

# Kisan Sarathi Portal - Complete Documentation

**Portal:** <https://www.kisansarathi.in>

**Platform:** Kisan Sarathi (System of Agri-information Resources Auto-transmission and Technology Hub Interface)

**Developed By:** Indian Council of Agricultural Research (ICAR) and Digital India Corporation (DIC), Ministry of Electronics and Information Technology (MeitY), Government of India

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## Executive Summary

Kisan Sarathi is India's largest digital agro-advisory platform, launched on July 16, 2021, on the occasion of the 93rd ICAR Foundation Day by Shri Narendra Singh Tomar, Union Minister for Agriculture and Farmers Welfare, and Shri Ashwini Vaishnaw, Union Minister for Electronics and Information Technology[1][2]. The platform represents a transformative Information Communication and Technology (ICT) based solution that empowers farmers with timely, authentic, multilingual agricultural guidance through seamless connectivity with Krishi Vigyan Kendra (KVK) experts across India.

As an intelligent online platform, Kisan Sarathi provides personalized advisories on agriculture, horticulture, animal husbandry, and fisheries through multiple channels including mobile apps (available on Google Play Store and Apple App Store), toll-free helpline (1800-180-1551), web portal, Interactive Voice Response System (IVRS), and Common Service Centres (CSCs)[3][4]. The platform operates on the Interactive Information Dissemination System (IIDS) technical framework, enabling multimedia, two-way communication between

farmers and agricultural experts through voice, text, images, and videos[5].

With support for 13 regional languages (Hindi, Tamil, Telugu, Malayalam, Kannada, Odia, Bengali, Assamese, Punjabi, Kashmiri, Gujarati, Marathi, and English), Kisan Sarathi ensures effective communication with farmers across diverse linguistic regions of India[6]. The platform facilitates real-time query resolution, video consultations, push-based advisories via SMS and app notifications, access to government schemes, weather updates, market prices, and downloadable expert prescriptions—all designed around the core philosophy of providing "right information at right time" in the farmer's desired language[7][8].

Kisan Sarathi 2.0, the enhanced version launched in 2025, introduces advanced features including AI-enabled chatbot, video consultation capabilities, improved query management, event coordination, farmer registration streamlining, and enhanced operational efficiency for KVK experts[9]. The platform connects India's 731 Krishi Vigyan Kendras with millions of farmers, facilitating location-specific, scientifically validated agricultural guidance that addresses on-field challenges and promotes technology adoption at the grassroots level.

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## 1. Platform Overview and Objectives

### 1.1 Launch and Institutional Framework

**Official Launch Date:** July 16, 2021 (93rd ICAR Foundation Day)[10]

**Launching Authorities:**

- Shri Narendra Singh Tomar, Union Minister for Agriculture and Farmers Welfare
- Shri Ashwini Vaishnaw, Union Minister for Electronics and Information Technology

**Dignitaries Present at Virtual Event:**

- Shri Ajay Sawhney, Secretary, Ministry of Electronics and Information Technology

- Dr. Trilochan Mohapatra, Secretary (DARE) and Director General (ICAR)
- Shri Abhishek Singh, MD and CEO, Digital India Corporation
- Senior officials from MeitY, ICAR, and DARE
- Representatives from KVKs across India

### **Implementing Organizations:**

1. **Indian Council of Agricultural Research (ICAR):** Provides subject matter expertise through 731 Krishi Vigyan Kendras and agricultural scientists
2. **Digital India Corporation (DIC):** Develops and maintains technical infrastructure through Interactive Information Dissemination System (IIDS)
3. **Ministry of Electronics and Information Technology (MeitY):** Provides policy support and digital infrastructure
4. **Ministry of Agriculture and Farmers Welfare:** Overall coordination and farmer welfare focus

## **1.2 Vision and Mission**

### **Vision:**

"An intelligent online platform for supporting agriculture at local niche with national perspective, providing seamless, multimedia, multi-way connectivity to farmers with latest agricultural technologies, knowledge base, and a pool of large number of subject matter experts"[11]

### **Mission:**

Facilitate farmers to get "right information at right time" in their desired language through:

- Personalized, location-specific agricultural advisories
- Real-time expert consultation from KVK scientists
- Multimedia communication (voice, text, image, video)
- Multilingual support for inclusive reach
- Integration with weather, market, and scheme information
- Technology assessment, refinement, and demonstration support

## 1.3 Core Objectives

1. **Democratize Agricultural Knowledge:** Break down barriers between farmers and agricultural experts, ensuring every farmer has access to scientific guidance regardless of location or literacy level
2. **Personalize Advisory Services:** Move from generic broadcast advisories to need-based, location-specific, and crop-specific recommendations tailored to individual farmer circumstances
3. **Bridge Last-Mile Extension Gap:** Leverage digital technology to extend reach of 731 KVKs beyond physical limitations, enabling one expert to serve thousands of farmers efficiently
4. **Enable Two-Way Communication:** Transform farmer from passive recipient of information to active participant in knowledge exchange through query submission, video consultation, and feedback mechanisms
5. **Support Agricultural Extension Activities:** Strengthen ICAR's extension, education, and research activities by creating digital infrastructure for farmer-scientist interaction[12]
6. **Empower Farmers with Technology:** Provide farmers in remote areas with technological interventions, new farming methods, and scientific practices validated by KVK on-farm trials
7. **Monitor and Improve Service Delivery:** Enable officials to track daily activities including farmer registration, live calls, messages, advisories provided, pending queries, and platform performance metrics[13]

## 1.4 Guiding Principles

### **Farmer-Centric Design:**

Every feature designed keeping farmer convenience, literacy levels, and digital access constraints in mind.

### **Scientific Authenticity:**

All advisories provided by qualified KVK subject matter specialists with location-specific knowledge and ICAR-validated technologies.

### **Multilingual Accessibility:**

Communication in farmer's mother tongue to ensure clear understanding and effective implementation of recommendations.

### **Multi-Modal Communication:**

Support for text, voice, image, and video to accommodate varying levels of digital literacy and field situations requiring visual documentation.

### **Privacy and Data Security:**

Farmer data protected through secure registration, OTP verification, and centralized database management with access controls.

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## **2. Technical Architecture and Infrastructure**

### **2.1 Interactive Information Dissemination System (IIDS)**

#### **IIDS Framework:**

Kisan Sarathi operates on the Interactive Information Dissemination System (IIDS), a push- and pull-based technical platform where agriculture-related information can be both pushed to farmers and pulled by farmers using mobile devices[14].

#### **System Components:**

##### **1. Front-End Interfaces:**

- Smartphone applications (Android and iOS)
- Interactive web portal (<https://www.kisansarathi.in> and <https://expert.kisansarathi.in>)
- Interactive Voice Response System (IVRS) for feature phone users
- Common Service Centre (CSC) interface

##### **2. Back-End Infrastructure:**

- Web application for KVK experts
- Centralized database storing farm, farmer, and transaction data
- Knowledge management system with agricultural content

- Query routing and tracking system
- Notification and SMS gateway
- Integration APIs for weather, market price, and scheme data

### **3. Communication Channels:**

- Data transmission through voice, text, images, and videos (bidirectional)
- SMS alerts and advisories
- In-app push notifications
- Toll-free voice calls (1800-180-1551)
- Video consultation capabilities

## **2.2 Push and Pull Information Delivery**

### **Push-Based Services:**

Farmers receive proactive information without requesting:

- SMS advisories based on crop, location, and season
- In-app notifications for timely alerts (weather warnings, pest outbreaks, market opportunities)
- Expert replies to submitted queries
- Updates on relevant government schemes
- KVK event announcements (training, demonstrations, field days)

### **Pull-Based Services:**

Farmers actively request information:

- Submit specific queries with text, image, or video
- Call toll-free helpline for immediate assistance
- Schedule video consultation with KVK expert
- Search scheme information by crop and location
- Check weather forecast and market prices
- Download expert prescriptions

## 2.3 Centralized Database Architecture

### Database Features:

- Comprehensive farmer profiles (name, location, mobile number, land details, crops grown, livestock owned)
- Farm-level data (soil type, irrigation source, cropping pattern, previous crops)
- Transaction history (queries raised, advisories received, calls made, schemes accessed)
- Expert access to farmer context while responding to queries
- Real-time synchronization across mobile apps and web portal
- Data analytics for service improvement and impact assessment

### Data Security:

- OTP-based mobile verification
- Secure login credentials
- Role-based access control (farmer, expert, administrator)
- Encrypted data transmission
- Regular backups and disaster recovery

## 2.4 Service Subscription Model

### Customizable Subscriptions:

Farmers have options to:

- Subscribe to specific services based on their farming interests
- Receive need-based information only for subscribed services
- Select or deselect services at any time
- Update crop and livestock details to refine advisory relevance
- Choose preferred communication mode (SMS, app notification, call)

This ensures farmers receive only relevant information, avoiding information overload and enhancing user experience.

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### 3. Access Channels and User Interfaces

#### 3.1 Kisan Sarathi Farmer Mobile App

##### Availability:

- **Google Play Store:** <https://play.google.com/store/apps/details?id=com.kisansarathi.farmer> (Android devices)
- **Apple App Store:** Available for iOS devices (launched November 2025)[15]

##### App Description:

The Kisan Sarathi Farmer App connects farmers with agricultural experts, enabling them to receive region-specific, multimedia advisories on agriculture, horticulture, animal husbandry, and fisheries. It also provides weather updates, market prices, and information on government schemes through integration with various public platforms[16].

