

Title : Agriculture Mission Mode Project under NeGP (NeGP – A)

Description

Information needs of farmers have been traditionally catered to through schemes implemented by States / UT governments. The Government of India has been supporting the States by initiating and funding quite a few programmes. All these schemes have a component about information dissemination. There are a number of current IT initiatives/ schemes undertaken or implemented by DAC which are aimed at providing information to the farmers on various activities in the Agricultural value chain. However, these initiatives are not integrated and the information exists in silos because of which the farmer is unable to make proper and timely use of the information available. The existing IT applications have been built on disparate IT platforms and the databases are not integrated leading to non-usage/ inefficient usage of existing applications. Moreover, there is little awareness among the farmers about current initiatives.

Client Name : Department of Agriculture and Cooperation, Ministry of Agriculture

Client Type : Central Government

Project Genesis/Description

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NeGP-A aims to provide an integrated and seamless interface to the farmers for making informed decisions. Additionally, under the proposed scheme, information is proposed to be delivered using multiple delivery channels such as the internet, government offices, touch screens, Krishi Vigyan Kendras, electronic media, Kisan Call Centres, Agri-Clinics, Common Service Centres and mobile phones (broadcast, Interactive Voice Response System, interactive messaging using Unstructured Supplementary Service Data and Voice Recognition), which will enable easy access to information for the farmer. It would also help in effective monitoring of the targeted beneficiaries which will help in efficient utilisation of funds in achieving intended goals of various schemes of DAC.

Project Vision & Objectives

The vision of the NeGP - A project is to create a conducive for raising the farm productivity and income to global levels through provision of relevant information and services to the stakeholders.

In order to achieve the aforesaid vision, the department has also articulated key SMART (Specific, Measurable, Achievable, Realistic and Time-bound) objectives which need to be achieved through the Agriculture MMP. These can be identified as:

- **Improve access of farmers to timely and relevant information & services throughout crop-cycle:**
 - By providing Multiple delivery channels to access information
 - By reducing time between generation and dissemination of information

- By providing information to the farmer through a uniform platform
- **Bringing farmer centricity & service orientation to the programs by providing location specific and up-to-date crop management related information in terms of:**
 - Good Agricultural Practices – season specific, crop specific, location / zone specific
 - Package of Practices – season specific, crop specific, location / zone specific
 - Providing personalized advisory services
- **Increasing effectiveness of Government service delivery in:**
 - Certification and licenses related to Manufacturing and Marketing through use of ICT
 - Providing easier and approachable channels for grievance registration and tracking
- **More effective management of schemes of DAC through process redesign aimed at:**
 - Effective Monitoring of the Schemes (timeliness of implementation etc.)
 - Reducing time required for data consolidation and reporting of schemes at all levels
- **Enable private sector participation to benefit farmers by providing an integrated platform to promote value added services in:**
 - Extension
 - Marketing (both input and output)
 - Post-harvest & Storage

NISG's Methodology/solution

CADS methodology was adopted. The consultancy assignment was carried out in two phases. Phase I was envisaged to provide clarity on 'what needs to be done' or the conceptualization for the project. In Phase I of the MMP, based on the needs of the farmers and other key stakeholders, 18 core services were identified and prioritized. Phase I included following activities:

- Stakeholder Need Assessment & Prioritized List of Services
- International Best Practices
- Process Study – Recommended Areas of Improvement
- e-Governance Model

Phase II of the Project is envisaged to detail the Strategy, Roadmap and the Guidelines for implementation of the Mission Model Project in Agriculture, based on the recommendations emanating from Phase I of the project. The Phase II of the project was built on the following three dimensions:

- Central Government
- State Government
- Private Sector

Phase II included the following activities:

- AS IS assessment study across the seven pilot states
- Business Process Reengineering and design of TOBE processes
- Design of Functional, Process, Technology Architecture and solution
- Design of Change Management and Capacity Building plans
- Develop Detailed Project Report (DPR)
- Assist DAC in developing EFC

- Develop Request For Proposal (RFP) for central segment, Guidelines for States and Guidelines for Private Sector Participation
- Support DAC in Bid Process Management

One key aspect to highlight is that separate vendors have been engaged for 1. Application development & support 2. Supply, Operations & Maintenance of Hardware, system software and training

Website : www.agricoop.nic.in

Current Status

The Consultancy phase is completed and currently Application development and hardware deployment phase is going on. NISG is continuing to support the DAC by setting up a PMU for Managing and monitoring the Implementation and Rollout activities.