



# e-Extension Initiatives of TNAU

In the service of all stakeholders of agricultural development...



**Directorate of Extension Education**  
Tamil Nadu Agricultural University  
Coimbatore  
January, 2014

# TNAU Agritech Portal

Sponsor: **Rashtriya Krishi Vikas Yojana (RKVY)**



## TNAU AGRITECH PORTAL

transforming the lives of farmers...



English | தமிழ்



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Search

### Agriculture



SRI, Rice, Pulses, Oil Seeds, Forage, Millets, Cereals, Season, Irrigation, Weed, Pest, Diseases, [read more...](#)

### Horticulture



Nursery, Fruits, Vegetables, Flowers, Spices, Plantation, Medicinal, Aromatic Crops, Landscaping, [read more...](#)

### Agri. Marketing



Commodity Boards, Schemes, Food Processing, Value Addition, Markets, [read more...](#)

### Agri. Engineering



Farm Machinery, Bio-energy, Processing, PHT, Machinery, Equipment, Conservation, [read more...](#)

### Seed



Seed Production, Seed Certification, Processing, Breeder, Foundation, Seed Law, Seed Act, [read more...](#)

### Organic Farming



Organic, Certification, Accreditation, Vermicompost, Pseudomonas, Panchagavya, [read more...](#)

### Sericulture



Mulberry, Silk worm Rearing, Cocoon, Sericulture, [read more...](#)

### Forestry



Agro Forestry, Social Forestry, Silviculture, Timber, Wildlife, Contract Farming, [read more...](#)

### Fishery



Fresh water Fish, Marine Fish, Prawns, Fish Species, Riverline Fishery, Ornamental Fish, [read more...](#)

### Animal Husbandry



Cattle, Livestock, Poultry, Piggery, Veterinary Services, Goat, Pig, [read more...](#)

### TECHNOLOGIES

Crop Production  
Crop Protection  
Crop Improvement  
Seed Technology  
Bio Technology  
Post Harvest Technology  
Nutrition  
GAP | GLP | GMP

### SPECIAL TECHNOLOGIES

Paddy Direct Seeding   
SRI   
Dryland Technologies   
Expert System  
System of Rice Intensification (SRI)  
Sustainable Sugarcane Initiative  
Transplanting in Redgram  
High Density Planting in Banana

### SCHEMES & SERVICES

Govt. Schemes & Services  
Development Blocks  
Banking & Credit  
Crop Insurance  
KVK | ATMA | NGOs & SHGs  
Agri Clinics | SFAC  
Kisan Call Centre | SAMETI  
NDG-2015

### DAILY EVENTS

TNAU Community e-Radio  
Television Programs  
Farm Radio Programs  
Water Level (Dams)  
HRD (Agricultural Trainings & Events)  
TN Government Announcements  
IMD - Chennai (Nowcasting)  
Farmers' Portal

### AGRI INFORMATION

Indigenous Farming  
Sustainable Agriculture  
Patents  
Farm Enterprises  
Residues & Dietary Risk  
Food Safety & Standards  
Crop Production Guide  
Agri-2012 | Horti-2013  
District Contingency Plan  
Important Links | Blogs

### MARKET INFORMATION

ADMARINET  
DEMIC - Press Notes   
FPO Policy  
Minimum Support Price  
Input Source  
Export & Import  
NIAM | FIED | FCI | NHRDF  
MCH | NCDEX | NBEL  
AGRISNET | FOMB  
ICT Initiatives

### RELATED INFORMATION

Uzhava/Peruvizha 2013  
Agro Meteorological Advisory  
Environment & Pollution  
Disaster Management  
Season & Crop Report(2008-10)  
TNAU-12th Five Year Plan  
TN-12th Five Year Plan  
GOI-Agricultural Statistics - 2012  
GOI-12th Five Year Plan  
State of Indian Agriculture 2012-13

### RECENT UPDATES

Foot and Mouth Disease   
Integrated Farmers' Guide 2011-14   
TNAU Technologies   
Visit of Vice-Chancellor from CUTN  
Symposium on Pest Management  
Spl. Forecast for TN Rice Farmers  
Seed Availability in TNAU  
TN Chief Minister Kanuni Award 2013  
IGAR Awards 2013  
National Food Security Bill 2013  
Vision TN-2023



