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35-9/2016-Coord.II (MIDH)

DO No.....

10.02.2016

Dated.....

Dear

It is understood that Mobile messaging is the most effective tool so far having pervasive outreach to the farm families. It is kindly informed that Department of Agriculture, Cooperation and Farmers Welfare, Government of India has created an SMS Portal (<http://mkisan.gov.in>) for farmers, officers, scientists and Experts of various departments which can effectively be used by the Horticulture Divisions over states and districts.

2. This portal facilitates delivery of topical and seasonal advisories to the farmers within the territorial jurisdiction of an officer for the crops or agricultural practices that a farmer might have opted for. It enables all Central and State government organizations in agriculture and allied sectors to give information/services/advisories to farmers by SMS in their language, preference of agricultural practices and location. The Portal also facilitates Guest User for testing of the interface.

3. Farmers can register for this service by calling Kisan Call Centre on the toll free number 1800-180-1551 or 7738299899. Every farmer can give upto 8 choices for his / her preferred crops or activities under Horticulture. The language choice of the farmer is also provided based on which the SMS is sent.

4. As per the new SMS policy issued by DAC&FW the following no of officers / Experts of Horticulture are allowed to send SMS through the mkisan portal.

- i. One user of Horticulture from each state
- ii. One user of Horticulture in each district
- iii. One user of Horticulture in each State Agriculture Universities.
- iv. One user of Horticulture from each KVK

5. It is observed that only 98 / 1434 users of Horticulture have registered as yet as a result the farmers are deprived of valuable advisories on crops, inputs, best practices, storages etc.

6. All Mission directors are advised to refer to this portal and download the detailed user manual available on the portal which is self-explanatory detailing the use and procedures of registration for the officers. You may kindly nominate pending users. The nominated users can register themselves on mkisan portal. Once approved, the officers will be able to send the targeted advisories to the farmers. The State Level officers will be approved by the IT Division DAC, Govt. of India, contact details of the concerned official of IT Division is Mr. Pavan Gupta, Director (IT), M. 9868810066, phone no. 011-23382383, e-mail- dirit_dac@gov.in. District and SAU level officers can be approved by these state level officers. The KVK users will be approved by the Nodal Officer of ICAR.

Yours sincerely,

(Pankaj Kumar)

To

All State Directors/ Mission Directors.
NHM/ HMNEHS States.

User Manual For KISAAN SMS PORTAL



Timely information and relevant advice to
farmers through SMS.....



Ministry Of Agriculture
Government of India

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1. Introduction

ICT is an important tool to reach out to the farmers in a timely, holistic and extensive manner. There are large number of web-based Portals and Applications but, due to severely limited penetration of internet in the villages, most farmers cannot benefit from web access as the outreach through Government Offices, Common Service Centres and Internet Kiosks is also limited as far as web enabled services are concerned. However, mobile telephone density in the rural areas is increasing everyday with more than 35 crore mobile connections being used and therefore, the National e-Governance Plan (NeGP-A) and 12th Plan Document for the National Mission on Agricultural Extension & Technology lay great emphasis to provide extension services through mobile phones which gives a potential outreach to nearly 13 crore farm families. SMS, USSD, IVRS, Voice Recognition etc. are technological tools which can be successfully implemented through mobile telephony. SMS Portal for Farmers is first such step in this direction and it aims to have an integrated portal for the entire nation for Departments/ Organizations of the Central Government and State Governments. Currently officers and scientists of Agriculture, Horticulture, Animal Husbandry & Fisheries Dairying sectors in all three departments under the Ministry of Agriculture (DAC, DARE and DAHDF), ICAR, India Meteorological Department, Agriculture Universities & Storage Organizations have been included. The steps involved for using this web based interface are described in the following paragraphs.

GIST OF REGISTRATION PROCESS

- An end user can register himself/herself at <http://farmer.gov.in/advs/signup.aspx>
- A specific designation and location can be tied to only one user.
- The combo boxes have been tailor made as per structure of various Departments/Organizations. It is believed that most of the relevant

designations in different departments and organizations of Central and State Governments have already been covered. However, if a particular user is not on the registration page the same can be added by sending the same to kissansms-negpa@gov.in.

- All users are expected to adhere to the terms & conditions of this SMS portal and ensure that **no commercial, political or personal message is sent through this portal.**

Two level verification. Once the user accepts the terms & conditions and submits the registration form, an e-mail containing 4digit numeral code will be sent to his/her e-mail ID. After this 4 digit code entered in the space provided and verified the user will be prompted to login again. Immediately on login, the user will have to get the mobile number verified by pressing the button provided for this purpose. This will result in transmission of SMS to the registered mobile containing 6 digit alphanumeric code. Such double verification has been provided to eliminate chances of frivolous or illegitimate use.

1.1 How System Works.

Initial phase consists of creating a farmer-database and grouping them according to their geographic locations. Farmers can register for the service by filling a physical form with the State/District Agriculture departments or through internet/mobile interfaces. In addition to collecting basic information about geographical location and land holding etc., farmers also specify up to eight crops/agriculture related activities for obtaining information or advice. They are also asked about their preference on receiving these as SMS or Voice messages and their language preference. The system supports sending SMS in regional languages. In case the farmer's mobile does not support regional languages he can give option to receive the SMS in regional languages written in roman script.

Officials and scientists who are registered as users can send SMS through various options by selecting mobile numbers from the database, or from an excel



sheet OR they can add one or more mobile numbers manually. They also have option to select a part of his area down to the block level. Thus, a State level officer can send SMS to the entire State or one or more zones/divisions districts or some of the blocks in the State. Content of SMSs and number of farmers benefitted are saved for any further evaluation or review at a later date. The SMSs are also sent automatically to other users of the same State, so that they can also view the same for applicability in their jurisdiction. In order to have a holistic view of the system, a comprehensive dashboard has also been developed. It is possible to drill down to the block level and analyze as to what all SMSs have been sent by different departments and how many farmers have been benefitted so far.

