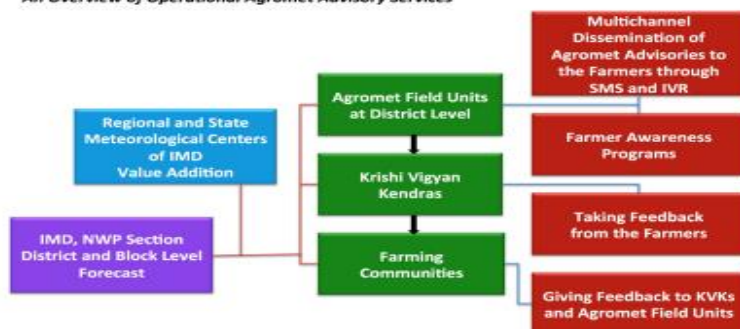


India

The Agromet Advisory Services of the India Meteorological Department (IMD) in the Ministry of Earth Sciences is providing location and crop specific actionable weather and climate services and products that link in available technologies, best practices and go the last mile to reach all farmers in the country. The Agromet Advisory Services have now been established at district as well as block levels in India. These Services meet the real-time needs of farmers and contribute to weather-based crop/livestock management strategies and operations dedicated to enhancing crop production and food security. They are making a tremendous difference in agricultural production by assisting farmers in taking the advantage of benevolent weather and in minimizing the adverse impact of malevolent weather. Today, IMD is implementing operational agrometeorological schemes across the country under a six-tier structure ranging from top-level policy planning body in Delhi to Krishi Vigyan Kendras at district level.

All of the information is geared to help farmers maximize output and avert crop damage or loss. The Agromet Advisory Services also has an end-user group feedback mechanism to help the district level forecasters to tailor their services further. In a survey conducted by the National Council of Applied Economic Research (NCAER), 93% of farmers responding agreed that numerical weather prediction were reliable, and asserting that they used the information in making decisions during different farming stages, from sowing to harvesting. The economic benefit has been estimated at US\$ 7.575 billion per year and is extrapolated to rise to US\$ 32 billion if the entire farming community in the country were to use Agromet Advisory Services in their agricultural activities.

An Overview of Operational Agromet Advisory Services



Agromet Advisory Services use multi-channel dissemination channels including mass media, group awareness campaigns and individual contacts in order to reach more farmers. Around 43 million farmers are currently subscribed to the SMS advisories, but there is still a need for greater dissemination and to convince farmers of the sustainability of the positive impacts observed in the long term. A participatory, cross-disciplinary approach is taken to deliver climate and weather information and enhance awareness in these user groups. organized these group awareness campaigns in different parts of the country. Farmers receive informative brochures and pamphlets outlining weather-based farming guidelines; information on crop management practices in the district; about pests and diseases, severe weather conditions, crops that can be grown under stress conditions

and contingency plans; and on the District Agromet Bulletin – all in local languages. To further improve the relevance of these services, local-level Agromet Advisory Services have been proposed. High-resolution weather forecasts at local level is being used to develop this services. These local-level forecasts have shown incremental benefits of up to 13% over district-based advisories. The weather forecast and warnings have enhanced livelihood security for the rural community. Meghdoot, a joint initiative of India Meteorological Department(IMD), Indian Institute of Tropical Meteorology(IITM) and Indian Council of Agricultural Research(ICAR) and Research centres of AICRP on Agrometeorology aims to deliver critical information to farmers through a simple and easy to use mobile application. Damini Lightning apps is developed by IITM,Pune and ESSO. The apps is monitoring all lightning activity which are happening in specifically for all India and alert you if lightning is happening near users by GPS notification under 20KM and 40 KM.



Visit to Farmer Field



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Feedback from Farmers