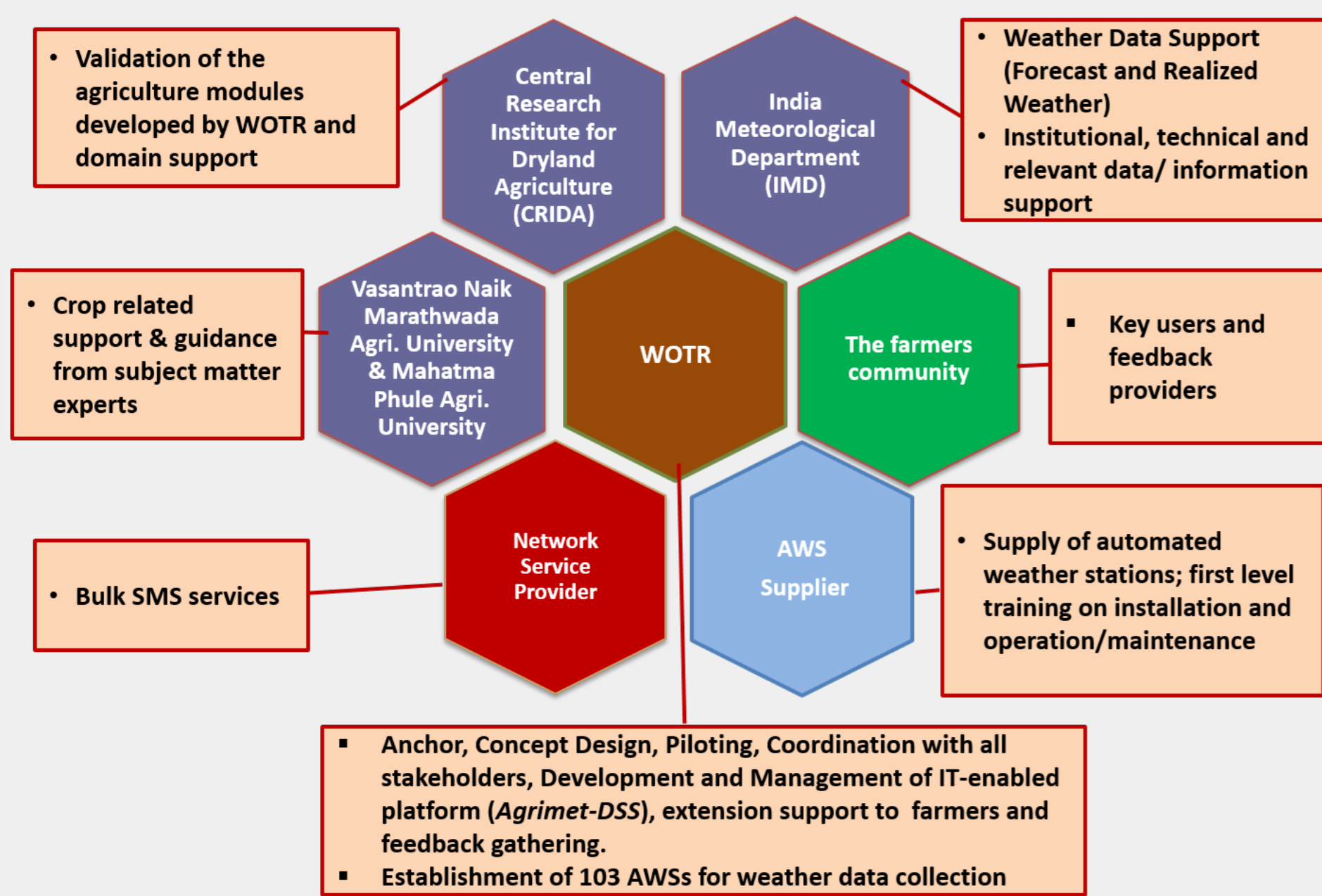


Agro-met services and farmer responsiveness to advisories: Implications for Climate Smart Agriculture