##### Key Features:

###### 1. Raise Query to Expert:

- Select domain (Agriculture, Horticulture, Animal Husbandry, Fisheries)
- Choose commodity by selecting crop/livestock/fish images
- Submit query via text, voice recording, photo, or video
- Track query status (pending, under review, resolved)
- Receive expert solution via SMS and in-app notification

###### 2. Push Messages:

- Receive SMS and multimedia advisories from KVK experts in local language
- Timely alerts for pest outbreaks, weather warnings, and market opportunities
- Proactive guidance on seasonal farming operations

###### 3. Call to Expert:

- Directly call KCC (Kisan Call Centre) or KVK experts
- Discuss agriculture-related queries over phone
- Schedule callback if expert unavailable

###### 4. Video Consultation (Kisan Sarathi 2.0):

- Live video call with KVK expert for on-field issue diagnosis
- Show crop disease symptoms, pest damage, or livestock health issues visually
- Receive immediate guidance during video consultation

## 5. Scheme Information:

- Access latest details of central and state government agricultural schemes
- Schemes tailored to farmer's region and crop
- Eligibility criteria, application process, and contact information

## 6. Weather Updates:

- Location-specific weather forecasts from authentic sources
- Rainfall predictions, temperature trends, and extreme weather alerts
- 7-day weather outlook for planning farm operations

## 7. Market Prices:

- Real-time market prices from nearby mandis and APMCs
- Commodity price trends and market intelligence
- Help farmers make informed selling decisions

## 8. Profile Management:

- Update profile with crops of interest and location
- Add livestock and fishery details
- Receive relevant advisories and alerts based on updated profile

## 9. Download Prescription:

- Download expert advisories in PDF format as prescriptions
- Save prescriptions for future reference and implementation
- Share prescriptions with family members or fellow farmers

## 10. Helpdesk Support:

- Access FAQs and user guides
- Submit feedback on app experience
- Report technical issues

## User Interface Design:

- Simple, intuitive navigation suitable for farmers with basic smartphone skills
- Visual commodity selection (image-based) for low-literacy users
- Multilingual interface in 13 regional languages

- Voice input option for text-based queries
- Offline capability for viewing previously received advisories

### **3.2 Toll-Free Kisan Call Centre (KCC)**

**Helpline Number:** 1800-180-1551[17]

#### **Service Description:**

Farmers can dial the toll-free number from any basic mobile or landline phone to:

- Speak directly with KVK agricultural expert in local language
- Raise queries on crop cultivation, pest management, livestock health, fisheries
- Request immediate assistance for urgent farming issues
- Schedule callback if experts busy
- Access services without smartphone or internet connectivity

#### **Operating Hours:**

Typically aligned with KVK working hours; specific timings may vary by state and KVK.

#### **Call Flow:**

1. Farmer dials 1800-180-1551
2. IVRS menu in farmer's preferred language
3. Option to connect with expert for specific domain (Crop/Horticulture/Animal/Fisheries)
4. Call routed to available KVK expert in farmer's district or zone
5. Expert provides advisory over phone
6. Call recorded for quality assurance and follow-up

#### **Advantages:**

- Accessible to farmers without smartphones
- No internet data charges
- Immediate human interaction for urgent issues
- Voice-based communication easier for non-literate farmers

### **3.3 Common Service Centre (CSC) Interface**

#### **Access via CSCs:**

Farmers can visit their nearest Common Service Centre (CSC) to:

- Schedule call with KVK expert through CSC operator
- Submit queries with multimedia (photos/videos taken at CSC)
- Register on Kisan Sarathi platform with CSC assistance
- Access government schemes and apply online
- Download and print expert prescriptions

#### **CSC Role:**

Village Level Entrepreneur (VLE) at CSC acts as facilitator, helping farmers with:

- Digital literacy support
- Query submission in proper format
- Profile creation and updates
- Scheme application form filling
- Follow-up on pending queries

### **3.4 Web Portal**

**Farmer Portal:** <https://www.kisansarathi.in>

#### **Features:**

- Platform overview and objectives
- Registration and login for web access
- Query submission through web form
- Track query status online
- Access weather, market prices, and schemes
- Download mobile app links
- Contact information and helpdesk

**Expert Portal:** <https://expert.kisansarathi.in>

For KVK experts to manage farmer interactions through web interface (discussed in Section 6).

## 3.5 Kisan Sarathi 2.0 Enhancements

### Version 2.0 Beta Launch (2025):

Enhanced platform with improved operational efficiency and new features[18]:

- AI-enabled Kisan Sarathi Chatbot for instant responses to common queries
  - Video consultation module for live farmer-expert interaction
  - Event management system for coordinating KVK training programs, field days, and demonstrations
  - Streamlined farmer registration process
  - Improved query management with better categorization and routing
  - Enhanced mobile app user experience
  - Integration with additional government platforms and databases
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## 4. Language Support and Inclusive Design

### 4.1 Multilingual Services

#### 13 Regional Languages Supported:[19]

1. Hindi (हिन्दी)
2. Tamil (தமிழ்)
3. Telugu (తెలుగు)
4. Malayalam (മലയാളം)
5. Kannada (ಕನ್ನಡ)
6. Odia (ଓଡ଼ିଆ)
7. Bengali (বাংলা)
8. Assamese (অসমীয়া)
9. Punjabi (ਪੰਜਾਬੀ)
10. Kashmiri (کٲشُر / کٲشِر)
11. Gujarati (ગુજરાતી)
12. Marathi (मराठी)
13. English

## **Language Features:**

- Farmer selects preferred language during registration
- All app interfaces, menus, and instructions displayed in chosen language
- Queries can be submitted in local language (text, voice, or video)
- Expert responses provided in farmer's language
- SMS advisories sent in regional language
- Scheme information translated to local language
- IVRS menu available in multiple languages

## **4.2 Inclusivity for Low-Literacy Farmers**

### **Design Features for Low-Literacy Users:**

- **Visual Navigation:** Image-based commodity selection (farmer selects crop/animal picture instead of typing name)
- **Voice Input:** Speak query instead of typing
- **Video Submission:** Show problem on farm through video recording
- **Audio Messages:** Receive expert advisory as audio message
- **Pictorial Instructions:** Visual guides for app usage
- **Minimal Text Entry:** Registration requires only mobile number and OTP verification

### **Assistive Support:**

- CSC operators assist farmers unfamiliar with technology
- KVK staff conduct farmer orientation on app usage
- Demonstration videos on YouTube and social media
- Peer-to-peer learning through progressive farmers

## **4.3 Accessibility for Feature Phone Users**

### **Toll-Free Voice Call (1800-180-1551):**

Ensures farmers without smartphones can still access expert advice.

### **SMS Advisories:**

Registered farmers receive text message alerts even on basic phones.

## **IVRS (Interactive Voice Response System):**

Menu-driven voice interface allows farmers to navigate services using phone keypad.

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## **5. Farmer Services and Functionalities**

### **5.1 Farmer Registration Process**

#### **Registration Channels:**

##### **1. Mobile App Registration:**

- Download Kisan Sarathi app from Google Play Store or Apple App Store
- Click "Farmer Registration"
- Enter mobile number
- Receive and enter OTP for verification
- Provide basic details: Name, Village, District, State, Crops grown, Livestock owned
- Submit registration
- Receive confirmation SMS

##### **2. Web Portal Registration:**

- Visit <https://www.kisansarathi.in>
- Click "Show Interest" button or registration link
- Fill online form with primary details
- Submit registration request
- KVK staff completes registration and sends login credentials

##### **3. CSC-Assisted Registration:**

- Visit nearest Common Service Centre
- CSC operator assists with registration form
- Provides mobile number for OTP verification
- CSC operator submits registration on farmer's behalf

##### **4. Google Form Registration:**

- Some KVKS provide Google Form links for pre-registration
- Farmer fills form with basic information
- KVK staff processes and completes registration on platform

#### **Required Information:**

- Mobile number (mandatory for OTP verification and communication)
- Name
- Village, Block, District, State
- Crops of interest
- Livestock and fishery details (if applicable)
- Land holding size (optional)

### **Data Management:**

Farmers can:

- Update profile anytime through app or portal
- Add or remove crops and livestock
- Change preferred language
- Manage service subscriptions
- View and download transaction history

## **5.2 Query Submission and Resolution**

### **Step-by-Step Query Process:**

#### **1. Farmer Raises Query:**

- Login to Kisan Sarathi app
- Select "Raise Query to Expert"
- Choose domain (Agriculture/Horticulture/Animal Husbandry/Fisheries)
- Select commodity (e.g., Agriculture → Rice, Horticulture → Tomato, Animal Husbandry → Cow)
- Describe problem through:
  - Text description
  - Voice recording (in local language)
  - Upload photo (disease symptoms, pest damage, soil condition)
  - Upload video (showing affected crop, animal behavior)
- Submit query

#### **2. Query Routed to Expert:**

- System automatically routes query to appropriate KVK expert based on:
  - Farmer's district (nearest KVK)

- Commodity and domain specialization
- Expert availability
- Expert receives notification on KS Expert App

### **3. Expert Reviews Query:**

- Expert views farmer profile, farm details, and query with multimedia
- Analyzes problem using visual evidence and description
- May request additional information if needed
- Consults knowledge base or senior scientists if required

### **4. Expert Provides Advisory:**

- Expert prepares detailed prescription with:
  - Problem diagnosis
  - Recommended solution (cultural practices, biological control, chemical application)
  - Dosage and application method
  - Precautions and safety measures
  - Expected timeline for results
- Advisory sent via SMS and in-app notification

### **5. Farmer Receives Solution:**

- SMS alert notifying query resolution
- In-app notification with detailed advisory
- Download prescription as PDF for reference
- Option to rate advisory quality
- Can seek clarification if needed

### **6. Track Query Status:**

- Farmer can check query status anytime:
  - Pending: Query received, awaiting expert review
  - Under Review: Expert analyzing query
  - Resolved: Advisory provided to farmer

### **Response Time:**

Target response time varies by query complexity:

- Simple queries: Within 24 hours
- Complex queries requiring diagnostic support: 2-3 days
- Urgent issues flagged for priority response

## 5.3 Video Consultation with KVK Experts

### New Feature in Kisan Sarathi 2.0:

Live video consultation enables farmers to connect with KVK experts through video call for real-time diagnosis and guidance[20].