Awards

### Expert System (Crop Doctor)



Dynamic Market Information



Daily News Paper  
Farm Information

TNAU Weather

TNAU Forecast

NADP in TNAU  
NAIP in TNAU

- Daily visitors : 3,000-6,000
- Average time spent on site : 15-17.50 minutes
- Number of page hits / day : 700-920 pages

<http://agritech.tnau.ac.in>





## Salient Features

- Bi-lingual (Tamil & English) service
- Six lakh pages of information
- A to Z technological information on agriculture and allied sectors
- Agricultural Market Information System (AMIS)
- Expert System for crop and animal husbandry enterprises
- TNAU Weather forecast
- Crop pest, disease details and forecast information
- Central and State Government agricultural Schemes and services
- Agricultural loans from banks and crop insurance
- Online TNAU Community Radio Station (CRS)
- Video modules on various agricultural and allied technologies
- Farmers' success stories and daily newspaper information on agriculture

**For details contact...**

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# Expert System: e-Doctor for Crops and Animal Husbandry



- Expert systems for crops like paddy, sugarcane, millets, coconut, banana etc., and animal husbandry enterprises like cow, goat, poultry etc.,
- Multi-lingual expert system (*English, Tamil, Malayalam and Kannada*)
- Three key components viz., Decision Support System, Crop Doctor, and Information System
- **Decision Support System** works with the principle of *if and then* queries based on multi-optional system to choose correct season, varieties, irrigation, nutrients, farm tools, post harvest technology etc.
- **Crop Doctor** deals with diagnosing the pests, diseases and nutritional disorders, key visual symptoms (primary symptom) with multiple sub-levels (secondary symptoms) and knowing appropriate solution
- **Information System** contains details of production technologies

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# TNAU Weather Network



**TamilNadu Agriculture Weather Network**  
helping people with their own weather

**Automatic Weather station**

**To know your district weather! click the map for more data**

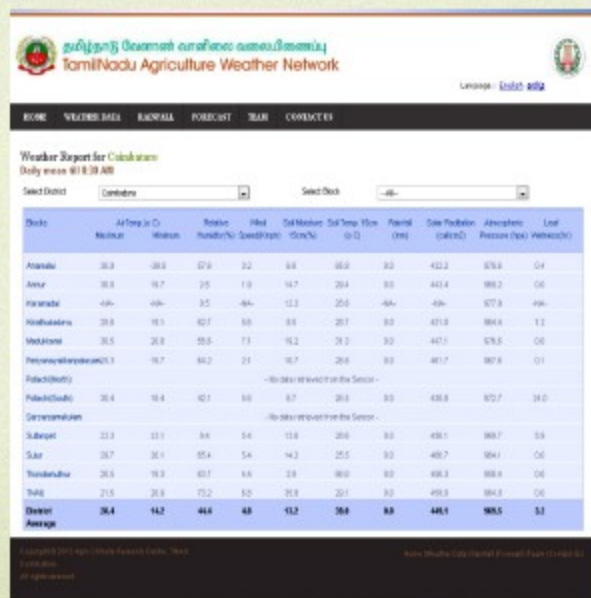
Success of monsoon based agriculture depends on the climate that prevailed during the particular cropping season. Providing real time weather information to the farmers to make crop management decision can reduce the risk and losses due to extreme climate. In order to improve the accuracy of present weather forecasting, weather information are required at high spatial and temporal resolution. Installation and operation of automatic weather stations (AWS) at block level will help to forecast and increase the probability of timely weather based crop advisory.

In the context, Government of TamilNadu under National Agricultural Development Project (NADP) have funded for establishing Tamil Nadu Agriculture Weather Network (TNAU) by installing 500 AWS, 200 in the first phase and 100 in the second phase.

The High Climate Research Centre (HCRC), Directorate of District Crop Management Studies (DDCMS), Tamil Nadu Agricultural University (TNAU), Coimbatore in collaboration with Directorate of Agriculture, TamilNadu established the TNAU.

