

MOBILES IN AGRICULTURE- vKVK

MEETA BAGGA
IIT KANPUR



MOOC4D

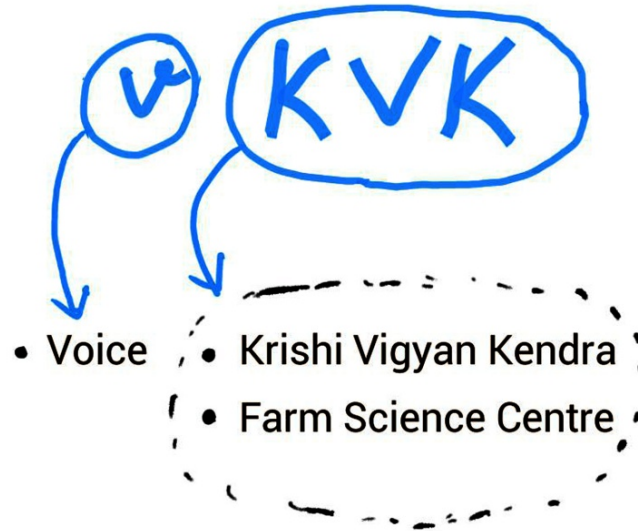
massive open online courses
for development

MOOC on M4D 2013

Meeta Bagga

