

Progress update - Since April-2019 | Registered farmers-100,801 | Weekly advisory message sent-10,133,385 | Question asked-29,091 | Unique question asked-11,077 | Call pickup rate-52.28%

BRIDGING THE LAST MILE

KRISHI KATHA

MOBILE BASED FREE ADVISORY SERVICES

on Agriculture, Horticulture, Fishery and institutional aspects

TO THE WUA FARMERS WITHIN **48** HOURS

Give a missed call to 033 68 11 66 66

- IVR based audio message service for preferred crops
- Agro climatic zone specific
- Question based audio advisory service on all the crops
- WhatsApp group message service-text audio and video
- WUA level information service
- Value added services for smart phone users
- Practices ,weather ,disaster ,market ,news etc.

Since 2019