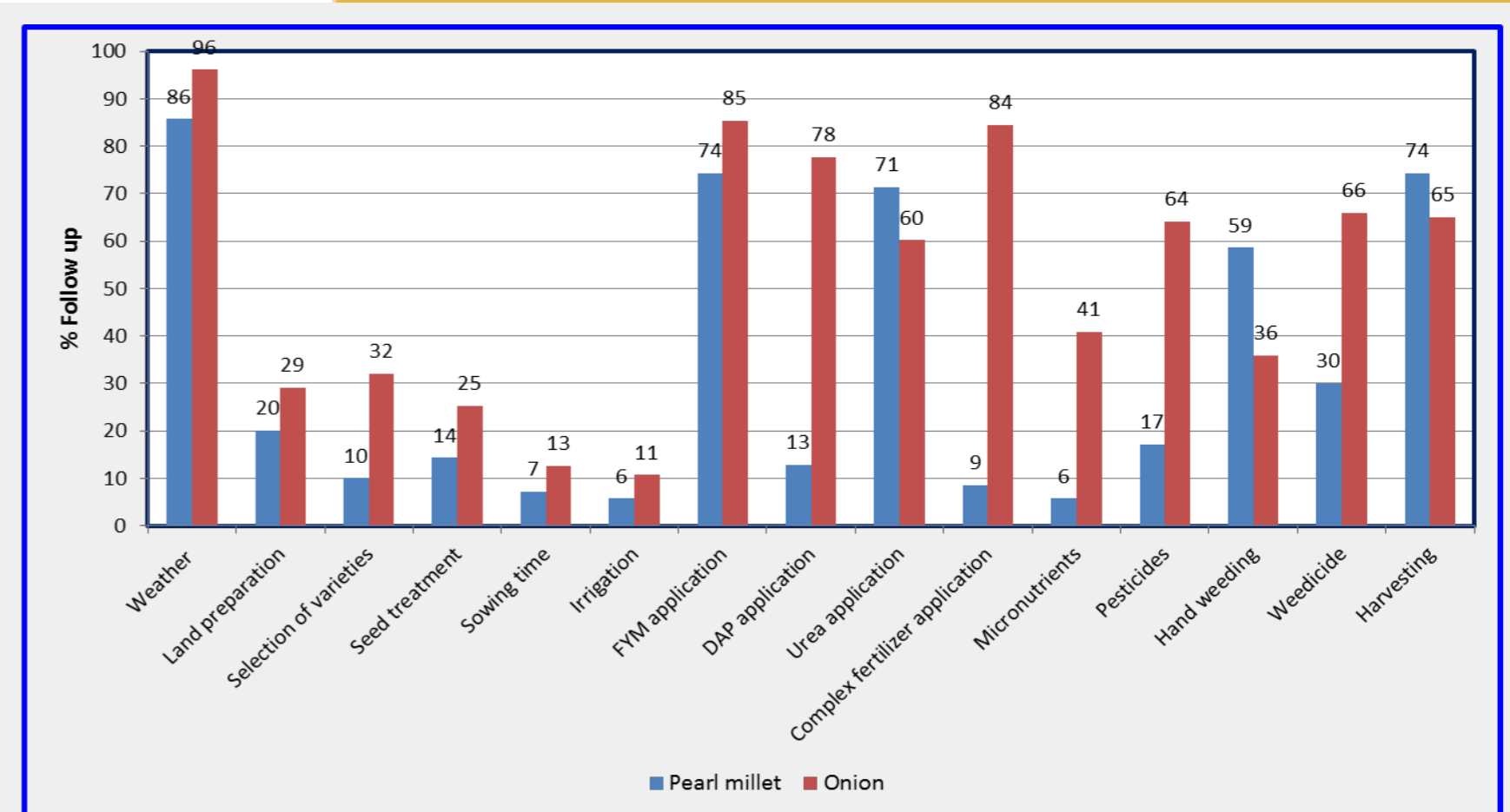
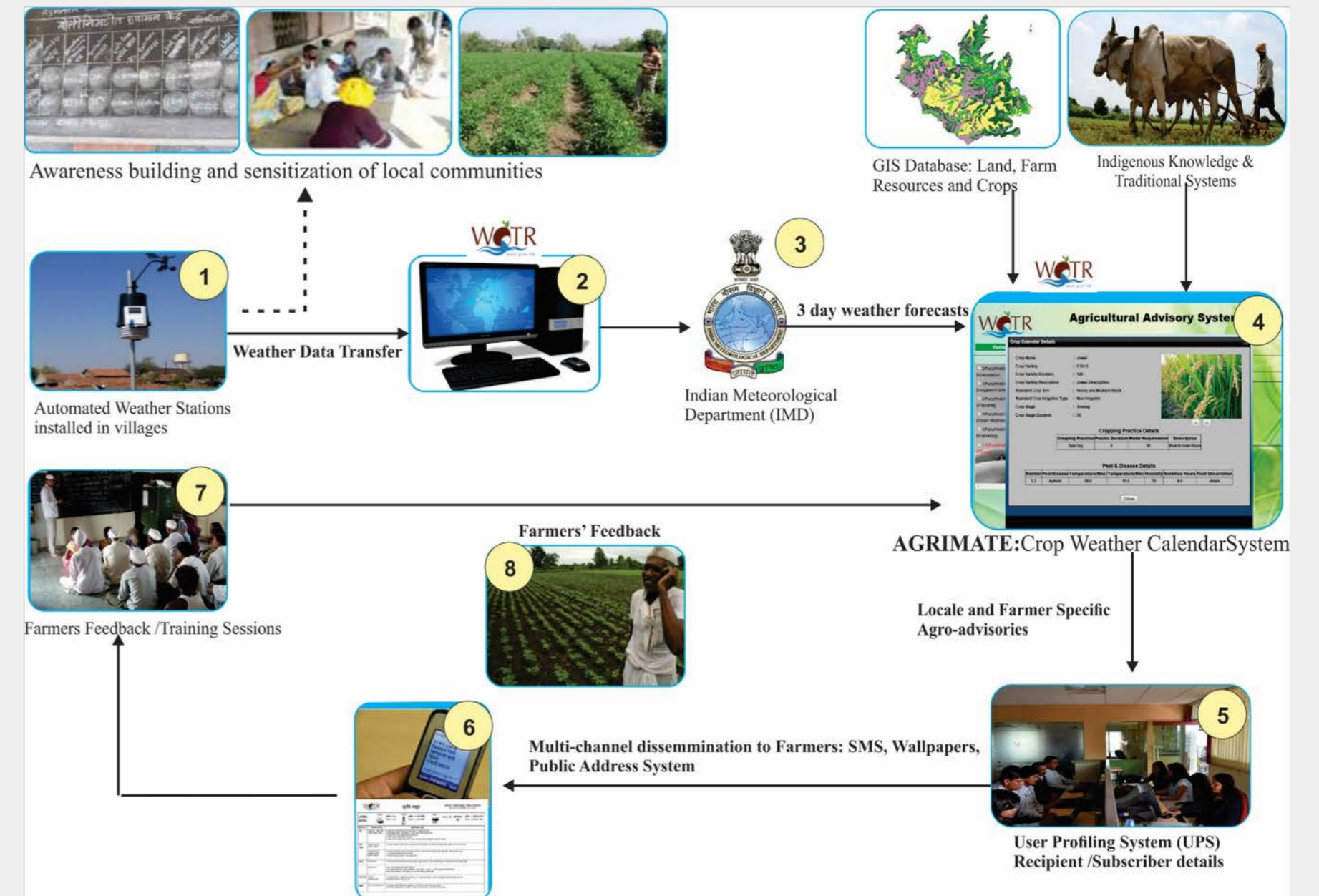
Context