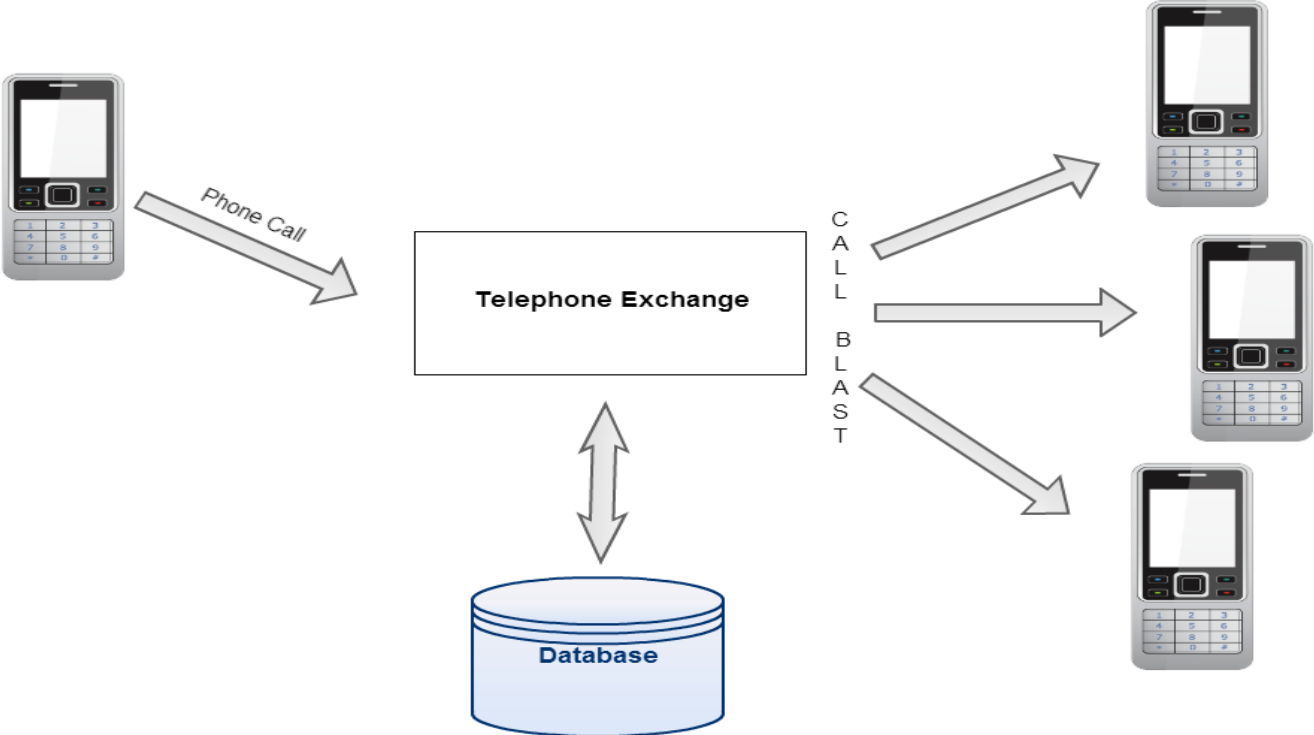
Agropedia labs
IIT Kanpur

What is vKVK

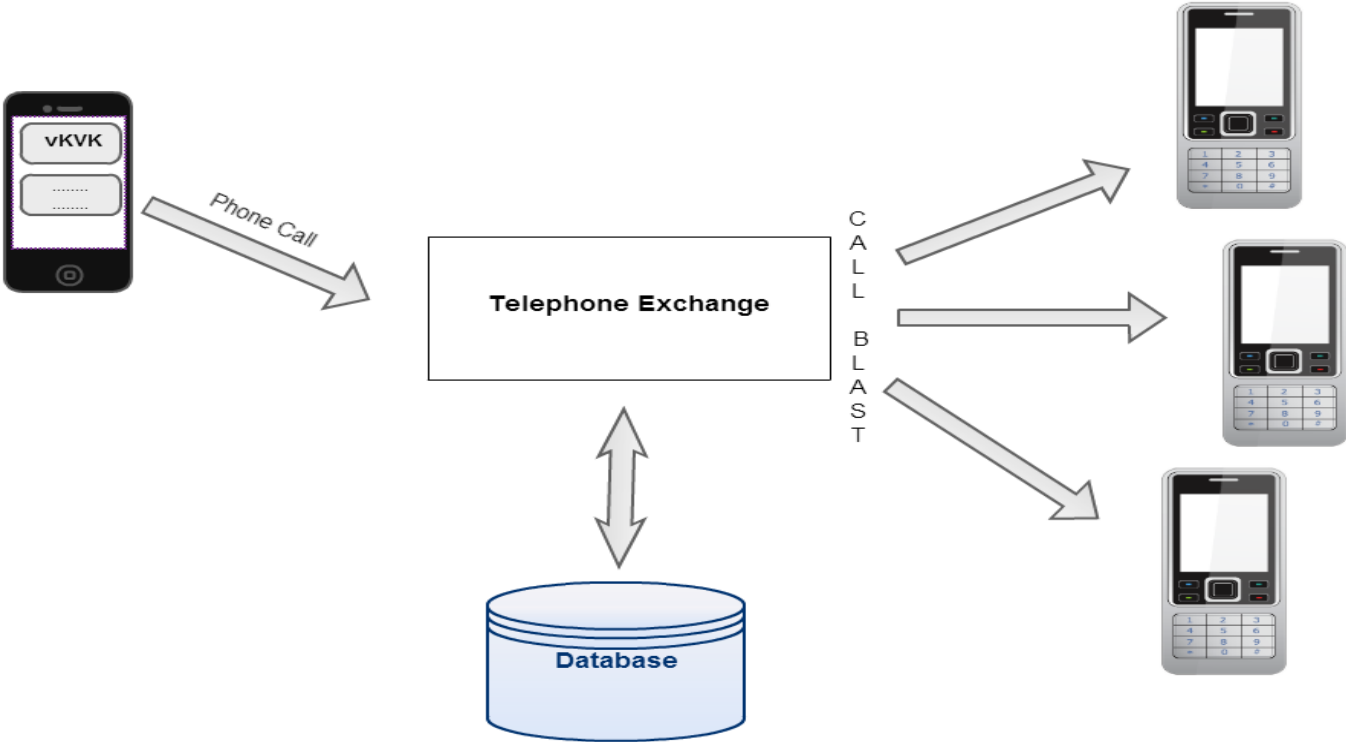


Example of a Call Blast Application in Agriculture

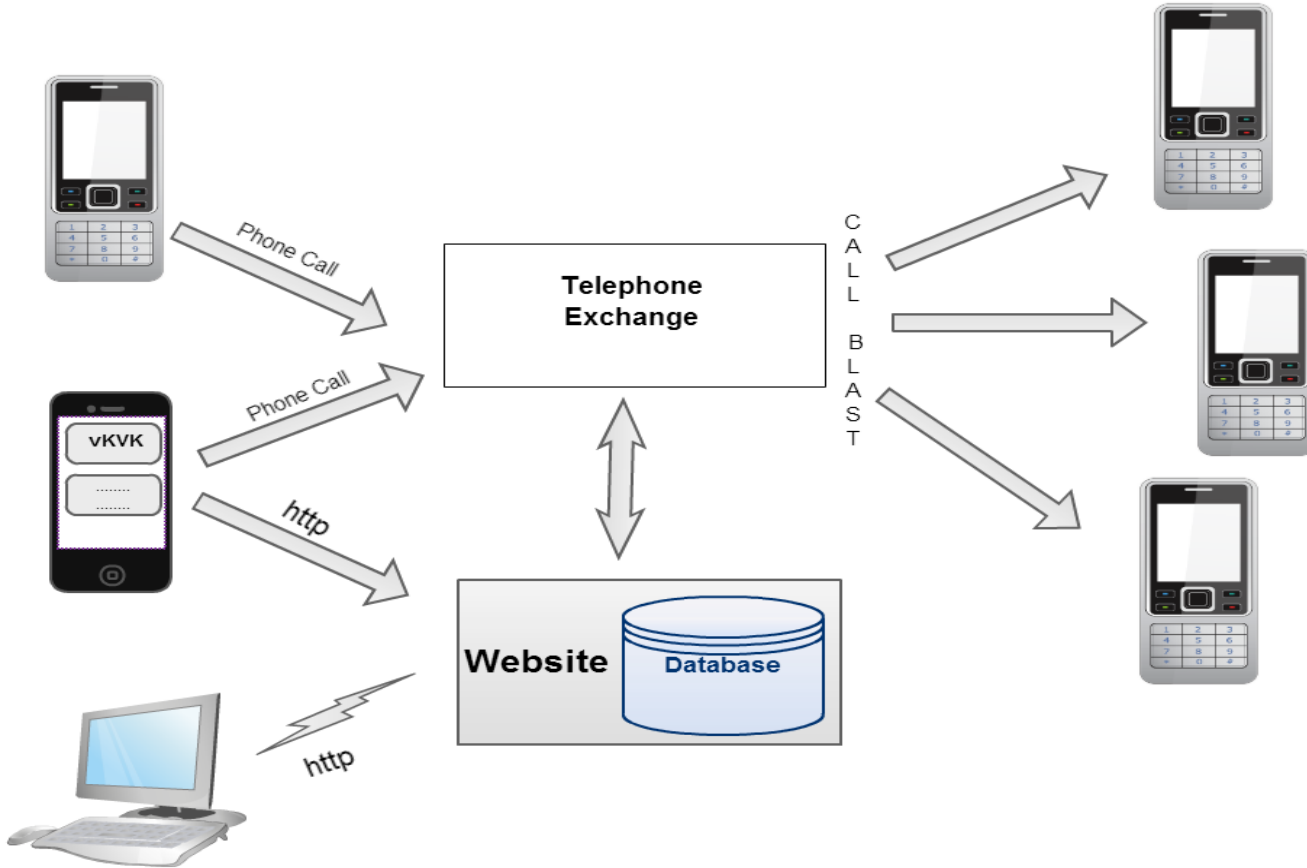
