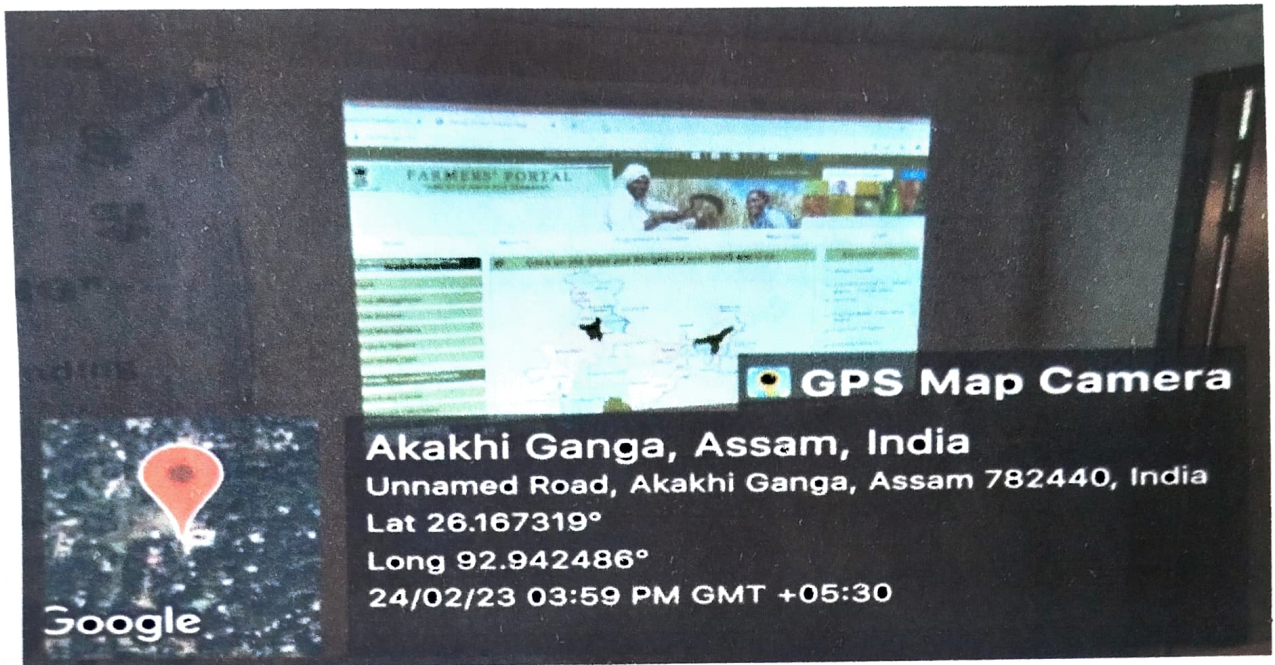


**N.B: Glimpse of moments when Mr. Nabajyoti Goswami was taking the session.**

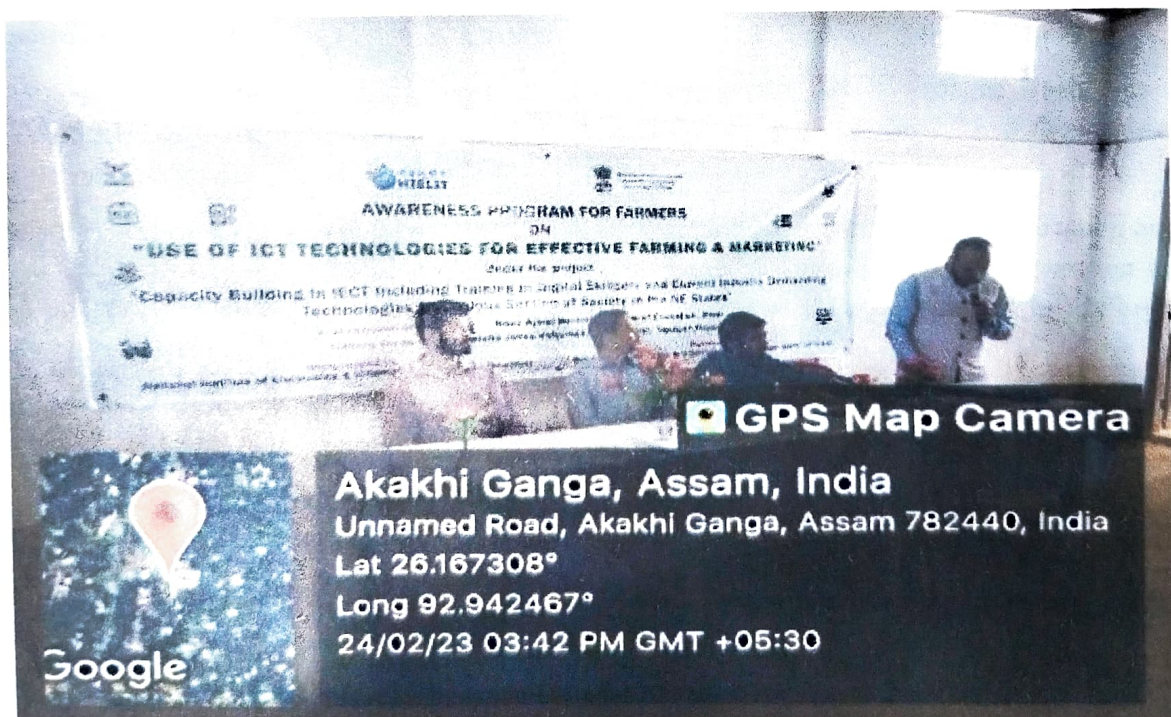


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**N.B: Moments from the Awareness Programme for Farmers on “Use of ICT Technologies for Effective Farming & Marketing”.**



**N.B: Glimpse of moments when Mr. Imran Hussain Mazumder was welcoming the attendants of the awareness program.**



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