In the network, 10 types of agricultural weather parameters (rainfall, 1000 hours) are collected at hourly interval and located in the website. The medium range weather forecast developed by using these weather parameters is also located. Using this information the Agriculture officers will develop weather based crop advisories at block level for the farmers.

As the first step in this, a pilot weather network has been established and is expanded to help in monitoring the global warming and climate change impacts on TamilNadu agriculture.



**TamilNadu Agriculture Weather Network**

**Weather Report for Coimbatore**  
Daily mean 01.08.2010

Select District: Coimbatore      Select Date: 01/08/2010

District	Air Temp in C Maximum	Air Temp in C Minimum	Relative Humidity (%)	Wind Speed (km/h)	Wind Dir (°)	Soil Moisture (%)	Soil Temp (°C)	Rainfall (mm)	Solar Radiation (cal/cm2)	Atmospheric Pressure (hpa)	Leaf Wetness (%)
Aravali	30.3	20.3	57.9	3.2	9.8	35.0	30.0	412.3	579.8	01	
Anna	30.3	19.7	7.5	1.9	14.7	20.4	30.0	443.4	589.2	00	
Aravali	49.4	49.4	9.5	49.4	13.3	25.0	49.4	49.4	577.8	49.4	
Northchennai	30.8	19.1	82.7	8.8	8.8	20.1	30.0	471.8	584.8	1.1	
Westchennai	30.5	20.8	55.5	7.3	15.2	21.0	30.0	447.1	578.5	00	
Perambalur	30.1	19.7	64.2	2.1	16.7	28.0	30.0	461.7	587.8	01	
Pudukkottai											
Pudukkottai	30.4	19.4	40.1	3.0	8.7	20.0	30.0	438.8	572.7	14.0	
Cheruvu											
Suburban	33.3	23.1	3.8	9.0	12.8	20.0	30.0	436.1	588.7	5.8	
Sakar	30.7	20.1	85.4	5.4	14.3	25.0	30.0	468.7	584.1	00	
Thiruvallur	30.9	19.3	63.7	6.6	3.8	30.0	30.0	436.3	588.8	00	
Thurai	21.5	21.9	73.2	5.5	21.8	20.1	30.0	455.3	584.8	00	
<b>Overall Average</b>	<b>30.4</b>	<b>19.2</b>	<b>44.8</b>	<b>4.8</b>	<b>13.2</b>	<b>26.8</b>	<b>30.0</b>	<b>448.1</b>	<b>585.5</b>	<b>3.1</b>	

- Automatic Weather Stations (AWS) installed in all blocks of Tamil Nadu
- Maximum and minimum air temperature, relative humidity, wind speed, soil moisture, soil temperature, rainfall, solar radiation, atmospheric pressure and leaf wetness are recorded daily
- Updation of hourly weather database through GSM technology
- Facilitates extension functionaries to render weather based agro advisory services to farmers
- Weather forecast information at short, medium and long range periods
- Details of weather based insurance schemes
- Monitoring the global warming and climate change impact by the Department of Agro Climate and Research Centre of TNAU

<http://tawn.tnau.ac.in>

For details contact...

Phone: 0422-6611319 / 305

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# Agricultural Market Information System (AMIS)



## Agricultural Market Information System (AMIS)



English | தமிழ்

### Agricultural Market Information System

Dynamic Market Information



Domestic and Export Market Intelligence Cell



AGMARKNET



Dept. of Agri Marketing & Agri Business, Tamil Nadu



Acts, Policies and Schemes



Farmers Organizations



Commodity Exchange and Future Trading



Buyer - Seller Platform



Banking and Credit



Export and Import Procedure



Warehousing and Cold Storage



Food Safety and Standards



Market Research and Studies



Success Stories



Related Links



Feedback



- All information related to marketing of agricultural commodities under a plaza
- Provides 'Market Intelligence' to the farming community

For details contact...