2. Registration/Inclusion of Farmers

Farmers can register through Kisan Call Centers, Web portal or by sending SMS at 51969 or 9212357123. In addition, existing data-bases available with government departments, organizations can also be merged with the database of the Kisaan SMS.

2.1 Registration through Kisan Call Center

Farmers can call up Kisan Call Center (KCC) through a toll free number 1800-180-1551. Registration of the farmers is done by Kisan Call Centre Agent at the Kisan Call Centre who records personal details of the farmer in the Kisan Knowledge Management System (KKMS) in the following screen:

Farmer's Personal Details Entries in KKMS

- Farmer is then asked to opt for his mode of receiving information/advice i.e. Text message (SMS) or Voice message (Voice messaging will be implemented shortly).
- Preferred language options are then entered. Hindi and English option are given all over India while Regional Language in and Regional Language in Roman Script is State specific. Regional Language written in Roman Script is given for handsets not supporting Regional Language fonts (e.g. *Kisan Ko salah di jati hai*).
- Up to 8 options of Crop/Activity can be given by the farmer so that he/she does not receive unnecessary messages for crops/practices he is not interested in.

Mode of Advisory& Preferences – KKMS

WELCOME to Kisan Knowledge Management System

Welcome R K Tripathi | Login ID : ktripathi

Graduation

Landed in

My Profile | Change Password | Dashboard | Logout

Dial Number

Select Entry Date*

07/07/2013 12:59

Aadhaar Card Number

Choose Call Type*

SUCCESSFUL CALL

Would you like to ask query?

Generate Call Id Close Call New Call Open Controls For Edit

End Phone Call IVR Calls Entry

Mobile Number

Select Advisory Mode : ☒ Text Message ☐ Voice Message

Select language for SMS : ☐ English ☐ Hindi ☒ Malayalam ☐ Malayalam in Roman Script

Sr. No	Agri/Hort/AH/Fish/Others	Category	Crop/Live Stock/Activity
1	HORTICULTURE	Vegetables	Chapan Kaddu
2	AGRICULTURE	Cereals	Paddy (Dhan)
3	ANIMAL HUSBANDRY	Avian	Chicken
4	FISHRIES	Inland	Fresh Water
5	--Select--	--Select--	--Select--
6	--Select--	--Select--	--Select--
7	--Select--	--Select--	--Select--
8	--Select--	--Select--	--Select--

Save Update

Immediately on registration, farmer will receive a welcome SMS message.

2.2 Registration through Web Portal

A farmer having internet access can register through the portal or go to the nearest Common Service Center (CSC) to register with the help of a Village Level Entrepreneur (VLE). A onetime fee of Rs. 3 per registration will be charged by the VLE. Link for web registration is [www.farmer.gov.in]>Kisaan SMS >Web registration.

Following fields are mandatory in personal details:

1. Name
2. Mobile Number
3. State
4. District
5. Block

Web Registration for Mobile Based Services (Farmer's Details)

The screenshot shows a web browser window displaying the 'FARMERS' REGISTRATION FOR MOBILE BASED SERVICES' form. The form is titled 'REGISTRATION FORM' and includes a small image of a woman at a computer. Below the image, a text box states: 'You can register here to receive advisories from experts on issues related to Agriculture, Animal Husbandry, Fisheries & Horticulture. These advisories will be given by government officials both at Center & State Levels.'

The form contains the following fields and options:

- Name:** Text input field with a red asterisk indicating it is mandatory.
- Mobile No:** Text input field with a red asterisk.
- Age:** Text input field.
- Gender:** Dropdown menu with a female icon and the text '--Select--'.
- Qualification:** Dropdown menu with the text '--Select--'.
- State:** Dropdown menu with a map of India icon and the text 'ASSAM'.
- District:** Dropdown menu with a map of India icon and the text '--Select--'.
- Block:** Dropdown menu with a map of India icon.
- Village:** Dropdown menu with a map of India icon.
- Land Holding:** Dropdown menu with a leaf icon and the text '--Select--'.

At the bottom of the form, there is a checkbox for 'Would you like to receive advisories on your mobile from experts time to time' with options 'No' and 'Yes' (selected). Below this, there is a 'Mode of SMS' section with radio buttons for 'Text Message' and 'Voice Message'.

The browser's address bar shows the URL: [http://farmer.gov.in/\(S\(kqx0p2t1bln52ir5akm1k1y\)\)/Advs/WebRegistration/WebReg.i](http://farmer.gov.in/(S(kqx0p2t1bln52ir5akm1k1y))/Advs/WebRegistration/WebReg.i). The browser window also shows tabs for 'Kisan Knowledge Management' and 'Farmer Registration'.

The farmer is also expected to enter preference for mode of communication and also preference for Language, crop/activities (same as in para2.1).

Web Registration (Mode & Language of SMS and Crop/Practice Preference)

The screenshot shows a web browser window with the URL <http://farmer.gov.in>. The page is titled "Farmer Registration" and contains the following sections:

- Mode of SMS:** Radio buttons for "Text Message" (selected) and "Voice Message".
- Language Preferred to Receive SMS:** Radio buttons for "English" (selected), "Hindi", "Assamese", and "Assamese in Roman Script".
- SELECT PRIORITIES FOR ADVISORIES:** A section with three columns of dropdown menus:
 - SECTOR:** Includes "AGRICULTURE" (selected), "ANIMAL HUSBANDRY", "FISHERIES", "HORTICULTURE", and four "--Select--" options.
 - CATEGORY:** Includes "Cereals" (selected), "Animal", "Inland", "Flowers", and four empty dropdown menus.
 - CROP/LIVESTOCK/ACTIVITY:** Includes "Paddy (Dhan)" (selected), "Camel", "Fresh Water", "Gerbera", and four empty dropdown menus.
- Register:** A blue button at the bottom center.

