

No. No. Z-11018/2/2007-IT
Government of India
Ministry of Agriculture
Department of Agriculture & Cooperation

Dhanpat Singh
DHANPAT SINGH, IAS
Addl. CS Agri
11.06.15

Krishi Bhavan, New Delhi
Dated: May 24, 2015 *Dir. Agri.*

No. 6694
Dated 11/6/15
AGS (Agri)

Website
To

2827
12/6/15

DA
12-6-15

APC EXCISE

1. Principal Secretary (Agriculture) (All States / UTs)
2. Commissioner / Director (Agriculture) (All States / UTs)

Subject: Access to Web Based Information through Unstructured Supplementary Services Data (USSD)

Programmer

Sir/Madam,

In continuation of this department's letter no. Z-11018/2/2007-IT dated 07.07.2014, and broadcast message dated 28.11.2014 to farmers and other users of mKisan, it is informed that Unstructured Supplementary Services Data (USSD) [which basically means interactive sessions on SMS to query data based on internet without actually having internet even on a simple phone] is an important tool to bridge digital divide as far as the farmers are concerned. Access to internet in the rural area still remains in a single digit percentage, but, at the same time, there are more than 40 crore mobile phone connections in the country side. Thus, on an average, every farm household may have 2-3 mobile phones. However, most of these mobile phones are not smart phones and are neither 2G nor 3G enabled.

2. Farmers can now use USSD technology to access specific information for their area and crop priorities on internet without actually having internet on any basic mobile phone (currently available on Aircel, Airtel, BSNL, Idea, Tata Docomo and Vodafone). Farmers and officers / experts can register for this service by logging in at <http://mkisan.gov.in/wbreg.aspx> or sending message 'KISAAN USSD Yes' (only for farmers already registered on mKisan) to 51969 or 7738299899. The

Government of India will give this service free of cost to first 10 lakh farmers for one year as of now. Further details have been given under USSD tab on mKisan portal (www.mKisan.gov.in).

3. **USSD service had so far been available only in English and Hindi. Now, all the menus and names of crops, locations etc. have been provided in English, Hindi and language of the State.** List of all the services provided under USSD is given in **Annexure-I**. A farmer or any other end user is expected to register on mKisan portal and, thus, location of such a USSD is sensed based on the mobile number. Further options in terms of language, location and preference of crops/agricultural practices are displayed accordingly. **Some of the States have not carried out data entry to sufficient extent in some of the modules. Such services will be accordingly not displayed in the menu and farmers using this service are bound to get disappointed if no output gets delivered by USSD.** Therefore, the States are requested to ensure that requisite data entry is completed within the next fortnight so that farmers and other stakeholders can benefit from the web, USSD and Pull SMS based services.

4. The figure of 10 lakh farmers to get this service free of cost has been further divided among various States in the ratio of farmers registered under mKisan Portal. Even though direct message to farmers has been sent about this service, the States are requested to publicise USSD services among farmers and exhort them to subscribe to this service through Kisan Call Centre (KCC) or through the mKisan Portal.

Yours faithfully,



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Copy to:

1. PPS to Secretary (A&C).
2. All Additional Secretaries.
3. All Joint Secretaries.
4. DG, NIC.
5. Secretary (IT) of all States.
6. Dr. Gautam Ghosh, DDG, NIC, Lodhi Road.
7. Shri Rajesh Gera, DDG, NIC, Lodhi Road.
8. Shri A.N. Misra, Sr. Tech. Director, NIC.

Annexure-I

LIST OF USSD SERVICES AVAILABLE AS ON DATE

1. **Farmer Friend:** A Farmer can locate Farmer Friend for his Village (including mobile number). This data is fetched from Extension Reforms Monitoring System (ERMS).
2. **Insurance premium:** A farmer can know about the Insurance Scheme applicable for a crop in his area, premium to be paid and contact details of the person concerned.
3. **Farm School:** Farm School location and crop can be found from here (linked to ERMS).
4. **Demonstrations:** Demonstrations under Extension Reforms, NFSM, MIDH etc. are available under this option.
5. **Fertilizer Sales:** So far quantity of fertilizers sold to a dealer during a pre-defined period is available. Subsequently, actual quantity available on any day can be seen once the dealers start using USSD to enter fertilizer sales and receipts.
6. **NHM Beneficiary:** List of beneficiaries under NHM down to Block level can be seen.
7. **NFSM Beneficiary:** List of beneficiaries under NFSM down to Block level can be seen.
8. **Farm Machinery:** Farmers can get options available from different dealers (in terms of price, features etc.) for a particular type of machine for his /her crop
9. **Seed / Pesticides / Fertilizer Dealers:** Location of Seed Dealers in the area down to Block level.
10. **Extension Workers Visit:** A farmer can know date, time and location of visit of Extension Worker.
11. **Market Price, Agromet Advisories, Seed Availability and Cold Store / Godowns:**
To be launched soon.