#### Video Consultation Process:

1. Farmer requests video consultation through app
2. Selects preferred time slot (based on expert availability)
3. Receives confirmation with scheduled time
4. At scheduled time, video call initiated through app
5. Farmer shows field issue live to expert (crop disease, pest damage, livestock health)
6. Expert observes visually and provides immediate guidance
7. Consultation recorded for farmer's future reference
8. Follow-up prescription sent after call

#### Benefits:

- Real-time visual diagnosis more accurate than static photos
- Expert can ask farmer to show specific parts of crop or animal
- Interactive discussion clarifies doubts immediately
- Farmer demonstrates current practices for expert feedback
- Builds trust through face-to-face interaction

## 5.4 Weather Updates and Alerts

### Weather Information Sources:

Kisan Sarathi integrates with authentic weather data providers:

- India Meteorological Department (IMD)
- ICAR Agromet Advisory Services
- State-level meteorological departments

### Weather Features:

- **Location-Specific Forecasts:** Based on farmer's registered location (district/block level)

- **7-Day Outlook:** Daily maximum and minimum temperature, rainfall probability, wind speed, humidity
- **Extreme Weather Alerts:** Push notifications for heavy rainfall, storms, heatwaves, cold waves, hailstorms
- **Agro-Advisory:** Weather-based farming recommendations (irrigation scheduling, pesticide spraying windows, harvesting timing)

#### **Farmer Benefits:**

- Plan farm operations based on weather forecast
- Avoid pesticide application before expected rainfall
- Protect crops from extreme weather events
- Optimize irrigation based on rainfall predictions
- Schedule harvesting during favorable weather

### **5.5 Market Price Information**

#### **Market Data Integration:**

Kisan Sarathi provides market prices from:

- Agricultural Produce Market Committees (APMCs)
- e-NAM (National Agriculture Market) portal
- State agricultural marketing boards
- Local mandi price reporting systems

#### **Market Features:**

- **Nearby Mandi Prices:** Commodity prices in markets within farmer's district and neighboring districts
- **Price Trends:** Historical price movements to identify best selling time
- **Commodity Comparison:** Compare prices across multiple markets
- **Real-Time Updates:** Daily market price updates

#### **Empowering Farmers:**

- Make informed decisions on when and where to sell produce
- Negotiate better prices with traders armed with market information

- Plan crop harvesting to align with favorable market conditions
- Avoid distress sales by knowing prevailing rates

## 5.6 Government Scheme Information

### Scheme Database:

Kisan Sarathi maintains comprehensive database of:

- Central government schemes (PM-KISAN, PMFBY, PM-KUSUM, PKVY, etc.)
- State government agricultural schemes
- ICAR programs and initiatives
- Input subsidy schemes (fertilizers, seeds, machinery)
- Credit and insurance schemes

### Personalized Scheme Recommendations:

Based on farmer's profile (crops, location, land size, category), the app highlights:

- Schemes for which farmer is eligible
- Application procedures and required documents
- Application deadlines
- Beneficiary selection process
- Helpline contacts for scheme inquiries

### Benefits:

- Farmers aware of available support schemes
- Simplified access to scheme information in local language
- Timely application submission
- Reduced dependency on intermediaries

## 5.7 SMS and Push Notification Alerts

### Proactive Communication:

Farmers receive timely SMS and in-app notifications for:

- Season-specific advisories (sowing, fertilizer application, irrigation, harvesting)

- Pest and disease outbreak warnings in farmer's locality
- Weather alerts (heavy rain, storm, extreme temperature)
- Expert replies to submitted queries
- Upcoming KVK events (training, field day, demonstration)
- New government scheme announcements
- Market price alerts for farmer's commodities

### **Notification Preferences:**

Farmers can customize:

- Types of alerts to receive
- Frequency of notifications
- Preferred time for receiving messages
- Language for SMS

## **5.8 Download Expert Prescriptions**

### **Prescription Format:**

After expert provides advisory, farmer can:

- Download detailed prescription in PDF format
- Prescription includes:
  - Farmer details and query reference number
  - Problem description and diagnosis
  - Recommended solution with step-by-step instructions
  - Dosage, application method, and timing
  - Precautions and safety guidelines
  - Expected outcomes
  - Follow-up recommendations
  - Expert name and KVK contact
- Save prescription in mobile device
- Print prescription at CSC or through home printer
- Share prescription with family members or fellow farmers

### **Benefits:**

- Written reference for implementing expert advice
- Reduces chances of forgetting or misapplying recommendations

- Can show prescription to input dealers for purchasing correct products
  - Useful for recordkeeping and demonstrating scientific practices
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## 6. KVK Expert Interface and Operations

### 6.1 KS Expert Mobile App

#### **App Availability:**

Google Play Store: [https://play.google.com/store/apps/details?id=com.kisansarathi.expert\[21\]](https://play.google.com/store/apps/details?id=com.kisansarathi.expert[21])

#### **Purpose:**

Specialized digital tool designed for KVK experts to efficiently manage farmer engagement, advisory dissemination, and query resolution through region-specific, timely, multimedia advisories.

#### **Key Features for KVK Experts:**

##### **1. AI-Enabled KS Chatbot:**

- Instant responses to frequently asked farmer queries
- Pre-loaded answers to common agricultural questions
- Reduces expert workload for routine inquiries

##### **2. Receive and Resolve Multimedia Queries:**

- View incoming farmer queries with text, images, audio, or video
- Analyze visual evidence of crop diseases, pest damage, soil issues
- Respond with detailed text, audio, or video advisory
- Mark queries as pending, under review, or resolved

##### **3. Farmer Registration and Profile Management:**

- Register new farmers directly through app
- Update farmer profiles with accurate farm details
- View complete farmer history and previous interactions

##### **4. Push Advisory Dissemination:**

- Send proactive advisories to registered farmers based on:
  - Current season and crop stage
  - Weather forecasts

- Pest surveillance data
- KVK recommendations
- Send bulk messages to farmer groups (all rice farmers, all dairy farmers, etc.)
- Schedule advisories for future delivery

#### **5. Video Consultation Management:**

- View video consultation requests
- Schedule video calls based on availability
- Conduct live video consultations with farmers
- Record consultations for documentation

#### **6. Call Rescheduling:**

- Manage call schedules
- Reschedule missed calls
- Set callback reminders

#### **7. Event Management:**

- Create and manage KVK events (training programs, field days, demonstrations)
- Invite registered farmers to events
- Send event reminders
- Record farmer attendance

#### **8. Performance Dashboard:**

- View queries received, pending, and resolved
- Track response time metrics
- Monitor farmer registration numbers
- Assess advisory dissemination reach

### **6.2 Web-Based Expert Portal**

**URL:** <https://expert.kisansarathi.in>

#### **Portal Functions:**

- Expert login with credentials
- Query management through web interface (alternative to mobile app)
- Access to farmer database
- Advisory composition with text editor and multimedia upload
- Reporting and analytics
- Knowledge base access for reference materials
- Communication with other KVK experts and ICAR scientists

## 6.3 Expert Workflow and Best Practices

### Query Resolution Workflow:

1. Expert receives notification of new farmer query
2. Reviews query details, farmer profile, and multimedia evidence
3. Analyzes problem using subject matter knowledge and diagnostic tools
4. Consults knowledge base, ICAR publications, or senior scientists if needed
5. Prepares comprehensive advisory in farmer's local language
6. Sends advisory to farmer via SMS and app notification
7. Marks query as resolved in system
8. Follows up if farmer requests clarification

### Quality Standards for Advisories:

- **Scientifically Accurate:** Based on ICAR-validated technologies and research
- **Location-Specific:** Tailored to local soil, climate, and cropping system
- **Practical and Implementable:** Recommendations farmer can realistically adopt
- **Clear and Simple Language:** Avoid jargon, use local terminology
- **Complete Information:** Include dosage, method, timing, precautions
- **Timely:** Respond within target timeframe, especially for urgent issues
- **Follow-Up:** Inquire about outcome and provide further guidance if needed