After pressing 'Register' button, a verification code will be sent to farmer's mobile which needs to be entered on the web-page to complete the registration process.

2.3 Bulk Registration:

State users also can enter farmers' details (collected from the farmers in handwritten or soft form) directly in database to register such farmers for this Portal. Link for Bulk registration by state is [www.farmer.gov.in]>Login >Kisan SMS =>Bulk Registration. Passwords have already been conveyed separately.

This form is same as the form described in para 2.2 except that no verification code will be generated and only a welcome message will go to the farmer.

2.4 Registration through SMS.

Farmers can also register by sending an SMS on 51969 or 9212357123. Procedure and format for registration are as under:-

Format for typing in the message text box is **“KISAAN GOV REG<NAME>, <STATE NAME>, <DISTRICT NAME>, <BLOCK NAME>”** (only first 3 letters of State, District & Block Names are needed)

After typing the message send it to 51969 or 9212357123. Farmer will be charged for this SMS as per details in **Annexure**. There will however be no charge for subsequent SMSs received from experts & officers. Please note that commas(,) are necessary.

In case of any problem the farmer can send an SMS for help as **“KISAAN GOV HELP ”**.He/she will be called back by the Kisan Call centre to help in registration. A text message with all details will be sent back to the farmer.

2.5 Stopping of SMS Service by Farmers.

A registered farmer can stop his SMS service by simply sending a SMS on 51969 or at 9212357123. Format for this is **“KISAAN GOV STOP”**

A confirmation message to the effect would be sent to the farmer.

3. Registration and Activation of Users for Sending SMS

The officers who are authorized to use (i.e. send SMS) Kisaan SMS Portal have to apply due diligence while sending the messages. Since the system can reach out to crores of farmers, access to the system is to be provided only to authorized persons to prevent any kind of misuse.

- Care needs to be taken not to share as well as to periodically change the password.
- Users should adhere to the policy guidelines of the Government of India, State Government and parent Department / Office for issuing of Technical Advisories, disseminating information and providing services related to Agriculture and allied sectors.

- Users should not transmit any material that may infringe upon the intellectual property rights or other rights of third parties, including trademark, copyright or right of publicity.
- Registered users should not transmit through the SMS service, political, unlawful, harassing, libelous, abusive, threatening, harmful, vulgar, obscene or otherwise objectionable material of any kind or nature to anyone.

Following are some other points that need to be kept in mind while sending messages:

- i. In order not to disturb the farmers during night, SMS Gateway will be made in-operational from 9.30 PM to 7.00 AM every day.
- ii. Designation and location should be added in the same language in which SMS is being sent. Detailed address including PIN code etc. is not needed. Keep the designation etc. as short as possible but sender's name need not be put.
- iii. In case of advisories for specific entities, please select the same.
- iv. Avoid sending redundant messages such as 'Welcome to SMS Portal' or 'Drain out extra water,' 'Carry out de-weeding' etc. which are obviously known agricultural practices to the farmers.
- v. For Hindi speaking States, simple and spoken Hindi should be used.
- vi. Avoid using urban SMS lingo like 2mrow, w8 etc.
- vii. Reference to ministers' and politicians' name should be avoided.
- viii. Unnecessarily long messages should not be sent as every 160 characters in English and about 70 characters in Indian languages is equal to one message, each of which costs money. Redundant phrases such 'According to the weather forecast received from IMD' etc. should be avoided.
- ix. Broadcast messages like market prices should be made crop-specific as per 8 priorities of the farmer till the time a Pull SMS service is introduced for this purpose.

- x. Search facility must be used to see previous advisories to avoid duplication and contradiction.

As there are various organizations using the system, a hierarchical structure for activating the users has been implemented. While DAC will activate Admin users of each Organization/Department, the Admin users concerned will, in turn, activate their users.

3.1 Registration of the User

The officers who are designated to use this portal can register themselves at the website [<http://farmer.gov.in>]login >Kisaan SMS >User login >Register here or by directly going to <http://farmer.gov.in/advs/signup.aspx> In order to ensure that only genuine users can register, a three tier security level (email, SMS and activation) has been implemented. A simple Form to fill in the details will appear as below:-

User Registration page

The screenshot shows a web browser window displaying the 'REGISTRATION FORM FOR ADVISORY MODULE' on the 'SMS PORTAL FOR FARMERS' website. The page has a green header with the portal name and a banner image of a farmer. The registration form is titled 'REGISTRATION FORM FOR ADVISORY MODULE' and includes a note that 'All fields are mandatory'. The form contains several dropdown menus for selection: 'Level', 'Organization Type', 'Sector', 'Designation', and 'Specialization'. Below these, there is a 'Login Information' section with a 'Name of the user' field (including a gender dropdown set to 'Mr') and a 'Date of Birth' field with separate dropdowns for day, month, and year. On the left side of the form, there is a section with the Indian emblem and the text 'सत्यमेव जयते' and 'contact the Approving Authority concerned on email / phone given in Users' List.' The browser's address bar shows the URL 'http://farmer.gov.in/(S(f5s30esyqjmy10lsl3nh0))/advs/signup.aspx'. The taskbar at the bottom shows the 'Kisaan SMS Manual...' and 'REGISTRATION FOR...' windows.

REGISTRATION FORM FOR ...

http://farmer.gov.in/(S(f530esyqjmy10ln3nh0))/adv/signup.aspx

File Edit View Favorites Tools Help

Suggested Sites Get more Add-ons

this portal only after electronic approval by the Approving Authority.

