

Information Communication Technology (ICT) & Dissemination of Information



Recent technology could be used to disseminate the information to the farmers at the faster mode. Proper use of state of art technology especially artificial intelligence in preparation and dissemination of agromet advisories in faster mode. More emphasis might be given on different ICT technologies, WhatsApp, SMS mobile apps in dissemination of Agromet Advisory to the farmers and other user community. Two-way communication in agromet system in the state of might be taken up in SAR. Preparation of SOP on information dissemination, multi-institution collaboration, two-way communication, socio-economic benefit etc. More weightages would be given on use of ICT in dissemination of information. The value of the information was usually determined by the question rather dynamic questions received from the user community. The value of the information communicated to farmers and also multi way of communications from all those directly or indirectly involved in agromet advisory services.

Introduction of e-community radio in dissemination of information in local languages in clusters of villages and capacitate large number of people at community level may be encouraged as it needs minimal cost, e-community radio for dissemination of information and other related activities would surely help the farming community. However, lacuna and needs in member countries would be understood first and accordingly the related information might be shared and this would be used after proper validation including organising training programme to effective use such information in the respective country. Though there is some limitation, community radio for dissemination of information would be used as a secondary channel of information to fill the gaps along with the other modes of dissemination. Thus, e-community radio concept could be a viable solution as its low cost and packet size is not so big and additionally number of activities like FAQ, feedback, chat system could be performed.

ICT is an enabler. Two pieces of ingredients of ICT are technology and people. ICT tools would be used for capacity building programme which again an area of development of tools

There is need to improve ICT capacity in dissemination of information as well as developing specific bulletins in member countries in South Asia.

The role of ICT is both information production and information dissemination. Though initially the dissemination was relatively slow due to non-advancement in ICT, but today there is a sea-change in dissemination of information in urban and rural areas due to huge progress in ICT in dissemination particularly through different types of upgraded phones including mobile phones and communication of information through SMS, touch screen etc. These days there is a substantial increase in tele density in number of countries in South Asia. As on today penetration of information is there and it reached to rural areas; however, there is need to better products and contents in the information usable to the farming community. Quantum communication is coming very fast and route with multiple kind of information, interacting with each other and ultimately reach out to user community. It is expected that big technology like artificial intelligence, ML and others would be used extensively for next two years; however, we would

be ready to use it. Huge kind of opportunity would be available and we would ready for that and grab the opportunity. Some of the recommendation on Information Communication Technology (ICT) & dissemination of information programme are as follows.

- Initiatives to be taken up for enabling required ICT to the various member countries in South Asia.*
- Use of such technology would help to access, analyse the data and various information for taking decisions in formulation of agromet advisories for the farmers.*
- It is essential to access, analyse, comprehend and take decisions on the service providers in different NMHSs in this region using ICT.*
- ICT in Amazon and Bhuban initiatives of Indian Space Research Organisation (ISRO) would be explored.*