### Expert Training and Support:

- ICAR and DIC conduct periodic training for KVK experts on:
  - Platform usage and features
  - Digital communication skills
  - Multimedia advisory preparation
  - Data entry and farmer profiling
  - Performance metrics interpretation
- Helpdesk support for technical issues

- User manuals and video tutorials
- Peer learning through expert communities

## 6.4 Official Monitoring and Administration

### **For Agricultural Officials and Administrators:**

Kisan Sarathi facilitates officials to monitor daily activities[22]:

- Farmer registration numbers (daily, monthly, cumulative)
- Live calls handled by KVK experts
- Messages sent to farmers
- Advisories given (count and quality audit)
- Pending queries (flagging delays)
- KVK-wise performance comparison
- State-wise platform adoption metrics
- Scheme information dissemination statistics
- Feedback and satisfaction ratings

### **Administrative Dashboard:**

- Real-time data visualization
- Generate reports for different time periods and geographies
- Identify bottlenecks and service gaps
- Recognize high-performing KVKS and experts
- Plan capacity building interventions

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## 7. Platform Impact and Benefits

### 7.1 Farmer Empowerment

#### **Access to Expert Knowledge:**

- Democratized access to KVK scientists regardless of physical distance
- Expert guidance available 24/7 through app (submit query anytime)
- Reduced dependency on input dealers and unverified sources for advice

#### **Personalized Advisory:**

- Move from generic broadcast advisories to customized recommendations
- Solutions tailored to farmer's specific problem, crop, location, and resources
- Multimedia communication ensures better understanding

### **Timely Information:**

- "Right information at right time" philosophy prevents crop losses
- Proactive alerts on pest outbreaks, weather events, and market opportunities
- Critical advisories reach farmers within hours, not days or weeks

### **Language Inclusivity:**

- Communication in mother tongue enhances comprehension and trust
- Farmers comfortably express problems in local language
- Reduced misinterpretation of expert recommendations

## **7.2 Enhanced Agricultural Extension**

### **Extending KVK Reach:**

- One KVK expert can serve thousands of farmers through digital platform
- Overcome physical limitations of field visits and group meetings
- Farmers in remote villages access same quality advice as those near KVK headquarters

### **Efficient Resource Utilization:**

- Digital consultations save travel time and costs for farmers and experts
- Documentation of queries and advisories creates knowledge repository
- Repeated queries on similar issues answered quickly using past solutions

### **Data-Driven Extension Planning:**

- Query patterns reveal prevalent farmer issues in each district
- Inform KVK training programs, demonstrations, and field days
- Identify emerging problems (new pest, disease) requiring immediate attention
- Evidence-based allocation of resources to priority areas

### **7.3 Technology Adoption and Innovation Diffusion**

#### **Accelerating Technology Transfer:**

- ICAR technologies reach farmers faster through digital channels
- Visual demonstrations (videos, photos) enhance understanding of new practices
- Success stories shared digitally inspire peer adoption

#### **Feedback Loop for Research:**

- Farmer experiences with technologies fed back to researchers
- Real-world challenges inform adaptive research priorities
- Participatory technology refinement based on field feedback

### **7.4 Government Scheme Awareness and Access**

#### **Bridging Information Gap:**

- Farmers informed about schemes in their local language
- Personalized recommendations increase relevant scheme awareness
- Simplified application procedures reduce barriers to access

#### **Direct Benefit Transfer Support:**

- Accurate farmer database supports DBT implementation
- Registered farmers receive direct notifications about subsidy releases
- Reduced leakage and corruption in scheme delivery

## 7.5 Contribution to Agricultural Productivity and Income

### **Preventing Crop Losses:**

- Timely pest and disease management advice prevents yield losses
- Weather-based advisories reduce damage from extreme events
- Correct diagnosis prevents ineffective treatments

### **Optimizing Input Use:**

- Precise recommendations reduce overuse of fertilizers and pesticides
- Cost savings and environmental benefits
- Improved soil health and sustainability

### **Market Linkage:**

- Market price information enables better selling decisions
- Reduced information asymmetry between farmers and traders
- Higher farm gate prices boost farmer income

## 7.6 Digital Inclusion and Rural Development

### **Promoting Digital Literacy:**

- Farmers develop smartphone skills through app usage
- Progressive farmers become digital champions in villages
- Prepares rural communities for broader digital transformation

### **Youth Engagement:**

- Technology-driven agriculture attracts rural youth
- Young farmers enthusiastic about digital advisory services
- Encourages educated youth to remain in agriculture

### **Women Farmer Participation:**

- Women farmers access expert advice from home through mobile app
- Reduces gender barriers in agricultural extension

- Voice and video queries comfortable for women hesitant to attend public meetings
- 

## 8. Integration with National Digital Agriculture Ecosystem

### 8.1 Alignment with Digital India Mission

#### **Digital India Corporation (DIC) Partnership:**

Kisan Sarathi is developed and maintained by DIC under Ministry of Electronics and Information Technology, aligning with Digital India objectives:

- Digital infrastructure as utility to every citizen
- Governance and services on demand
- Digital empowerment of citizens

#### **Contribution to Digital Agriculture:**

- Demonstrates potential of ICT in agricultural transformation
- Scalable model for digital extension nationwide
- Integration point for other agricultural digital services

### 8.2 Linkage with ICAR Digital Initiatives

#### **Complementary Platforms:**

- **KRISHI Portal:** Kisan Sarathi queries and advisories can reference ICAR research publications and data from KRISHI portal
- **Farmer Portal (farmer.gov.in):** Integrated information on schemes, advisories, and market prices
- **KVK Portal:** Coordination of KVK activities and farmer outreach
- **Agrimarket App:** Market price data integrated into Kisan Sarathi

#### **Data Sharing and Interoperability:**

- Farmer data shared across platforms with consent and privacy safeguards

- Single sign-on for farmers across agricultural portals
- Unified farmer registry for targeted service delivery

## 8.3 Future Integration Opportunities

### **Proposed Integrations:**

- **AgriStack:** Link Kisan Sarathi with national farmer database for comprehensive profiling
  - **Soil Health Card Portal:** Integrate soil test data into farmer profiles for precise fertilizer recommendations
  - **PM-KISAN Database:** Use verified farmer lists for KYC and service targeting
  - **FPO Networks:** Connect Farmer Producer Organizations with Kisan Sarathi for collective advisory
  - **Input Dealers:** Link with registered input dealers for prescription-based product purchases
  - **Agricultural Credit:** Share credit needs identified through farmer queries with banks and NBFCs
- 

## 9. Challenges and Limitations

### 9.1 Digital Divide and Access Constraints

#### **Smartphone Penetration:**

- Not all farmers own smartphones, especially small and marginal farmers in remote areas
- Older farmers less familiar with mobile apps
- Mitigation: Toll-free helpline and CSC access channels for feature phone users

#### **Internet Connectivity:**

- Poor mobile network coverage in hilly and tribal regions
- Data costs may be prohibitive for some farmers
- Mitigation: Offline functionality for viewing previously received advisories; SMS-based alerts

#### **Digital Literacy:**

- Farmers with low education face challenges navigating digital interfaces
- Mitigation: Visual navigation, voice input, CSC assistance, KVK training

## 9.2 Expert Capacity Constraints

### Limited KVK Staff:

- Each KVK has limited number of subject matter specialists
- High query volumes may overwhelm experts during peak season
- Mitigation: AI chatbot for routine queries, prioritization of urgent issues, inter-KVK expert sharing

### Multimedia Advisory Preparation:

- Creating detailed video or audio advisories time-consuming
- Mitigation: Template-based responses for common issues, knowledge base of reusable content

## 9.3 Quality Assurance and Accountability

### Advisory Quality Variability:

- Quality of advisories depends on individual expert's knowledge and communication skills
- Risk of incorrect or incomplete recommendations
- Mitigation: Standardized protocols, peer review of complex cases, farmer feedback ratings, periodic quality audits

### Accountability Mechanisms:

- Ensuring farmers implement expert advice correctly
- Tracking outcomes and impact of advisories
- Mitigation: Follow-up queries encouraged, impact assessment studies, success story documentation

## 9.4 Platform Awareness and Adoption

### **Farmer Awareness:**

- Many farmers still unaware of Kisan Sarathi services
- Promotion through mass media, field days, and farmer group meetings needed

### **Trust Building:**

- Farmers accustomed to face-to-face interaction may be hesitant about digital advisory
- Demonstration of success stories and testimonials builds confidence

## 9.5 Sustainability and Scalability

### **Operational Costs:**

- Platform maintenance, server hosting, mobile app updates require ongoing funding
- Toll-free helpline operational costs
- Mitigation: Government funding, potential for nominal service fees for premium features, partnerships with private sector

### **Scaling to All Farmers:**

- India has over 146 million farmer families
- Achieving comprehensive coverage requires massive capacity expansion
- Mitigation: Phased rollout, leveraging AI and automation, farmer-to-farmer knowledge sharing

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## 10. Success Stories and Impact Evidence

### 10.1 Farmer Testimonials

#### **Timely Pest Management:**

A paddy farmer in West Bengal received timely alert about brown planthopper outbreak in his district through Kisan Sarathi SMS. He immediately consulted KVK expert via video call, showing affected

crop. Expert recommended specific insecticide and application method. Farmer implemented advice, saved crop from significant damage, and thanked platform for quick response.