- After pressing Submit button, enter the Verification Code received on your email to complete first step of registration.
- Log In again and verify mobile number.
- Then wait for approval of the Approving Authority to start sending SMSs. If approval is not received promptly, remind the Approving

Date of Birth: -Day- -Month- -Year-

Email:

*User ID will be same as e-mail ID

Mobile:

Please fill 10 digit number.

Password:

Password should be 6-15 alphanumeric characters with at least 1 numeral character.

Confirm Password:


Phone(STD+Number): 0

☐ I agree the [terms & conditions](#).

- Special care needs to be taken while filling in the email or mobile number as subsequent authentication is linked to the same.
- Email id provided here will be the user-id to login to the system.
- Password should be a combination of 6-15 alphanumeric characters with at least one numeral.
- If already used in any other registration, the Email id and Mobile number will not be allowed to be used for another registration. This is to avoid duplicate registration. If any error creeps in data entry, Reset button may be used to clear the wrongly submitted data. Terms & conditions should be read before agreeing to the same.

Once registration is submitted, a verification code is sent to the email specified. The code is to be entered in the space provided for the purpose.

User Registration

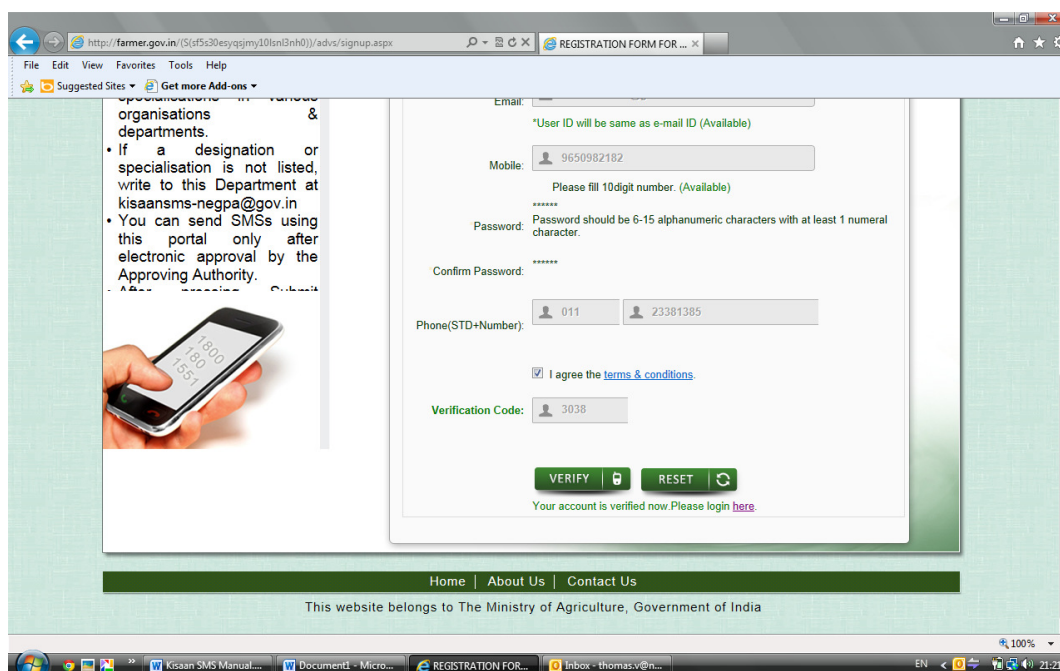


The screenshot shows a web browser window with the URL [http://farmer.gov.in/\(S\(f530esyqjmy10ln3nh0\)\)/adv/s/signup.aspx](http://farmer.gov.in/(S(f530esyqjmy10ln3nh0))/adv/s/signup.aspx). The page is titled "REGISTRATION FORM FOR ...". On the left, there is a sidebar with instructions: "button, enter the Verification Code received on your email to complete first step of registration." and "Log In again and verify mobile number." Below this is an image of a hand holding a smartphone displaying a verification code. The main form area contains the following fields and instructions:

- Email: (Note: *User ID will be same as e-mail ID (Available))
- Mobile: 9650982182 (Note: Please fill 10digit number. (Available))
- Password: (Note: Password should be 6-15 alphanumeric characters with at least 1 numeral character.)
- Confirm Password:
- Phone(STD+Number): 011 23381385
- ☒ I agree the [terms & conditions](#).
- Verification Code:

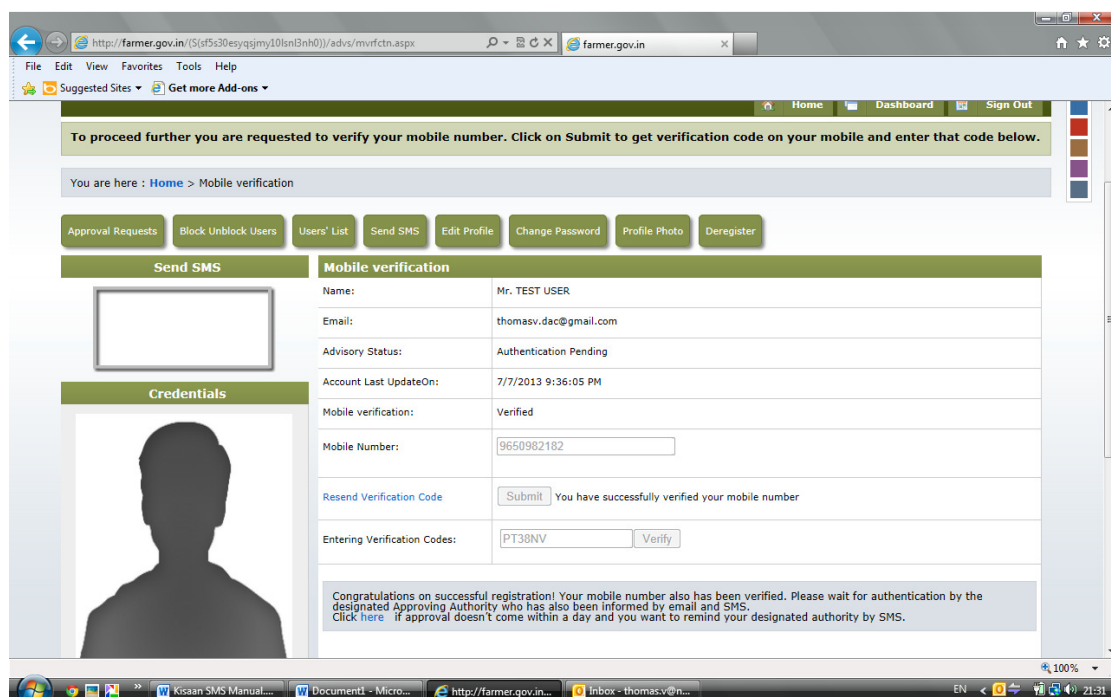
At the bottom of the form, there are two buttons: "VERIFY" and "RESET". A red message states: "Your registration is still pending for verification of your e-mail id. Please check your inbox ('thomasv.dac@gmail.com') for verification code." The footer of the page includes links for "Home", "About Us", and "Contact Us", and a statement: "This website belongs to The Ministry of Agriculture, Government of India".

