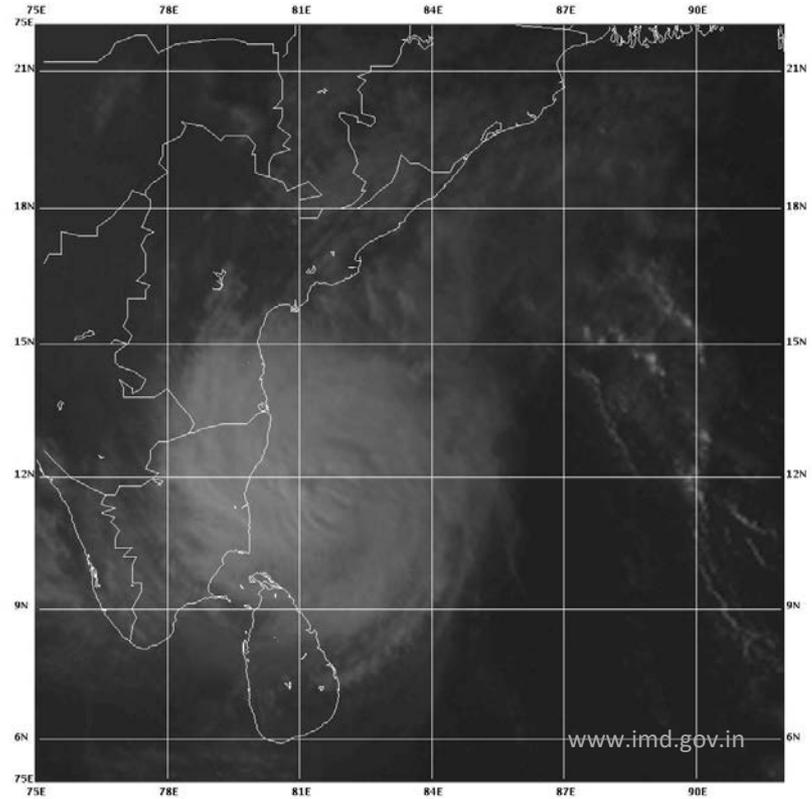
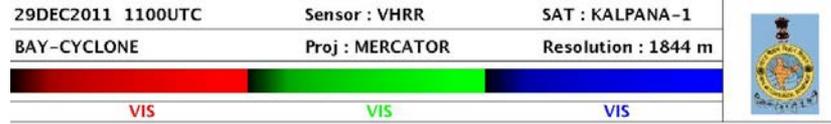


5e. Mass communication mode for agro advisories and their effectiveness



Dr. R. Nagarajan

Mass communication mode for agro advisories and their effectiveness

A state of art of **Agromet Advisory Services (AAS)** is being issued to the farmers on real time basis from April 2007 onwards in India by using medium range weather forecast at district level

The central activity of agromet advisory services is handled by Division of Agricultural Meteorology, Pune.

Collaborating agency under AAS

- State Agricultural Universities (SAU)
- Indian Council of Agricultural Research (ICAR) and its Research Institutes
- Indian Institute of Technology
- State and Union Departments of Agriculture
- Prasar Bharati and other media (Radio, TV and Print)

Mass communication mode of agro advisories and their effectiveness

AAS Bulletin

- District level Agromet Advisory are issued for the **farmers**
- State Level Composite AAS Bulletins are for **state level planners** e.g. State Crop Weather Watch Group
- AAS Bulletin is primarily targeted for **national level planners** e.g. Department of Agriculture & Cooperation, Ministry of Agriculture, New Delhi and also communicated to all the related Ministries (State & Central), Organizations, NGOs for their use.
- **Other users** like Fertiliser industry, Pesticide industry, Irrigation Department, Seed Corporation, Transport and other organisations which provide inputs to agriculture

Broad Activities of Agromet Advisories

- Sowing/ transplanting of *kharif* crops based on onset of monsoon
- Sowing of *rabi* crops using residual soil moisture
- Fertilizer application based on wind condition
- Delay in fertilizer application based on intensity of rain
- Prediction of occurrence of pest and disease based on weather
- Propylactive measures at appropriate time to eradicate pest and diseases
- Weeding/ Thinning at regular interval.
- Irrigation at critical stage of a crop.
- Quantity & timing of irrigation based on meteorological threshold.
- Advisories for timely harvest of crops
- Advisories are delivered to the end users without any delay.
- Interactive tuning of advisories with the farmers / managers as frequently as possible.
- It is disseminated in English and local languages

District Level AAS based on Medium Range Weather Forecast

- IMD has started issuing quantitative district level (612 districts) weather forecast up to 5 days from 1st June, 2008.
- The products comprise of quantitative forecasts for 7 weather parameters viz., rainfall, maximum and minimum temperature, wind speed and direction, relative humidity and cloudiness.
- In addition, weekly cumulative rainfall forecast is also provided.

Dissemination of Agromet Advisories Services

1. All India Radio (AIR) and Doordarshan
2. Private TV & radio channels
3. Newspaper
4. Internet
5. ICAR and other related Institutes / Agricultural Universities
/Extension network of State / Central Agriculture
Departments
6. Krishi Vigyan Kendras

<http://www.imdagrimet.gov.in/>

Agricultural Meteorology Division | India Meteorological Department

http://www.imdagrimet.gov.in/

IMD Pune - Google Search Official Web Site of India Meteor... agmet IMD Pune - Google Search District AAS Bulletin (Current) | ... Agricultural Meteorology Divisi...

Agricultural Meteorology Division
कृषि मौसम विज्ञान प्रभाग
India Meteorological Department / भारत मौसम विज्ञान विभाग
Ministry of Earth Sciences / पृथ्वी विज्ञान मंत्रालय

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ABOUT AGRIMET

- Background
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AGROMET SERVICES

- » District AAS Bulletin
- » SMS Advisory
- » State Composite AAS Bulletin
- » National AAS Bulletin
- » Weekly AAS Summary
- » Monthly All India Weather and Crop Outlook

WEATHER FORECAST

- » Forecast Outlook for 2015 NE Monsoon Season
- » All India
- » Severe Weather Warning
- » Regional
- » District Level

RECENT EVENTS

proceedings of workshp on improving climate services for farmers in Africa and South Asia (ICSFASA) [Read more](#)

LOCATION OF AGROMET CENTRES

70° 75° 80° 85° 90° 95°

BULLETIN FOR DOORDARSHAN

- » DD Kisan
- » [Krishi Darshan \(CPC\)](#)
- » [Krishi Darshan \(CPC\)](#)
- » English
- » Hindi

OBSERVATIONS

- Realized Weather Observation
- AWS and Agro AWS Data
- Dopplar Radar and Products
- Satellite Images and Products
- Agromet Observatories Data

Future plan of AAS dissemination

1. Department of Information Technology is planning to **develop ICT facilities** for the benefit of the citizens, especially those in rural & remote areas
1. It is also planned to provide AAS link to **Village Knowledge Centers** at Taluka level (Started)
2. IMD is exploring to tie up with different public and private organizations to use **Interactive voice response (IVR)** and **Short Message Service (SMS)** technology (Started)

Climate manager / monsoon manager at village level

In each rural village of India, one men and women candidates to be trained for science and art of monsoon management

They may be called as **“Village Level Climate Managers”** to disseminate the AAS at village level to promote community driven- development