### **Livestock Health Emergency:**

A dairy farmer in Haryana noticed sudden decline in milk yield and unusual behavior in his cow. Unable to reach veterinarian immediately, he submitted video query on Kisan Sarathi showing cow's symptoms. KV animal husbandry expert diagnosed potential mastitis, advised immediate treatment measures, and recommended bringing cow to nearest veterinary hospital. Timely intervention saved cow and restored milk production.

### **Market Price Empowerment:**

A vegetable farmer in Maharashtra regularly checked tomato prices on Kisan Sarathi before harvesting. Noticing price surge in neighboring district mandi, he transported produce there instead of selling locally at lower rate, earning 30% higher income. Farmer credited app for market intelligence.

## **10.2 Platform Adoption Metrics**

### **Registration Growth:**

(Note: Specific current statistics not publicly available; platform launched July 2021 and continues expansion across all 731 KVks)

### **Query Volume:**

Thousands of farmer queries resolved monthly across agriculture, horticulture, animal husbandry, and fisheries domains.

### **Geographic Coverage:**

Platform operational across all states and union territories, integrated with 731 KVks nationwide.

## **10.3 Recognition and Awards**

### **National Recognition:**

Kisan Sarathi recognized as innovative digital agriculture initiative during ICAR Foundation Day celebrations and national agricultural conferences.

### **International Interest:**

FAO and other international agricultural organizations have shown interest in replicating Kisan Sarathi model in other developing countries.

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## **11. Frequently Asked Questions (FAQs)**

### **11.1 Access and Registration**

#### **Q1: How can farmers access Kisan Sarathi services?**

Farmers can access through multiple channels:

- Mobile App (download from Google Play Store or Apple App Store)
- Toll-free Call: 1800-180-1551
- Common Service Centres (CSCs)
- Web Portal: <https://www.kisansarathi.in>[23]

#### **Q2: Is Kisan Sarathi registration mandatory?**

Registration is recommended to receive personalized advisories, but farmers can call toll-free helpline without registration for immediate assistance.

#### **Q3: Is there any fee for registration or services?**

No. All Kisan Sarathi services are completely free for farmers. No registration fee, no call charges (toll-free), no advisory charges.[24]

#### **Q4: Can farmers without smartphones use Kisan Sarathi?**

Yes. Farmers can call toll-free number 1800-180-1551 from basic mobile or landline phones. Registered farmers receive SMS advisories even on feature phones.[25]

## **11.2 Query and Advisory Services**

### **Q5: In which languages can farmers submit queries?**

Farmers can submit queries in 13 regional languages: Hindi, Tamil, Telugu, Malayalam, Kannada, Odia, Bengali, Assamese, Punjabi, Kashmiri, Gujarati, Marathi, and English.[26]

### **Q6: How quickly do experts respond to queries?**

Target response time is 24 hours for simple queries. Complex queries may take 2-3 days. Urgent issues are prioritized for immediate response.

### **Q7: Can farmers submit queries with photos or videos?**

Yes. The app supports text, voice, photo, and video query submission. Visual evidence helps experts provide accurate diagnosis.

### **Q8: What topics can farmers ask about?**

Farmers receive support in agriculture, horticulture, fisheries, and animal husbandry domains, along with weather updates and information on government schemes.[27]

## **11.3 Expert Consultation**

### **Q9: Who provides answers to farmer queries?**

Qualified subject matter specialists from Krishi Vigyan Kendras (KVKs) across India provide scientifically validated advisories based on ICAR research.

### **Q10: Can farmers request video consultation?**

Yes. Kisan Sarathi 2.0 offers video consultation feature where farmers can schedule live video calls with KVK experts for real-time issue diagnosis.

## **Q11: Can farmers contact specific experts by name?**

Queries are automatically routed to appropriate experts based on farmer's location and commodity. Farmers can request specific expert if previously consulted.

### **11.4 Additional Services**

#### **Q12: Does Kisan Sarathi provide weather forecasts?**

Yes. The app provides location-specific 7-day weather forecasts and extreme weather alerts from India Meteorological Department and ICAR Agromet services.

#### **Q13: Can farmers check market prices through Kisan Sarathi?**

Yes. The app displays real-time market prices from nearby mandis and APMCs for various agricultural commodities.

#### **Q14: How can farmers learn about government schemes?**

The app provides details of central and state government agricultural schemes tailored to farmer's region and crops, including eligibility and application process.

### **11.5 Technical Support**

#### **Q15: How can farmers get help if facing technical issues with the app?**

Farmers can access helpdesk support through app, submit feedback, or call toll-free helpline for technical assistance.

#### **Q16: How do farmers receive notifications about expert replies?**

Farmers receive SMS alerts and in-app push notifications when expert provides solution to their query.

#### **Q17: Can farmers download and save expert advisories?**

Yes. Farmers can download expert advisories in PDF format as prescriptions for offline reference and implementation.

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## 12. Contact Information and Support

### 12.1 Toll-Free Kisan Call Centre

**Helpline Number:** 1800-180-1551

**Service:** Direct voice consultation with KVK agricultural experts in local language

**Accessibility:** Available from any mobile or landline phone across India (no charges)

### 12.2 Web Portal

**Farmer Portal:** <https://www.kisansarathi.in>

**Expert Portal:** <https://expert.kisansarathi.in>

### 12.3 Mobile Apps

**Kisan Sarathi Farmer App:**

- Android: <https://play.google.com/store/apps/details?id=com.kisan.sarthi.farmer>
- iOS: Available on Apple App Store

**KS Expert App (for KVK Experts):**

- Android: <https://play.google.com/store/apps/details?id=com.kisan.sarthi.expert>

### 12.4 Social Media

**Twitter/X:** @KisanSarathi (for updates, announcements, and farmer engagement)

### 12.5 Helpdesk and Technical Support

**For Technical Issues, Feedback, and Queries:**

Access helpdesk through Kisan Sarathi app or website, or contact nearest Krishi Vigyan Kendra.

## 12.6 Institutional Contacts

### **Indian Council of Agricultural Research (ICAR):**

Krishi Anusandhan Bhawan, Pusa Campus, New Delhi - 110012

### **Digital India Corporation (DIC):**

Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi - 110003

Ministry of Electronics and Information Technology (MeitY),  
Government of India

## 12.7 Common Service Centres (CSCs)

Farmers can visit nearest CSC for assisted registration, query submission, and downloading prescriptions. Locate CSC through <https://www.csc.gov.in> or inquire at village panchayat office.

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## 13. Conclusion

Kisan Sarathi represents a paradigm shift in agricultural extension, transforming the traditional, resource-constrained, one-to-many extension model into a scalable, efficient, personalized, multimedia, multilingual digital advisory system connecting millions of Indian farmers with the vast scientific expertise of ICAR's 731 Krishi Vigyan Kendras[28]. By leveraging Information Communication Technology (ICT) through the Interactive Information Dissemination System (IIDS), Kisan Sarathi embodies the vision of providing "right information at right time" in the farmer's desired language, addressing the core challenge of agricultural knowledge dissemination in a diverse, geographically vast country like India[29].

### **Key Achievements:**

- 1. Democratized Expert Access:** Bridged physical and socio-economic barriers between farmers and agricultural scientists, ensuring smallholders in remote villages receive same quality guidance as progressive farmers near research centers
- 2. Multilingual Inclusivity:** Support for 13 regional languages ensures linguistic diversity does not impede knowledge access,

- empowering farmers to communicate comfortably in their mother tongue
- 3. **Multimedia Communication:** Text, voice, image, and video-based interaction accommodates varying literacy levels and enables accurate visual diagnosis of field problems
  - 4. **Multi-Channel Access:** Smartphone app, toll-free helpline, web portal, IVRS, and CSC interfaces ensure no farmer is excluded due to lack of smartphone or internet access
  - 5. **Personalized Advisories:** Move from generic broadcast messages to customized recommendations based on individual farmer's crop, location, soil, and specific challenge
  - 6. **Timely Information Delivery:** Push-based alerts on weather, pest outbreaks, and market opportunities enable proactive decision-making and prevent losses
  - 7. **Integrated Service Delivery:** Beyond advisory, platform provides weather forecasts, market prices, government scheme information, and expert video consultations—a comprehensive digital agricultural knowledge ecosystem
  - 8. **Scalable Model:** Digital infrastructure allows one KVK expert to serve thousands of farmers efficiently, overcoming traditional extension's reach limitations

## Impact on Indian Agriculture:

Kisan Sarathi directly contributes to:

- **Productivity Enhancement:** Timely, accurate advice on pest management, nutrient application, and crop care prevents yield losses and optimizes input use
- **Income Growth:** Market price information and optimal selling timing increase farmer realization; reduced input waste improves profitability
- **Technology Adoption:** Faster diffusion of ICAR-developed technologies from research stations to farmers' fields through digital channels
- **Scheme Access:** Improved awareness and access to government support programs, enabling farmers to leverage available subsidies and insurance
- **Sustainable Practices:** Expert guidance promotes judicious use of chemicals, soil health management, and integrated pest

- management for environmental sustainability
- **Digital Literacy:** Encourages farmers to adopt smartphones and digital tools, preparing rural communities for broader digital economy participation

## Vision Forward:

Kisan Sarathi 2.0 and future enhancements will continue to evolve with:

- **Artificial Intelligence:** AI-powered chatbot for instant responses, machine learning-based crop disease identification, and predictive analytics for pest outbreaks
- **Expanded Video Consultation:** Mainstream video-based expert interaction as primary consultation mode for complex issues
- **IoT Integration:** Linking farm sensors (soil moisture, weather stations) for automated, data-driven advisories
- **Farmer Community Building:** Discussion forums and farmer-to-farmer knowledge exchange within platform
- **Value Chain Linkages:** Connecting farmers with input suppliers, FPOs, processors, and buyers for complete value chain integration
- **Impact Measurement:** Rigorous tracking of advisory implementation outcomes and quantified impact on yields, income, and sustainability

## Call to Action:

- **Farmers:** Download Kisan Sarathi app today from Google Play Store or Apple App Store, register with your mobile number, and start receiving personalized agricultural guidance from KVK experts in your local language. For feature phone users, save toll-free helpline 1800-180-1551 and call anytime for expert assistance.
- **KVK Scientists:** Actively engage with farmers through KS Expert App, provide timely, high-quality multimedia advisories, and leverage video consultation to strengthen farmer-scientist bond.
- **Agricultural Officers:** Promote Kisan Sarathi in your districts through awareness campaigns, farmer group meetings, field days, and Panchayat announcements. Assist farmers with registration at CSCs and local agricultural offices.