After verification code is entered and verify button is pressed, verification process through email is completed and program requests to login with the registered user name and password.



This screenshot shows the same registration form as above, but with the "Verification Code" field filled with "3038". The "VERIFY" button is now highlighted in green. A message at the bottom of the form states: "Your account is verified now Please login [here](#)." The sidebar on the left now contains instructions for users who are not listed: "If a designation or specialisation is not listed, write to this Department at kisaansms-negpa@gov.in" and "You can send SMSs using this portal only after electronic approval by the Approving Authority." The rest of the form and footer remain the same.

- Login once again into the system with the correct credentials and press submit button. Another verification code (six digit alpha-numeric i.e. letters & numbers) is sent on the registered mobile. This code is to be entered into the space provided. Verify button is to be pressed then.



This completes the process from the user side and user profile is to be activated by the Admin User concerned now.

There is a provision of **Guest User** also, who can explore the system completely but can send trial messages only to registered users. A guest user can be created by selecting specialization as Guest during registration, as shown below:

Guest User Registration

Firefox - Inbox - shilpamehta15@gmail.com - ... - REGISTRATION FORM FOR ADVISOR... x

farmer.gov.in/edvs/signup.aspx

REGISTRATION FORM FOR ADVISORY MODULE

All fields are mandatory

Level:- DAC

Organization Type:- Ministry(Krishi Bhawan)

Sector: AGRICULTURE

Designation: Consultant

Specialization: Guest

Login Information: You are registering as a guest user

Name of the user: Ms. SHILPA MEHTA

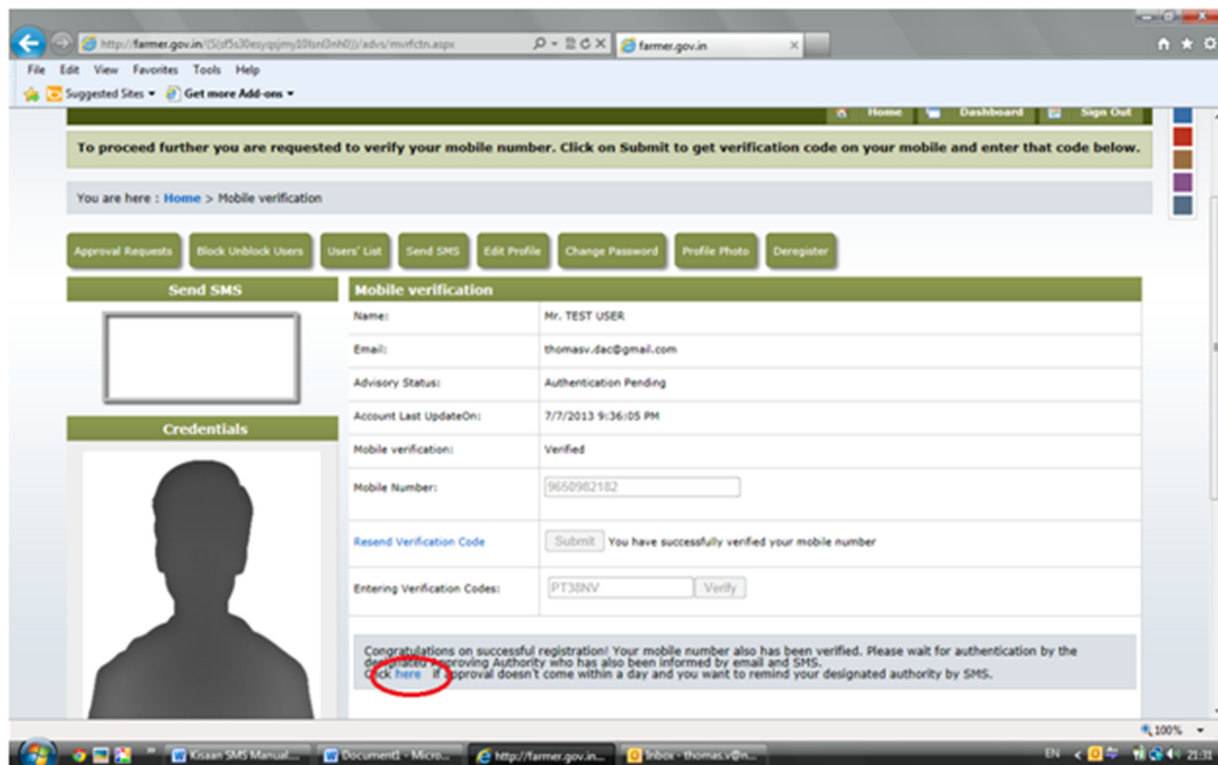
सत्यमेव जयते

- Enter the verification code received on your email to complete first step of registration.
- Log In again and verify mobile number.
- Then wait for approval of the Approving Authority to start sending SMSs. If approval is not received promptly, remind the Approving Authority by clicking reminder link to send SMS automatically. You can also contact the Approving Authority concerned on email / phone