Components of a Call Blast Application



Components of a Call Blast Application



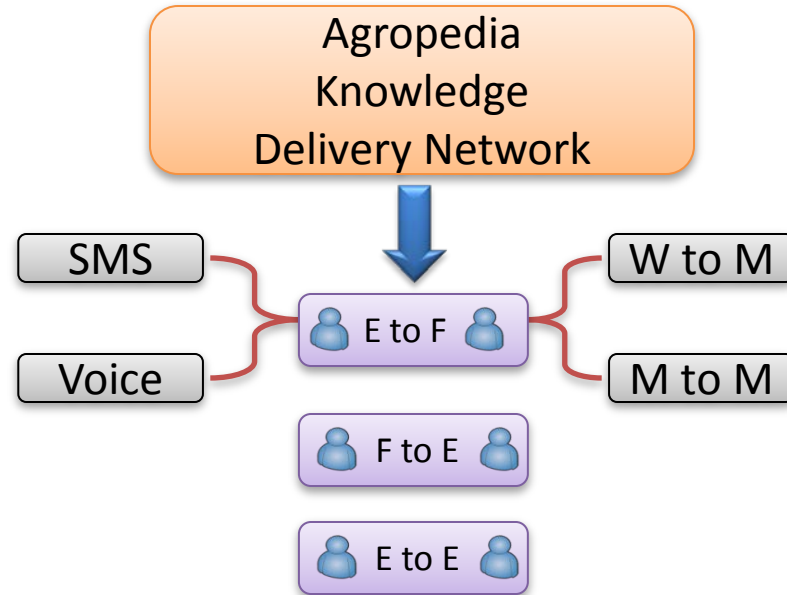
Components of an Open Source Call Blast Application