Agro-met services delivered through SMS by Watershed Organization Trust (WOTR) provides crop and locale-specific agro-advisories based on weather forecasts and the particular crop growth stage in order to reduce risks and improve agriculture productivity despite local climatic variations. The objective of the paper is to understand the nature and importance of different components of WOTR advisory system and the response of farmers to the agro-met advisory services.

Stakeholders and Roles



The Agro-Met Advisory System



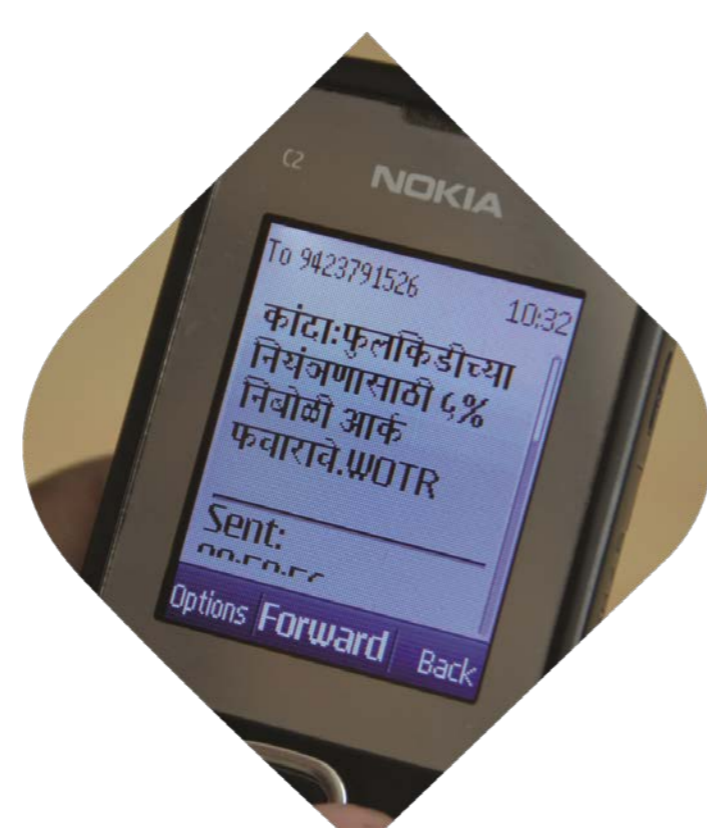
Crop advisories implemented in pearl millet and onion crops

Key messages

- In developing a farmer-responsive agro-advisory system, it is essential that the diverse stakeholders (farmers, NGOs, Research institutions, Government institutions, private organizations) collaborate for convergence of respective strengths.
- In general, farmers follow advisories in case of high value crops (e.g. onion) as compared to staple food crops (e.g. pearl millet) for application of DAP and complex fertilizers, micronutrients, pesticides, weedicides.
- Some crop advisories received greater positive responses in terms of adoption as compared to others such as weather advisories, FYM application, urea application, harvesting.
- To make an advisory system demand driven and effective, the advisories need to address farmers' requirements; be tailored to farm-specific conditions; the farmers' resources and constraints; crops grown; observed weather data and high resolution weather forecasts.

Going forward:

- Where there is poor or no mobile connectivity, then public address systems, wallpapers, advisory bulletins, Interactive Voice Response System (IVRS), telephone calls to local contact persons can be deployed.
- Where there is good mobile telephone connectivity, SMSs as well as IVRS can be used.
- Where there is good data/internet connectivity and smart phones can be used (3G and above), Apps which allow the farmers to provide inputs can be developed to deliver customised farm specific advisories.



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Watershed Organisation Trust



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