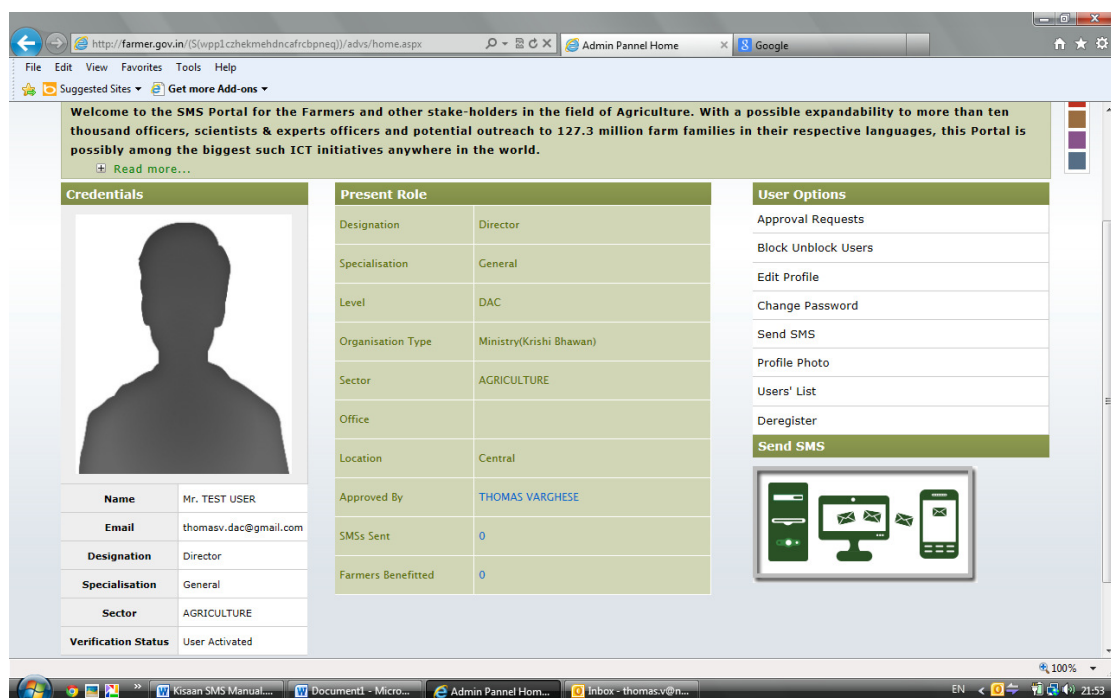
Secure Search McAfee

Even though an automatic email and SMS is generated after a user gets registered, user can again remind the designated authority (Admin User) for his/her approval by clicking on **here** as shown in screenshot below:

Reminding Activation Authority by SMS for approval



After activation by the Admin user, and login, the user is presented with following screen:-



Following options are available for the activated user:-

- **Approval Requests:** This is related to the functions of Admin User at any level.
- **Block Unblock Users:** This is also related to the functions of Admin User.
- **Edit Profile:** User can edit his/her details here.
- **Change Password:** This option is for changing the existing password.
- **Send SMS:** This is the module through which SMSs are sent to the farmers. The details are explained later in the manual.
- **Profile Photo:** Profile photo can be uploaded using this link.
- **Users List:** The list of activated users can be viewed from this module.
- **Deregister:** While demitting the office/position or retiring, officer has to deregister himself / herself from the portal. Deregistration request also needs to be approved by the concerned Admin user. During transfer also, officer needs to deregister initially from the post he / she is holding and once joined in the new post, he she may register himself again with new credentials.

4. Activation of the Users

Activation of the authorized user will be carried out by the Admin user, designated for each organization /departments. Following are the Admin users for:-

