

# Kisan e-Setu

**“An ICT based Tool for Risk Management for Sustainable livelihood for farmers in India”**

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## Current Scenario

- Widespread spatial distribution of small field units
- Limited accessibility to knowledge base of diseases and solutions
- Inability to describe and put forth symptoms
- Huge time gap between occurrence of disease and solution
- This leads to a situation of extreme distress

# As a Result

- ✓ Inappropriate Solutions
- ✓ Delayed Solutions
- ✓ Complete Crop Loss
- ✓ Absence of Systematic Documentation of Losses
- ✓ Inappropriate Crop Selection
- ✓ In any case - Not enabled to deal with drastic climate changes

**Kisan eSetu Addresses all the dimensions of this problem**

## **An ICT based tool for Risk Management for Sustainable Livelihood for farmers in India**

Based on Internet and Wireless Telephony Technology

Linkage with Agriculture Scientists In Universities

Farmer Mobile Application

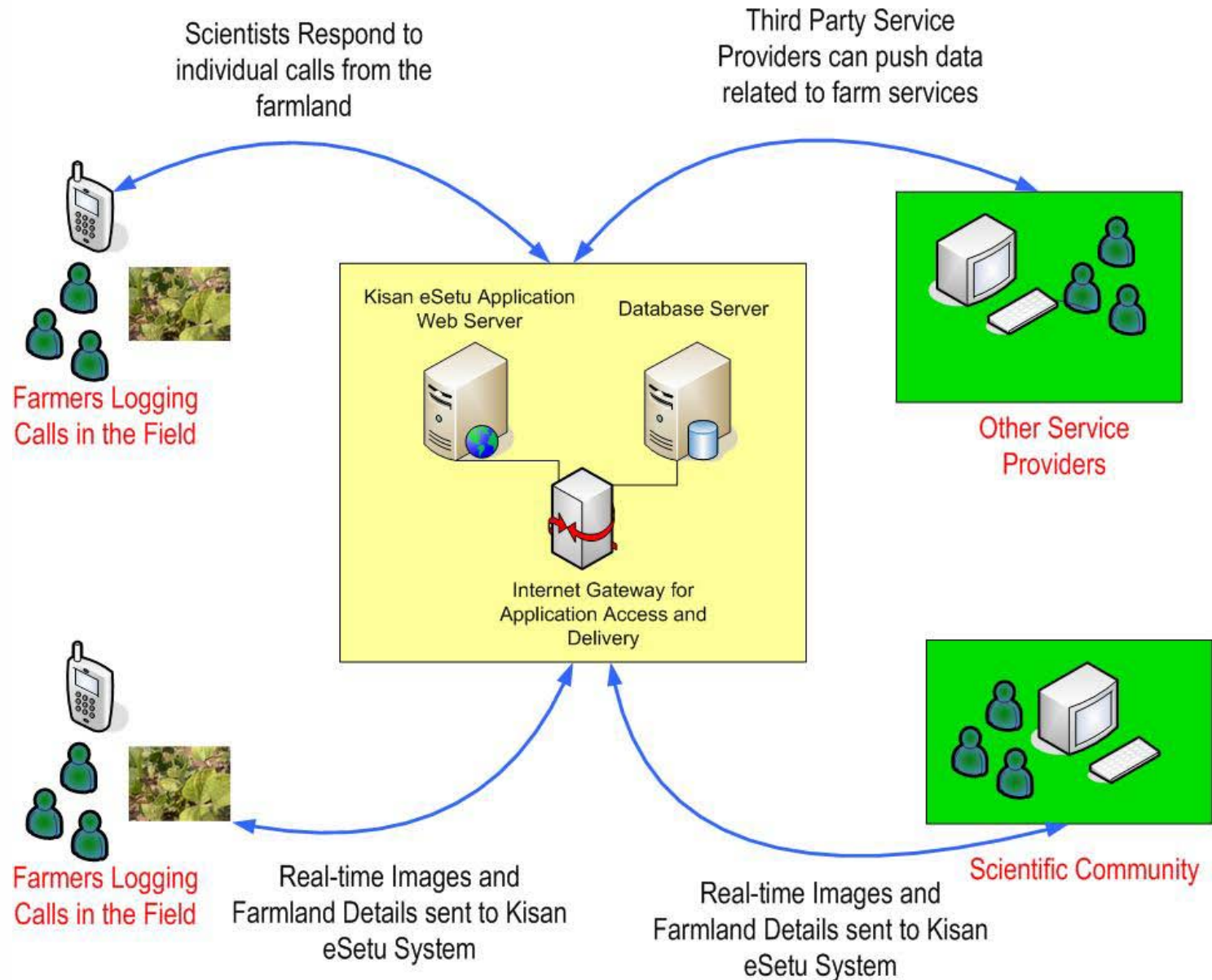
Knowledge Processing

Feedback Measurement

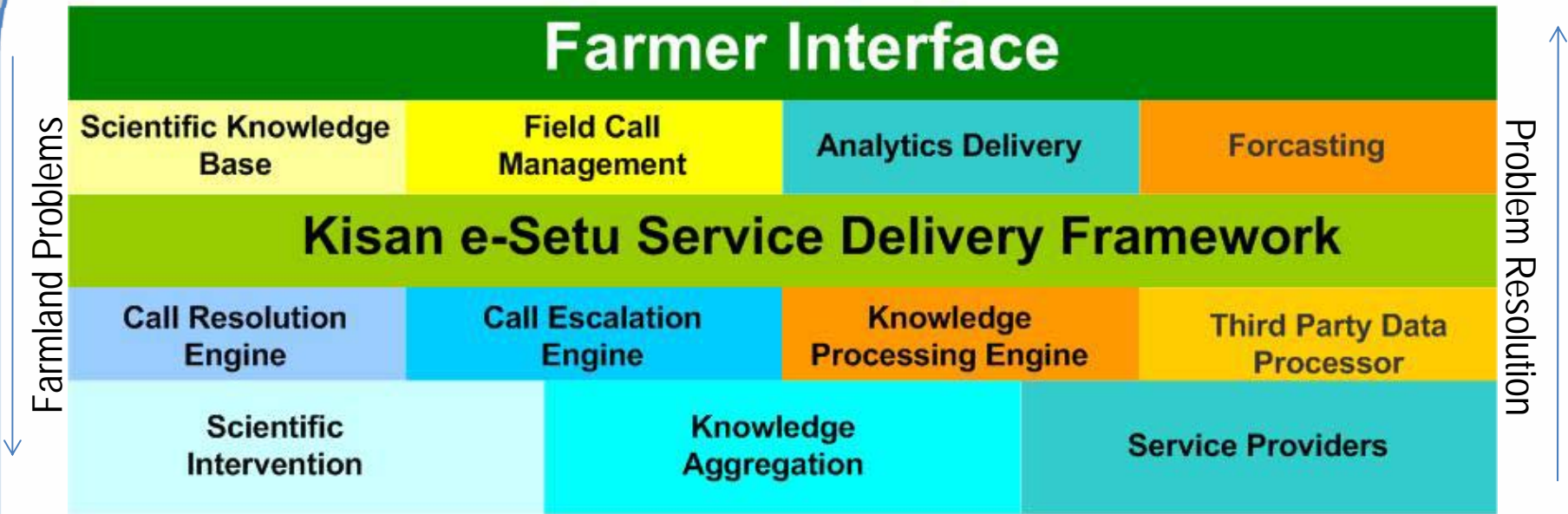
Analysis Services

Third Party Data Integration and Delivery

# Kisan eSetu Application Landscape



# Kisan eSetu Service Delivery Framework



“Sustainable agriculture would mean introducing farming system that is capable of maintaining its productivity & usefulness to society indefinitely. Such system must be resource-conserving, socially supportive, commercially competitive and environmentally sound.”