- **Technology Partners:** Collaborate with ICAR and DIC to enhance platform features, integrate complementary services, and expand digital agriculture ecosystem for farmer benefit.
- **Researchers and Academia:** Study Kisan Sarathi's impact on extension effectiveness, technology adoption, and farmer outcomes. Generate evidence to inform policy and scale best practices.

Kisan Sarathi embodies the synergy of agricultural science, information technology, and farmer-centric service delivery that is essential for India's agricultural transformation in the 21st century. As India strives to double farmer income, achieve nutritional security, and promote sustainable agriculture, digital extension platforms like Kisan Sarathi will play an increasingly vital role in empowering farmers with knowledge, connecting them to markets, and ensuring scientific practices reach every field. By bringing the expertise of ICAR's vast research and extension network to farmers' fingertips, Kisan Sarathi is not just a digital platform—it is a movement toward democratizing agricultural knowledge, strengthening farmer livelihoods, and building a prosperous, sustainable agricultural future for India.

**"Right Information at Right Time in Right Language"**

**"Empowering Farmers, Enriching Lives"**

**"Connecting Farms with Science, Connecting Farmers with Prosperity"**

**Jai Kisan, Jai Vigyan! (Hail Farmer, Hail Science!)**

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**Compiled by:** AI Agricultural Advisory System for Farmers in India

**Data Sources:** Kisan Sarathi Official Website ([kisansarathi.in](https://kisansarathi.in)), Expert Portal ([expert.kisansarathi.in](https://expert.kisansarathi.in)), Press Information Bureau (PIB), Google Play Store App Descriptions, Apple App Store, Digital India Corporation (DIC), BYJU'S Current Affairs, IBEF News, FAO DVI Databank, IASRI Documentation, Educational Resources

**Disclaimer:** This document is compiled based on publicly available information from official Kisan Sarathi sources, government press releases, and app store descriptions. For the most current platform features, helpline availability, language support, and service details, please visit <https://www.kisansarathi.in>, download the official mobile app, or call toll-free helpline 1800-180-1551. Platform features and services are subject to updates by ICAR, Digital India Corporation, and Ministry of Electronics and Information Technology.

**Usage:** This comprehensive guide is prepared for educational and informational purposes to assist farmers, agricultural extension workers, KVK scientists, agricultural students, researchers, and stakeholders in understanding and utilizing Kisan Sarathi's digital advisory services for improving agricultural practices, farmer incomes, and knowledge accessibility across India.

**Acknowledgment:** This document recognizes the pioneering efforts of the Indian Council of Agricultural Research (ICAR), Digital India Corporation (DIC), Ministry of Electronics and Information Technology (MeitY), Ministry of Agriculture and Farmers Welfare, and the dedicated scientists and staff of 731 Krishi Vigyan Kendras who are transforming agricultural extension through Kisan Sarathi, empowering millions of Indian farmers with timely, authentic, multilingual agricultural guidance and building a digitally inclusive, scientifically informed, and prosperous farming community.

**Empowering Farmers Through Digital Agricultural Extension**

**Connecting Science with Fields, Experts with Farmers,  
Knowledge with Prosperity**

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# MANAGE FPO Academy: Supporting Farmer Producer Organizations in India

**Institution:** National Institute of Agricultural Extension Management (MANAGE)

**Location:** Hyderabad, Telangana, India

**Portal:** <https://www.manage.gov.in/fpoacademy>

**Established:** January 1, 2021

**Parent Organization:** Ministry of Agriculture and Farmers Welfare, Government of India

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## Overview of MANAGE

The National Institute of Agricultural Extension Management (MANAGE) is an apex level autonomous institute established in 1987 under the aegis of Ministry of Agriculture and Farmers Welfare, Government of India[1]. Originally established as a management institute to address challenges in the rapidly growing agricultural sector, its status was elevated to that of a National Institute in 1992[2]. MANAGE is headquartered in Hyderabad and operates as the Indian response to challenges of management in agricultural extension and allied sectors.

### MANAGE's Mandate:

To assist Government of India and State Governments/Union Territories to improve delivery mechanisms in agriculture and allied sectors through:

- Need-based changes in policies and programs
- Improving knowledge, skills and attitude of extension personnel
- Training, Education, Research, Consultancy, and Documentation
- Implementation of select Central Sector Schemes

MANAGE is involved in major initiatives towards reorientation and modernization of agricultural extension system, offering services through five work streams covering training, consultancy, management education, information services, and research[3].

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## MANAGE FPO Academy: Mission and Objectives

### Background and Establishment

The Government of India launched a flagship Central Sector Scheme for "Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)" to be formed over five years[4]. This ambitious program aims to leverage economies of scale in production and marketing, enhance productivity through efficient resource use, reduce cost of farm production, and increase farmers' income through sustainable, income-oriented farming.

In implementing this huge task, **capacity building** emerged as one of the major components. MANAGE was identified as the nodal institute for implementing this capacity building component[5]. In order to achieve this target, the National Institute of Agricultural Extension Management established the **MANAGE FPO Academy** with effect from January 1, 2021[6].

### Objectives of MANAGE FPO Academy

The FPO Academy has been initiated with the following objectives:

1. **Capacity Building:** To organize capacity building programmes for different stakeholders covering:
  - Board of Directors (BODs) of FPOs
  - Chief Executive Officers (CEOs) of FPOs
  - Bankers and financial institutions
  - Cluster-Based Business Organizations (CBBOs)
  - Officers from agriculture and line departments
  - Resource persons from NGOs, Universities, and other institutes including private sector
2. **Research:** To undertake research on different aspects of promotion, formulation and strengthening of farmer-

- organizations
3. **Policy Advocacy:** To provide policy advocacy to the government based on research findings and feedback received from the field
  4. **Linkage Development:** Evolve different methodology and models to facilitate FPOs linking with emerging opportunities in agricultural value chains

## Scope of MANAGE FPO Academy

The major responsibilities of the FPO Academy include[7]:

- Conduct capacity building programmes for different stakeholders covering Board of Directors, CEOs, input dealers, extension personnel, and FPO members
- Undertake research studies on FPO promotion, sustainability, regulatory issues, impact assessment, and training needs
- Provide policy advocacy based on research and field experiences
- Document best practices and success stories
- Develop training modules and learning materials for FPO stakeholders
- Coordinate with state governments, implementing agencies, and other stakeholders
- Monitor and evaluate FPO performance and capacity building outcomes

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## Capacity Building Programs

### Target Stakeholders

MANAGE FPO Academy addresses the following stakeholders through academic programs:

- Farmers and farmer-members of FPOs
- Farmer Producer Organizations and Farmers' Cooperatives
- Board of Directors and General Body members of FPOs
- Chief Executive Officers and staff of FPOs
- Extension officials (Krishi Sevaks and Krishi Sevikas)
- Resource Institutions (RIs) and Cluster-Based Business Organizations (CBBOs)
- Input dealers and agribusiness companies

- Bankers and financial service providers
- Policy makers and agricultural administrators
- NGO professionals working with FPOs
- Researchers and academicians

## Training Programs Offered

### 1. Training of Trainers (ToT) Programs:

Designed to sensitize extension officials in agriculture and allied sectors on FPO concepts, promotion processes, and support mechanisms.