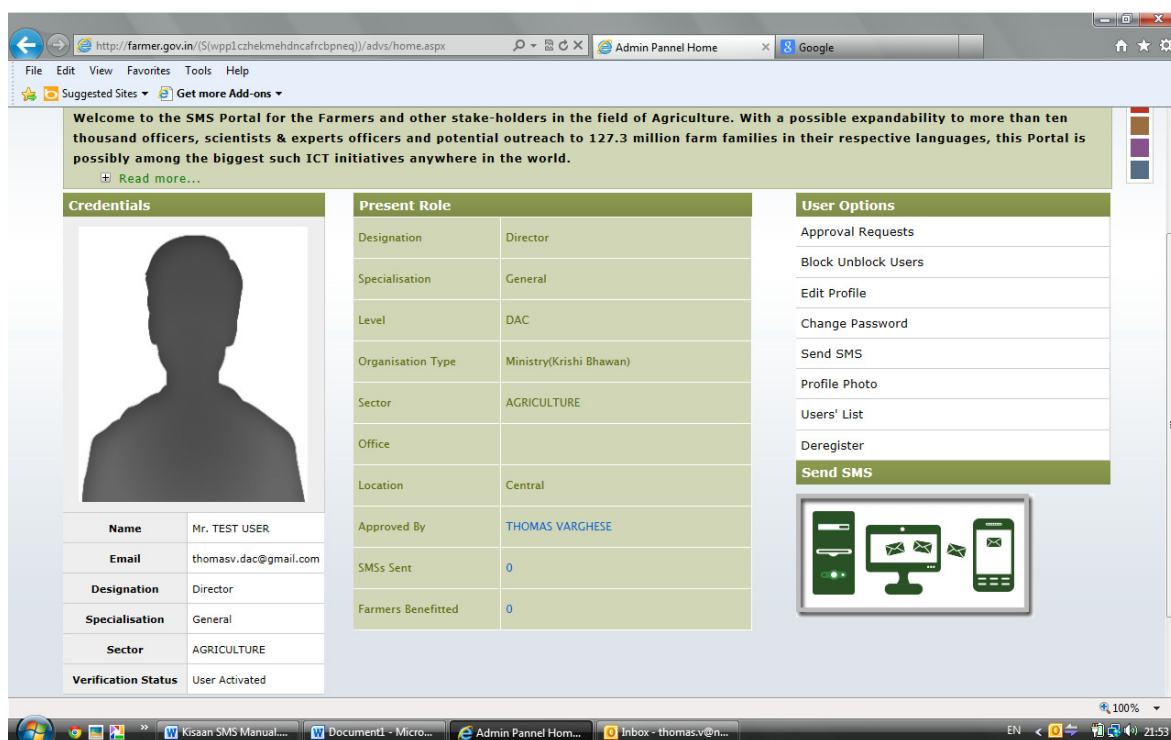
- **Department of Agriculture and Cooperation (DAC):** The users of DAC HQ, attached institutions, autonomous organizations etc will be activated by Admin user of DAC. In addition Admin User of DAC will activate State admin Users of Agriculture and Horticulture departments.
- **Department of Animal Husbandry, Dairying and Fisheries (DAHD&F):** The users of the department including its attached,

subordinate, autonomous organization will be activated by the Admin User of DAHD&F. The Admin User of DAHD&F will also activate State admin users of Animal Husbandry and Fisheries departments.

- **ICAR:** The Admin User of ICAR will activate the users in ICAR Head Quarters, Zonal Project Directorates, Research Institutes and AICRPs. Zonal Project Directorates will in turn approve KVKs within their respective jurisdictions. If ZPDs have not approved KVKs and approval requests are pending then ICAR admin can also approve KVKs.
- **IMD :** The Admin User of IMD will activate all the users of IMD
- **CWC:** The Admin User of CWC will activate all the users of CWC.
- **State Governments:** One Admin User for each department will be activated by DAC or DAHD&F as the case may be. The Admin user of state department will in turn activate users of State HQ , SAMETI, Universities, Zone /Divisions, ATMAs, testing labs and district Admin users. District Admin user can in turn activate subdivision and block level users in their districts.

Utmost care needs to be taken while activating a user as unscrupulous elements may try to enter the system for misusing it. Admin user may make such telephonic and other verifications as may felt necessary to ensure that no fraudulent user gets activated.

4.1 Process of Activation Once an activated Admin User has login to the system he / she is presented with various options at the right side of the screen. For viewing any pending cases for activation, admin user has to select the Approval requests.



Once selected, the list of registration pending for activation for that Admin User will appear. The details of a particular user can be viewed by clicking the name of the user. The user to be activated is to be selected and activated by pressing activate. Admin User can reject the activation request by clicking 'Reject' after entering reasons for such rejections. In order to ensure that only genuine users get registered, the Admin User / Activation Authority should make all such telephonic or record based cross checks as may be deemed necessary. Every verified user pending for activation will appear in two next higher level of admin users. This facility is given so that due to any reason which is not justified, if activations are pending in lower Admin levels, the higher level Admin user can step in and activate the user.

S.No.	Name	Designation	Organisation	Office	Location	Status	All
1	Mr. TEST USER	Director, General	DAC, Ministry(Krishi Bhawan)		Central	Pending	<input type="checkbox"/>
2	Mrs. DR.S.K.SINGH	Subject Matter Specialist, General	State Level, KVK	Krishi Vigyan Kendra, Awagarh,	ETAH, UTTAR PRADESH	Pending	<input type="checkbox"/>
3	Mr. DIRECTORATE EXTENSION	Director, Guest	State Level, State Agriculture University	Chandra Shekar Azad Univ. of Agriculture & Technol,	UTTAR PRADESH	Pending	<input type="checkbox"/>
4	Mr. SAMEER SHARMA	Nodal Officer, AGRICULTURE	State Level, HQ(State)		HIMACHAL PRADESH	Pending	<input type="checkbox"/>
5	Mrs. DR. HEMA TRIPATHI	Principal Scientist, General	ICAR, ZPD	Zone 4(Uttar Pradesh, Uttarakhand),	Central	Pending	<input type="checkbox"/>
6	Dr. AJAY KUMAR	Programme Coordinator, General	State Level, KVK	Krishi Vigyan Kendra, Chayal,	KAUSHAMBI, UTTAR PRADESH	Pending	<input type="checkbox"/>
7	Mr. K.SOUNDARARAJAN	Joint Director, General	State Level, District		TIRUNELVELI, TAMILNADU	Pending	<input type="checkbox"/>
8	Mr. SUBBIAH	Joint Director, General	State Level, District		VIRUDHUNAGAR, TAMILNADU	Pending	<input type="checkbox"/>
9	Mr. JAYASUNDAR	Joint Director, General	State Level, District		VELLORE, TAMILNADU	Pending	<input type="checkbox"/>
10	Mr. MANOHARAN P	Joint Director, General	State Level, District		DHARMAPURI, TAMILNADU	Pending	<input type="checkbox"/>

Reasons if any:

4.2 Deregistering a user

When a user relinquishes the charge, he has to deregister from the system. Such deregistration request will also be pending for approval and viewable below the pending activation requests. These can be examined by the Admin User and Deregistration can be completed.