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



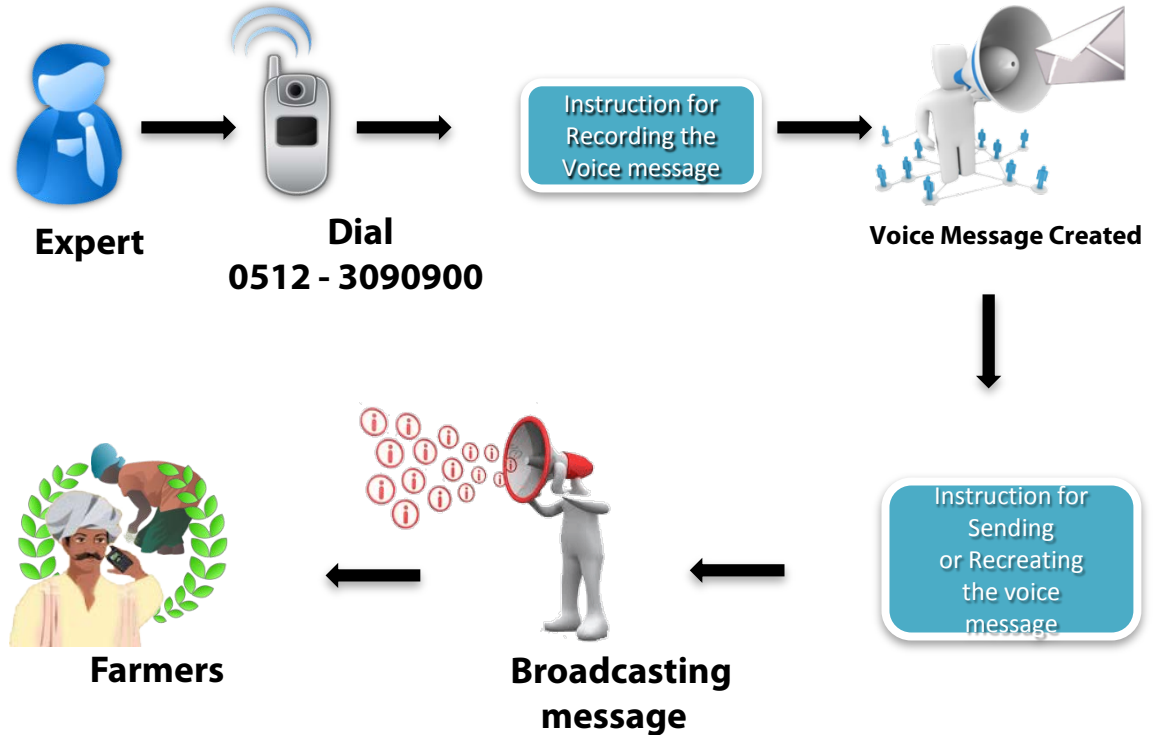
W - Web **M** - Mobile

E - Expert **F** - Farmer

KVK - Village Network Center

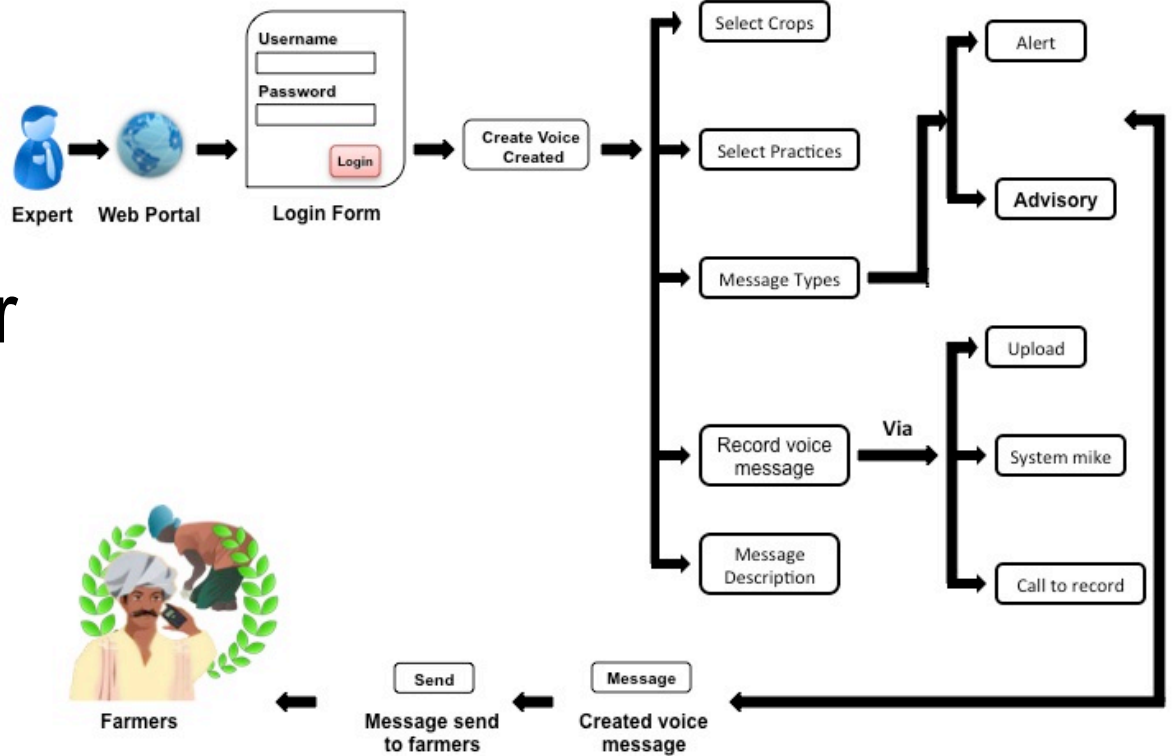
Expert to Farmer(mobile to mobile)