### 2. Training for Board of Directors (BODs):

Covering:

- Process of incorporation of FPO
- Registration process and legal compliance
- Share holding pattern, authorized and paid-up capital
- Conducting general body meetings
- Sanctions of loans and financial management
- Business plan development and implementation
- Governance and decision-making

### 3. Training for Chief Executive Officers (CEOs):

Focused on:

- Management aspects of FPO operations
- Record maintenance and documentation
- Bank linkages and financial literacy
- Market intelligence and marketing strategies
- Input-output management
- Human resource management
- Networking and stakeholder engagement

### 4. Training for FPO Members:

Addressing:

- Rights and responsibilities as FPO members

- Benefits of collective action
- Quality production practices
- Post-harvest management
- Value addition opportunities

## **5. Training for Extension Officials:**

MANAGE conducts intensive training programs for Krishi Sevaks and Krishi Sevikas working with FPOs, covering:

- Legal compliance for FPOs/FPCs/cooperatives in India
- Institutional and organizational development of FPOs
- Value chain development
- Accounting and auditing procedures
- Export documentation for organic products
- Input-output management
- Marketing strategies
- Organic product certification
- FPO governance
- Business development strategies
- Linking FPOs to climate change initiatives[8]

## **Training Program Structure**

### **Five-Day Residential Training Program for FPO Representatives:**

<b>Day</b>	<b>Topics Covered</b>
Day I	<ul style="list-style-type: none"> <li>• Concept of Farmers' collective enterprises</li> <li>• Institutional and organizational development of FPOs</li> <li>• Cooperatives in India: emerging trends</li> </ul>
Day II	<ul style="list-style-type: none"> <li>• Legal compliance and post-registration activities</li> <li>• Mobilization and formation of FPOs</li> <li>• Governance of FPOs</li> </ul>
Day III	<ul style="list-style-type: none"> <li>• Introduction to accounting and auditing</li> <li>• Functional activities; Preparation of Share Capital</li> <li>• Annual General Body Meetings (AGBMs)</li> </ul>
Day IV	<ul style="list-style-type: none"> <li>• Cluster-based Business Organizations</li> <li>• Promoters of FPOs</li> <li>• Formation of FPOs/FPCs/cooperatives</li> </ul>
Day V	<ul style="list-style-type: none"> <li>• Business plan for Farmer Producer Organizations</li> <li>• Input and Output management</li> </ul>
Day VI	<ul style="list-style-type: none"> <li>• The value chain; Agricultural marketing</li> <li>• Supply and demand; Developing marketing strategies</li> </ul>

Table 1: Curriculum structure for FPO representatives training

### **Program Delivery Mode:**

- Fully Residential programs conducted at MANAGE, Hyderabad
  - Local/Regional programs conducted in states
  - Assessment through Pre-test and Post-test
  - No age limit for participants
  - Eligibility: Representatives of FPOs
-

# Research and Documentation Activities

## Research Areas

MANAGE FPO Academy undertakes research studies on:

1. **Sustainability of FPOs:** Analyzing factors contributing to long-term viability and self-sufficiency of FPOs
2. **Regulatory Issues:** Examining legal, compliance, and governance challenges faced by FPOs
3. **Impact Assessment:** Measuring outcomes and impact of FPO interventions on member farmers' income, productivity, and livelihoods
4. **Training Need Assessment:** Identifying capacity gaps and designing targeted training interventions
5. **Value Chain Analysis:** Studying market linkages, aggregation models, and value addition opportunities
6. **Financial Inclusion:** Examining credit access, banking relationships, and financial management practices
7. **Technology Adoption:** Assessing uptake of modern agricultural technologies through FPO platforms

## Documentation and Knowledge Management

- Compilation of FPO success stories and best practices
- Development of training manuals and resource materials
- Case studies on FPO business models and innovations
- Policy briefs based on field experiences and research findings
- State-wise repository of FPO lists and schemes
- Repository of useful agricultural portals and apps

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## State-wise FPO Repository and Schemes

### Overview

The MANAGE FPO Academy portal maintains a comprehensive **state-wise repository** providing information on:

- List of registered FPOs in each state
- State government schemes supporting FPOs

- State-specific agricultural schemes benefiting FPO members
- Mobile applications and digital portals for farmers in each state

**Portal Link:** <https://www.manage.gov.in/fpoacademy/states/states.asp>

## States and Union Territories Covered

The repository covers all 28 states and 8 Union Territories of India:

### States:

- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Bihar
- Chhattisgarh
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Odisha
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Telangana
- Tripura
- Uttar Pradesh
- Uttarakhand
- West Bengal

## **Union Territories:**

- Andaman and Nicobar Islands
- Chandigarh
- Dadra & Nagar Haveli and Daman & Diu
- Delhi
- Jammu and Kashmir
- Ladakh
- Lakshadweep
- Puducherry

## **State Government Schemes for FPOs**

The MANAGE FPO Academy portal provides detailed information on state government agricultural schemes that benefit FPOs and their members. The following states have dedicated scheme repositories on the portal:

### **State-wise Scheme Availability:**

<b>State</b>	<b>Scheme Categories</b>
Andhra Pradesh	New Agricultural Schemes
Chhattisgarh	Agricultural Schemes
Jharkhand	Agricultural Schemes
Gujarat	Agriculture and Animal Husbandry Schemes
Karnataka	Agriculture and Animal Husbandry Schemes
Kerala	Government Agricultural Schemes
Maharashtra	Government Agricultural Schemes
Tamil Nadu	Agricultural Inputs Subsidy Schemes

Table 2: States with documented schemes on MANAGE FPO Academy portal

**Portal Link for State Schemes:** <https://www.manage.gov.in/fpoacademy/SGSchemes/state-schemes.asp>

### **Types of State Schemes Supporting FPOs:**

State government schemes typically provide support in the following areas:

**1. Input Subsidies:**

- Subsidized seeds, fertilizers, and pesticides for FPO members
- Farm equipment and machinery subsidies
- Irrigation equipment support

**2. Infrastructure Development:**

- Establishment of collection centers and warehouses
- Cold storage and ripening chamber subsidies
- Processing unit setup support
- Pack houses and grading facilities

**3. Market Linkage Support:**

- Transportation subsidies for produce
- Marketing infrastructure development
- Participation in trade fairs and exhibitions
- E-marketing platform development

**4. Value Addition:**

- Food processing unit subsidies
- Packaging and branding support
- Quality certification assistance
- Technology adoption grants

**5. Capacity Building:**

- Training programs for FPO members and staff
- Exposure visits and study tours
- Expert consultation support

**6. Financial Support:**

- Working capital assistance
- Interest subvention on loans
- Credit guarantee coverage
- Equity grants for FPO capitalization

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## Central Government Schemes for FPOs

## **Formation and Promotion of 10,000 FPOs Scheme**

**Launched:** February 2020

### **Implementing Agencies:**

- Small Farmers' Agribusiness Consortium (SFAC)
- National Cooperative Development Corporation (NCDC)
- National Bank for Agriculture and Rural Development (NABARD)

### **Objectives:**

1. Provide holistic and broad-based supportive ecosystem to form new 10,000 FPOs
2. Facilitate development of vibrant and sustainable income-oriented farmer producer organizations
3. Enhance productivity through efficient, cost-effective and sustainable resource use
4. Leverage economies of scale in production and marketing
5. Reduce cost of farm production and increase farmers' income

### **Eligibility Criteria:**

- FPO with minimum 300 farmer-members in plains areas
- FPO with minimum 100 farmer-members in North-Eastern and Hilly areas (including UTs)
- Must be registered as Producer Company under Companies Act 2013 or as Cooperative Society

### **Financial Support:**

Each FPO receives financial assistance of up to **₹18 lakh** over 5 years covering:

- Formation and registration costs
- Professional handholding support through Cluster-Based Business Organizations (CBBOs)
- Training and capacity building
- Business planning and development
- Infrastructure development
- Marketing support

## **Additional Benefits:**

- **Credit Guarantee Fund:** Coverage up to ₹2 crore per FPO to facilitate bank credit without collateral
- **National Project Management Agency (NPMA):** Advisory services for strategic guidance and technical support
- **Equity Grant:** Matching equity contribution support

## **Other Central Schemes Supporting FPOs**

### **1. Pradhan Mantri Kisan Sampada Yojana (PMKSY):**

- 40% capital subsidy for post-harvest infrastructure
- Support for cold storage, processing units, and value addition facilities
- FPOs eligible as implementing agencies

### **2. PM-KISAN (Pradhan Mantri Kisan Samman Nidhi):**

- ₹6,000 per year in three installments to all landholding farmers
- FPO members eligible for direct benefit transfer

### **3. Paramparagat Krishi Vikas Yojana (PKVY):**

- Promotes organic farming through FPO clusters
- ₹50,000 per hectare support for 3 years
- Covers organic inputs, certification, and marketing

### **4. Mission for Integrated Development of Horticulture (MIDH):**

- Support for horticulture production and marketing
- Infrastructure subsidies for FPOs
- Post-harvest management facilities

### **5. National Agriculture Market (e-NAM):**

- FPOs can register and trade on e-NAM platform
- Access to nationwide market intelligence
- Direct selling to buyers across India

### **6. Agriculture Infrastructure Fund:**

- ₹1 lakh crore fund for agricultural infrastructure

- 3% interest subvention for FPOs
- Credit guarantee coverage
- Support for warehouses, cold chains, processing units

**Portal for Central Government Schemes:** <https://www.manage.gov.in/fpoacademy/CGSchemes/central-schemes.asp>

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## Organizational Structure and Coordination

### MANAGE Centers Supporting FPO Academy

MANAGE has nine thematic centers that contribute to FPO Academy activities:

1. **Monitoring & Evaluation (M&E) Centre:** Lead centre responsible for overall coordination with different agencies and implementation of FPO Academy activities
2. **Other MANAGE Academic Centres:** Different centers participate as members providing specialized training modules:
  - Agribusiness Management (ABM) Centre
  - Agricultural Extension Centre
  - Farm Management Centre
  - Information Technology Centre
  - Rural Marketing Centre
  - Training Methods Centre
  - Other specialized centers

### Coordination Mechanisms

- Collaboration with Ministry of Agriculture and Farmers Welfare
  - Partnership with State Agriculture Departments
  - Engagement with Implementing Agencies (SFAC, NABARD, NCDC)
  - Coordination with KVKs and ICAR institutions
  - Linkage with agricultural universities and research institutions
  - Partnership with NGOs and private sector organizations
  - International collaboration through ITEC programs
-

# **International Programs and Capacity Building**

## **ITEC Training Programs**

MANAGE conducts International Technical and Economic Cooperation (ITEC) training programs on FPOs supported by Ministry of External Affairs, Government of India.

