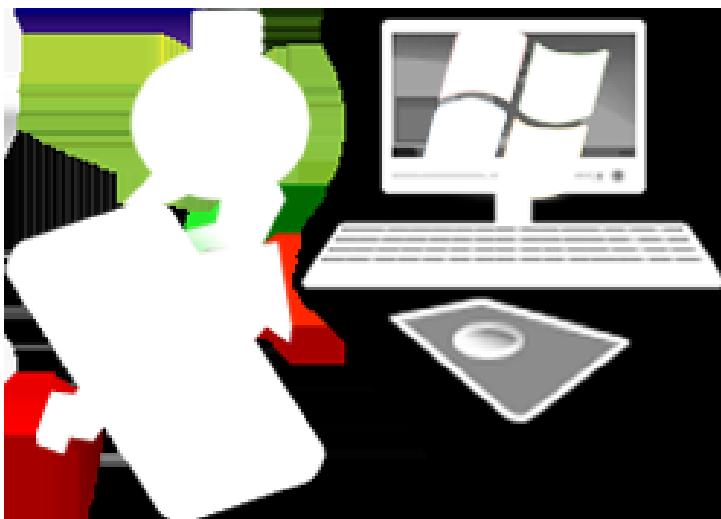


KIRAN launches Agricultural Messaging Service from ICAR-Barapani

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Advanced Messaging System (AMS) is basically for agriculture development in North East Region. Apart from delivering agro-meteorological data and advisory on a regular basis for crop management and allied agricultural practices under climate risk, it will establish linkage between market and farmers using modern information.

Launched at Barapani centre of the Indian Council for Agricultural Research (ICAR) on June 09, 2013, the system is comparable with that of Survey of India where the satellite map is further enriched by the ground party; the next attempt will be to launch a system similar to 'Mother Child Tracking System' in which a willing farmer would be served with a personalized advice based on his/her or her crop/livestock/fishery etc.

So far, the messaging service has been initiated among 400 farmers from districts of Meghalaya on a pilot scale. It is envisaged to include a total of 2475 farmers all over the north-east by the end of July.

The messaging service would be contextual and would deliver season specific agro-husbandry practices, relevant to farmers in NEH region. Advisories regarding practices, problems and interventions would also be given on every alternate day to the tribal farmers through an SMS portal designed under the KIRAN platform.