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What is vKVK

- Voice
- Krishi Vigyan Kendra
- Farm Science Centre

Example of a Call Blast Application in Agriculture
Components of a Call Blast Application

- Telephone Exchange
- Database
- Phone Call
Components of a Call Blast Application

- Phone Call
- Telephone Exchange
- Database

CALL BLAST

[Diagram showing the interconnection between phone, telephone exchange, and database]
Components of an Open Source Call Blast Application
Voice KVK

- Reduce the barriers in communication between the farmers and experts at KVKs
- Improving the efficiency of extension activities
- Messages can alerts or advisories
- Messages have limits on duration – dictated by costs
- Typically incoming calls are free
- All messages accumulated to form a Knowledge base
vKVK

Agropedia Knowledge Delivery Network

- SMS
- Voice

W to M
E to F
F to E
E to E
M to M

W - Web  M - Mobile
E - Expert  F - Farmer
KVK - Village Network Center
Expert to Farmer (mobile to mobile)

- Farmers are registered using a web interface
- Experts can use
  - Web based Interface (Web to mobile) or
  - mobile phone (mobile to mobile)
E2F – W2M

Expert to Farmer
Web to mobile
Farmer to Expert

• Registered farmers can directly interact with the experts at KVK and discuss issues
• When a farmer calls, it is diverted to the experts at KVK of the district to which farmer belongs
vKVK is developed using

• Open-source platforms
  – FreeSwitch - virtual telephone exchange
  – Plivo – for programming Voice Applications
  – Drupal – Php Based Content Management System, using MySQL as a database engine
Technology Components of an Open Source Call Blast Application
Technology Components of an Open Source Call Blast Application

- FreeSwitch
- Plivo
- Drupal
- MySQL

Phone Call
http

CALL BLAST
More on vKVK

• Messages can be sent/received on any type of phone
• KVKs are considered as reliable source of information & experts get recognition among farmers
• Source of information (KVK) is easily approachable for additional information
• Information sent through vKVK becomes a part of agropedia library and is updated on the site
Thank you