Phone: 0422-6611383

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# Interactive Multimedia Agricultural Advisory System

Development of ICT based Tools/Technology towards an  
Interactive Multimedia Agriculture Advisory System

Tamil Nadu Agricultural University, Coimbatore-641003

Home Project partners Project profile Advisory services Achievements Contact

Strong multimedia component which is unique and regional languages...

It involves farmers to get in touch with experts through mobile...

Farmers will get instant solution for their problems...

The Multimedia based interactive advisory system besides images and videos, has a strong voice component which is unique and the voice component can be developed in multiple regional languages. Most importantly, it provides an interactive customized advisory to the farmers via experts / extension workers through mobile phones. The experts / extension workers advise the farmers based on farm specific data available from the database and information about market behavior on another database as well. Further, as soon as the call materializes, the CLI (Caller Identification) from the mobile phone would be used to display the information on the experts screen; further, the display itself would be designed to be non-abruptive (similar to what is done in call centers today). The project does not involve developing of content (except getting farmers data on to the database). It involves farmers to get in touch with experts / extension workers on mobile phone and information about the farmers plot and market information being made available to the expert while the interaction is going on.

Agro Advisory Service Focus Districts Focus Crops Gallery

Multimedia Agro Advisory

Erode

- Experimented in three districts with 1200 farmers
- Mobile software application developed in collaboration with IIT-Chennai
- Scouting and dissemination of information through mobile handsets
- Multimedia based agro advisory services provided
- Expanded as 'Farm Crop Management System' through Department of Agriculture in Tamil Nadu

<http://fcms.tn.gov.in/>

For details contact...

Phone: 044-28583323

Extn: 301

e-mail: [coa.fcms@gmail.com](mailto:coa.fcms@gmail.com)



# Educational Media Centre



- Equipped with professional digital audio and video equipments
- Video programmes and clippings on path-breaking technologies produced for the benefit of farmers and extension functionaries
- Creation of video lessons, audio CD lessons on agriculture and allied fields
- Production of radio programmes on agriculture and allied fields for broadcast through All India Radio Stations of Tamil Nadu and Puducherry
- Production of video programmes for direct telecast through Doordarshan
- Production of video films for Government departments, NGOs and private agencies
- Production of complementary video modules for PGDAEM courses of MANAGE, Hyderabad
- Video programmes on 'Achiever Farmers' and 'Award Winners'

**For details contact...**

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# TNAU Community Radio Station



- Operated under the name "Vivasayee FM" (107.4 MHz)
- Rural community within 20 Kilometres radius is benefited
- Programmes on special technologies, farmers' success stories, community development etc., are broadcasted
- All the programmes are uploaded in the TNAU Agritech Portal ([http://agritech.tnau.ac.in/comm\\_e\\_radio.html](http://agritech.tnau.ac.in/comm_e_radio.html))

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# Cloud Computing with Videos



- Production of 1000 video clippings on agriculture and allied fields in 3GP format for cloud computing
- Enabling farmers of Tamil Nadu to get acquaintance with updated technical 'know how' and 'do how' of agricultural technologies for viewing in android smartphone / tablet / ipad
- Purposeful / intent learning by farmers is enhanced through principles of "Learning by doing" and "Seeing is believing"

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## Invigorating Extension through ICT tools



- Development of comprehensive web-enabled portal integrating all the line department services under single point access
- The Colleges, Research Centres and KVKs of TNAU can be connected on video conferencing mode through tablet touch screen systems of the extension functionaries at village level
- Converting the Expert System (e-Doctor for Crops and Animal Husbandry) into web enabled platform and cloud hosting of entire knowledge repository
- Pooling of success stories and farmers' innovations across the regions
- Extensive use of social network tools for swift sharing of information / message

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# Multiple Video Conference

(<http://vcon.tnau.ac.in>)



- Log on to <http://vcon.tnau.ac.in>
- Free installation of software in Internet Explorer / Safari browsers
- Enter the user name and meeting ID
- Enabling to share power point presentation along with video conference
- On-line chat fora
- Moderator option for effective span of control
- Simultaneously 24 parallel meetings can be scheduled

## For comments and collaborative ventures...

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