# Unique Features of Kisan eSetu

Real-time uploading of the problem from the field with Photos

Development of Knowledge base

Open Framework

Knowledge Re-use

Community Integration

Real-time communication interface with scientific community

Automated call distribution based on type of problem

# Kisan eSetu - a Multi-pronged Approach

Universal Communication Platform

Knowledge Archival & Re-use

Analysis

Global Access

Community Integration

Direct Access to Farmers

Direct Access to Scientists

Mobile Interface

Knowledge Base

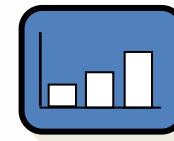
Call Centre

Analysis Services

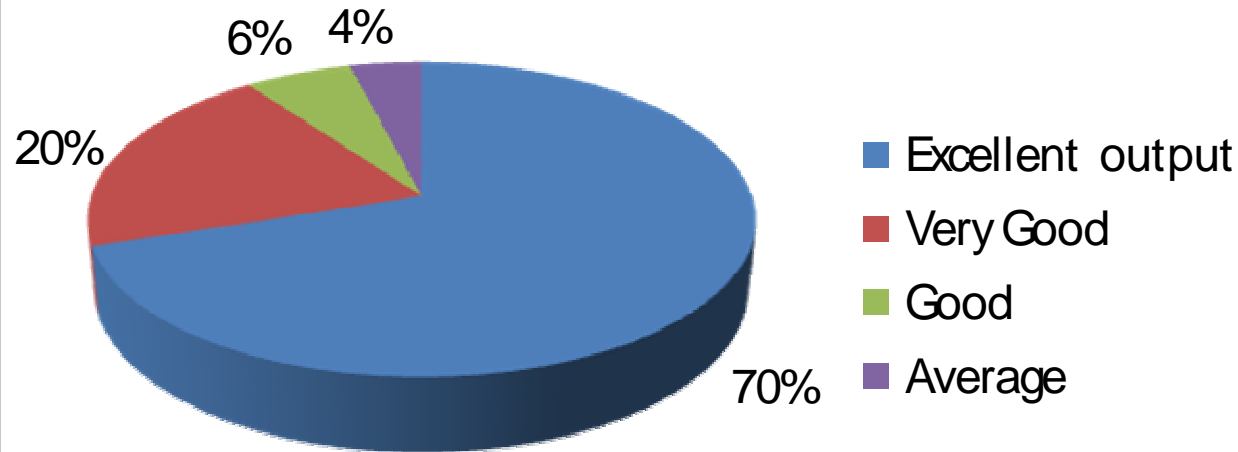
Global Access

Economic Growth

Community Integration



## Satisfaction Index of solution provided by Kisan e-Setu



This data shown above is based on the post implementation survey of solution given to farmers Kathwada and Billasia Villages in Ahmedabad, Gujarat

The sampling was done on random basis to cover maximum usage area to determine even distribution

# Kisan eSetu - Application Snapshots

Problem Reported For Farmer Ramesh Bhai Patel on 19-Apr-2007

&

Solution Provided Against The Problem on 19-Apr-2007

## Problem Detail

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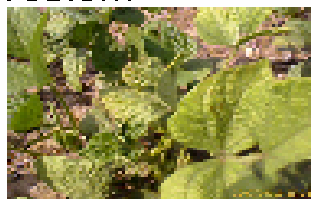
**Report Date:** 19-Apr-2007

**Priority:** Urgent

**Subject:** disease with magh plant

**Description:** the leaves of magh are going bad (kukadva) problem

**Image:**



[View Full Size](#)

## Solution Detail

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**Solution Date:** 19-Apr-2007

This is a Urdbean leaf crinckle virus

**Solved** disease,transmitted by Aphid . For the

**Problem:**management of virus vector,spray

**Reply** Metasystox insecticide 10 ml in 10 lit.of water at 15 days interval for 2/3 times.

**Image:**

[Main Menu](#)

# Kisan eSetu - Application Snapshots

Image For The Problem Reported on 19-Apr-2007 Concerning Disease With Magh Plant



Problem Reported For Farmer Natu Bhai Patel on 19-Apr-2007

&

Solution Provided Against The Problem on 19-Apr-2007

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## Problem Detail

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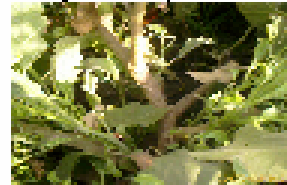
**Report Date:** 19-Apr-2007

**Priority:** Urgent

**Subject:** problem with brinjal

**Description:** kunjro in plant

**Image:**



[View Full Size](#)

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## Solution Detail

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**Solution Date:** 19-Apr-2007

**Solved Problem Reply:** We understand Kunjro as little leaf disease, which is transmitted by leaf hopper/ jassids. If it is very old crop, uproot and burn. If these kind of symptoms appeared in early stage, apply thiomethoxam ( Ektara) @ 5 gram / 10 litre of water, followed by endosulfan @ 20 ml / 10 litre water alternately at 20 days interval.

**Image:**

[Main Menu](#)

# Kisan eSetu - Application Snapshots

Image For The Problem Reported on 19-Apr-2007 Concerning Kunjra In Brinjal Plant



# Farmer Feedback



Farmer Training and Feedback Meet at Bilasia Village, Ahmedabad

## *Feedback of Mr. Purshottam Patel :*

The System has come as a great help to farmers in crop damage control and has created a sustainable model for small farmers



*Mr. Raghvendrasinhji C. Jadeja  
Farmer , Bandwa Village , Rajkot*

We see a lot of potential in this application to bring farmers in our village to mainstream. This application would help farmers in this remote village to create sustainable agriculture environment

## Major Achievements

- Scientific farming practices as the way to go
- Timely intervention from scientists
- losses drastically reduced by 70% on account of pests & diseases
- Knowledge availability with community

## Lessons learned

- Proactive communication platform leads to drastic reduction in farm produce losses
- Percolation of scientific farming practices based on the knowledge system
- Enabling long term economic sustainability & growth of farm produce
- Overall Disaster Risk Reduction

## Steps for Future

The experience and sustainability factor can be further made available to other farmers in India

Creation of statewide application availability

Creating a global pool of scientific community in various faculties to increase the scientific knowledge base leading to shorter turn around time to solutions.

# Question & Answers