- 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



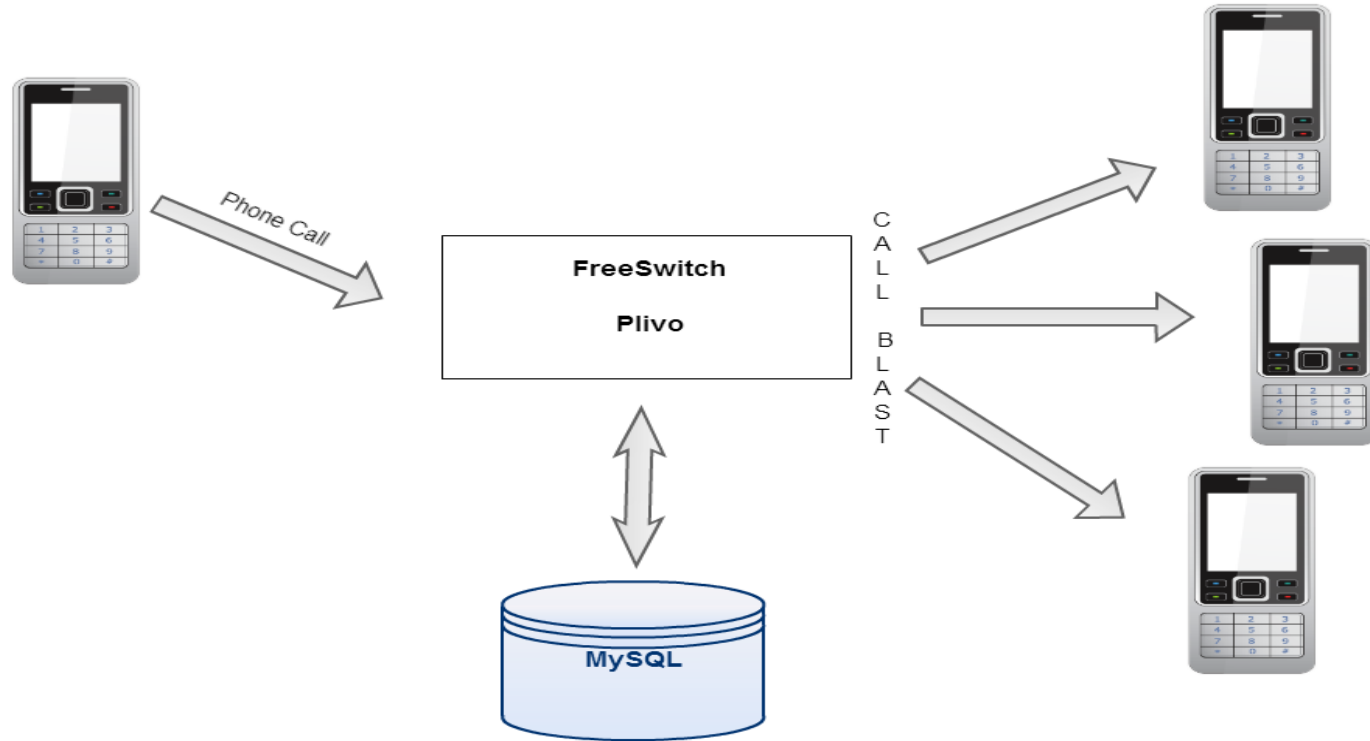
Farmer to Expert

- 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

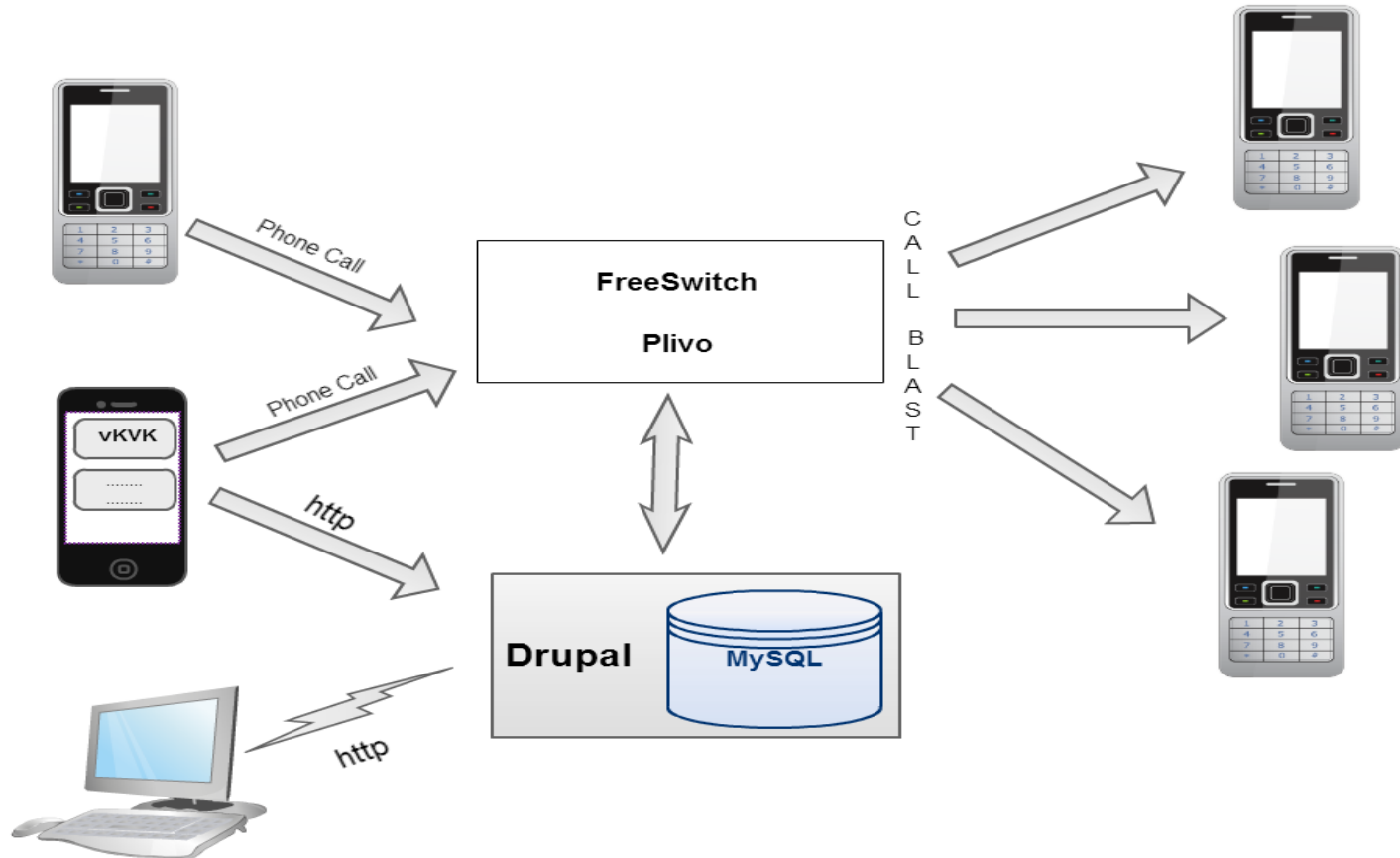
vKVK is developed using

- 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



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

MOOC4D
massive open online courses
for development

MOOC on M4D 2013