

## ***Annapurna Krishi Prassar Seva – A personalized agro advisory system in service of farmers***

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### ***Abstract***

*‘Annaourna Krishi Prasaar Seva’ is an innovative ICT model to address the information needs of the Indian farmers. This ICT tool was designed and developed under a project awarded by Indian Council of Agricultural Research under National Agricultural Innovation Project (NAIP). It is a multi platform and multi mode application and the unique feature of the model is, it enable the scientists to provide personalized advisories based on the farm and farmer profile in the areas of agriculture, horticulture, animal husbandry and fisheries. Farmer can record their queries 24x7 through Toll Free Number. Farmers are provided with Text & Voice messages in local language (Telugu) and provides platform for direct interaction with Scientists. This model also facilitated the Scientists of the University to provide alert & emergency messages on their mobile. The impact of IIDS envisaged shift in the Source of Information from friends & neighbors and Input dealers to Scientists.*

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**Key Words:** IIDS, information needs, ICT in Agriculture, State Agricultural Universities