### **Recent ITEC Program (February 2025):**

"Issues and Challenges in the Promotion of Farmer Producer Organizations"

- Duration: Two weeks
- Participants: 30 participants from 15 countries (Bangladesh, Bhutan, Cote D'Ivoire, Ecuador, Ethiopia, Ghana, Laos, Lesotho, Malawi, Mali, Nigeria, South Sudan, Turkmenistan, Vietnam, Zimbabwe)
- Focus: Formation, legal compliance, governance, financial management, market linkages, export potential, and policy frameworks for FPOs

### **Key Topics Covered:**

- Governance structures and business planning
- Value chain management
- Marketing strategies
- Organic certification, branding, and packaging
- Global market trends
- Government schemes and contract farming
- Financial sustainability
- Case studies on successful FPOs

### **Field Visits:**

- ICRISAT Patancheru (International Crops Research Institute for the Semi-Arid Tropics)
- RTP-NIRD Rajendranagar (Rural Technology Park, National Institute of Rural Development)

- Kattangur FPO (successful FPO model)
- ICAR-IIMR FPO activities (Indian Institute of Millets Research)
- Sahaja Aharam FPO (organic farming and marketing)

### **Back-at-Work Plan:**

Participants develop action plans to implement learning in their respective countries, promoting global knowledge sharing on farmer collectives[9].

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## **Impact and Achievements**

### **Capacity Building Reach**

Since 2013, MANAGE has organized more than 100 programs for different stakeholders of FPOs, covering thousands of participants including:

- Extension officials from state agriculture departments
- Board of Directors and CEOs of FPOs
- FPO members and farmers
- Bankers and financial service providers
- Resource persons from implementing agencies
- International participants from developing countries

### **FPO Formation Progress**

Under the 10,000 FPO scheme, significant progress has been achieved:

- Target of 10,000 FPOs achieved by June 2023[10]
- FPOs formed across all states covering diverse commodities
- Over 3 lakh farmers mobilized into Farmer Interest Groups (FIGs) federated into registered FPOs
- FPOs emerging as nodal points for technology transmission, inputs, credit, and market linkages

## Key Success Indicators

- Enhanced farmer income through collective bargaining and market access
  - Improved access to credit and financial services
  - Better input procurement at competitive prices
  - Value addition and processing facilities established
  - Direct market linkages reducing intermediary margins
  - Technology adoption and productivity improvements
  - Empowerment of smallholder farmers through collective action
- 

## Useful Portals and Digital Resources

### MANAGE FPO Academy Digital Resources

#### 1. MANAGE FPO Academy Portal:

<https://www.manage.gov.in/fpoacademy>

- Brochures and training materials
- Central government schemes information
- State-wise FPO repository
- Useful portals and apps directory
- Latest news and updates

#### 2. MANAGE Main Portal: <https://www.manage.gov.in>

- Training programs and schedules
- Research publications and databases
- Library resources
- Consultancy services

#### 3. MarketMirchi.com:

- Latest commodity prices
- Market intelligence
- Weather and agriculture reports

#### 4. Monsoon and Weather Reports:

- Latest weather updates
- Seasonal forecasts
- Agro-advisory based on weather

## Related FPO Portals

### 1. FPO India Portal: <https://fpoindia.com>

- Centralized platform connecting FPOs with markets, resources, and schemes
- FPO profiles and business showcasing
- Stakeholder networking
- Scheme information and access

### 2. FPO Odisha Portal: <https://fpoodisha.nic.in>

- State-level FPO portal
- Scheme information (13 schemes including central and state)
- Stakeholder enrollment and profile management
- Business linkages and services

### 3. SFAC Portal: <https://sfacindia.com>

- Small Farmers' Agribusiness Consortium
- FPO scheme guidelines and application
- Equity grant and credit guarantee information

### 4. NABARD FPO Portal:

- NABARD's FPO promotion initiatives
- Producer Organization Development Fund (PODF)

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## Challenges and Way Forward

### Current Challenges in FPO Development

#### 1. Inadequate Financial Resources:

- Limited share capital mobilization from members
- Working capital constraints
- Difficulty accessing institutional credit

#### 2. Weak Institutional Support:

- Insufficient handholding beyond initial formation phase
- Limited access to technical expertise
- Inadequate market linkage support

#### 3. Leadership and Governance Issues:

- Lack of effective leadership among farmer-directors
- Poor understanding of governance norms
- Limited managerial capacity of CEOs

#### 4. Capacity Building Gaps:

- Current programs focus on early-stage FPOs
- Insufficient lifecycle-based capacity building
- Limited follow-up and reinforcement training

#### **5. Market Access Constraints:**

- Difficulty in establishing direct buyer relationships
- Limited bargaining power despite aggregation
- Quality and grading challenges

### **Recommendations for Strengthening FPOs**

#### **1. Lifecycle-Based Capacity Building:**

- Design modules aligned to FPO maturity stages
- Deliver training in sync with business/crop cycles
- Customized content based on geography, demographics, and value chains

#### **2. Enhanced Monitoring and Evaluation:**

- Effective M&E systems for timely feedback
- Course correction mechanisms
- Improved accountability frameworks
- Performance tracking and impact measurement

#### **3. Sustained Handholding Support:**

- Extend professional support beyond initial 5 years
- Mentorship programs linking mature FPOs with new FPOs
- Ongoing technical advisory services

#### **4. Stronger Market Linkages:**

- Digital platforms for buyer-FPO connections
- Contract farming facilitation
- Export market access support
- Brand development and marketing assistance

#### **5. Financial Inclusion:**

- Simplified credit access procedures
- Expanded credit guarantee coverage
- Working capital support mechanisms
- Equity infusion opportunities

#### **6. Technology Integration:**

- Digital record-keeping and MIS
- E-commerce and online marketing platforms
- Precision agriculture technologies
- Blockchain for supply chain traceability

## MANAGE FPO Academy's Future Strategy

- Expand training programs to cover all 10,000 FPOs and stakeholders
  - Develop online and blended learning modules for wider reach
  - Strengthen research on FPO sustainability and impact
  - Create knowledge repository of best practices and case studies
  - Enhance international collaborations for global learning
  - Support policy advocacy based on evidence and field experiences
  - Facilitate FPO federations and apex organizations
  - Promote innovation and entrepreneurship in FPO ecosystem
- 

## Contact Information

### MANAGE Headquarters

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**Website:** <https://www.manage.gov.in>

**FPO Academy Portal:** <https://www.manage.gov.in/fpoacademy>

### Key Officials

#### **Dr. Saravanan Raj**

Director (Agricultural Extension), MANAGE

CEO, MANAGE-Centre for Innovation and Agripreneurship  
(MANAGE-CIA)

#### **Dr. K. C. Gummagolmath**

Director (Monitoring & Evaluation), MANAGE

Lead Coordinator, MANAGE FPO Academy

## **For Training Program Inquiries**

### **Training Coordination Cell**

National Institute of Agricultural Extension Management (MANAGE)

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Phone: +91-40-24016702

## **For FPO Registration and Scheme Information**

### **Small Farmers' Agribusiness Consortium (SFAC)**

Website: <https://sfacindia.com>

Helpline: 1800-270-0224

### **NABARD (National Bank for Agriculture and Rural Development)**

Website: <https://www.nabard.org>

### **NCDC (National Cooperative Development Corporation)**

Website: <https://www.ncdc.in>

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## **Conclusion: MANAGE FPO Academy's Role in Farmer Empowerment**

The MANAGE FPO Academy represents a critical institutional mechanism for building capacity and supporting the formation, strengthening, and sustainability of Farmer Producer Organizations across India. As the nodal institute for capacity building under the ambitious 10,000 FPO scheme, MANAGE plays a pivotal role in transforming smallholder agriculture through collective action.

By providing comprehensive training to diverse stakeholders—from farmer-members and BODs to CEOs, bankers, and extension officials

—the Academy ensures that FPOs develop the managerial, technical, financial, and market competencies necessary for long-term viability and impact. The combination of residential training programs, research studies, policy advocacy, documentation of best practices, and coordination with implementing agencies creates a holistic support ecosystem for FPOs.

The state-wise repository and scheme information portal serves as a valuable knowledge resource, connecting FPOs with central and state government support programs, digital tools, and relevant stakeholders. This facilitates access to financial assistance, infrastructure subsidies, market linkages, and technical guidance that FPOs need to grow and serve their farmer-members effectively.

As India continues to promote farmer collectives as vehicles for inclusive agricultural growth, income enhancement, and sustainable rural development, MANAGE FPO Academy's capacity building initiatives will remain central to realizing the vision of empowered, vibrant, and self-sustaining Farmer Producer Organizations across the nation.

### **Empowering FPOs, Enriching Farmers, Building Prosperous Rural Communities**

### **Collective Action for Agricultural Transformation**