4.3 Block/Unblock Users

The users can be prevented from sending SMSs by blocking them using the Block/Unblock option available. The blocked user can be later unblocked if required. Admin user needs to mention a brief reason for Blocking or Unblocking a user.

5.0 Sending SMS using the system

On selecting the menu 'Send SMS' the user will be navigated to SMS Creation/Transmission page.

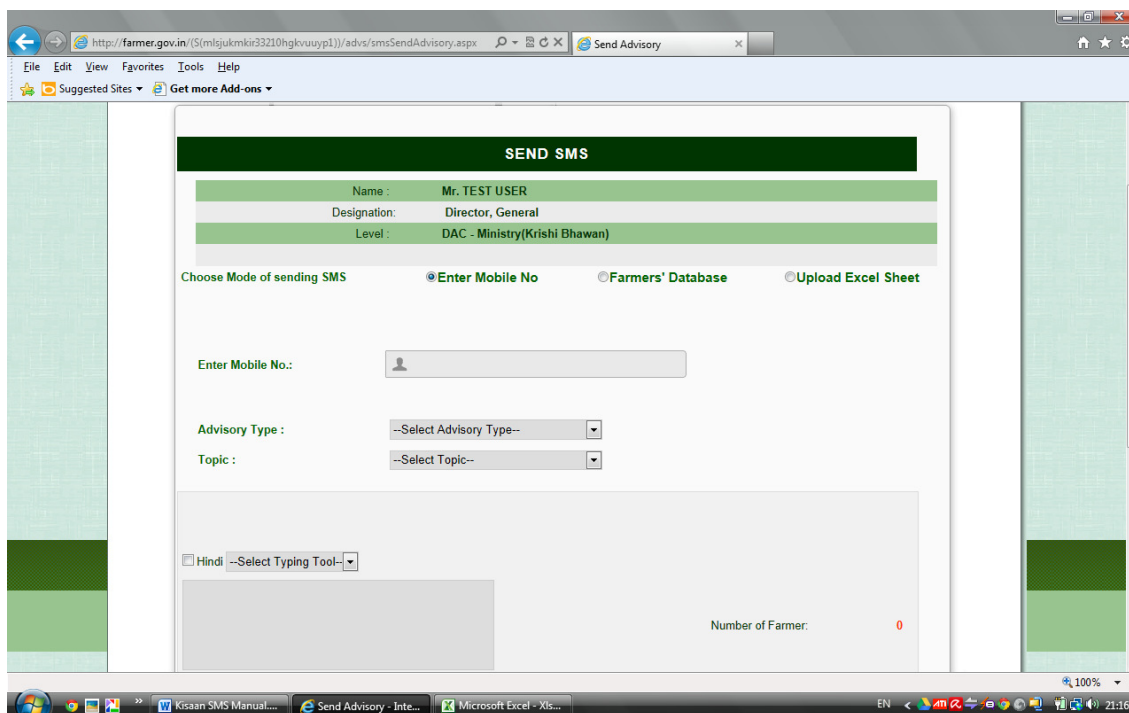
The screenshot displays the 'SMS PORTAL FOR FARMERS' interface. The page is titled 'SMS CREATION / TRANSMISSION PAGE'. It features a navigation menu with 'Home', 'Dashboard', 'Search', 'Contact Us', and 'Sign Out'. A 'Tip : General Information' section is present, followed by buttons for 'Approval Request', 'Blocked Unblock', 'Users' List', 'Edit Profile', 'Change Password', 'Profile Photo', and 'Dereger'. The 'Send SMS' section includes a form with the following details: Name: SHILPA MEHTA, Designation: Program Coordinator, Training, Level: KVK, and Location: Krishi Vigyan Kendra, Bara, HIMACHAL PRADESH. Below the form, the 'Choose Mode of sending SMS' section offers three options: 'Enter Mobile No' (selected), 'Farmers' Database', and 'Upload Excel Sheet'. At the bottom, there is a 'Hindi' checkbox and a 'Select Typing Tool' dropdown. The Windows taskbar at the bottom shows the 'Send Advisory - Go...' window and the system clock at 15:48.

5.1 Choose Mode of Sending SMS:

Three options are given for sending the SMS

- Enter Mobile Number
- Farmers Data Base
- Upload Excel Sheet

5.1.1 Enter Mobile Number: Mobile numbers are entered in the space provided against the Enter Mobile number label. The mobile numbers need to be separated by 'comma'.



5.1.2 Farmers' Database

In this option, mobile numbers from the database of the system are used. Along with this, some other options also need to be selected as explained herein under.

5.1.3 Upload Excel Sheet: Option to upload mobile numbers from excel sheet is also provided. Excel sheet should contain 5 columns viz. Name, Mobile, State, District & Block. It is necessary to have data only in Mobile Number column. Availability of data in other columns is optional. The template is as under:-

NAME	MOBILE	STATE	DISTRICT	BLOCK
Ram Singh	XXXXXXXXXX	Haryana	Kurukshetra	Shahabad
	XXXXXXXXXX			

The file format should be 97-2003 *.xls or 2007 *.xlsx. User can select the file using browse button and the data will be linked to the system using the fetch button.

5.2 Nature of SMS.

Short messages can be sent to either Entire Sector or Selected Entities by choosing one of the options as under:-

5.2.1 Entire Sector (s). User can select one or more sectors by clicking on this. Option of selecting one or more sectors (Agriculture, Animal Husbandry, Fisheries and Horticulture) or all four sectors by selecting **All** radio button is also provided. SMS will go to the farmers who have opted to receive messages for these sectors.

5.2.2 Advisory for Selected Sector- On selecting option for Selected Entity (ies), a drop down menu for selecting the Sector category will appear. Five different Crops/Activities in a particular sector can be selected. Farmers who have opted for any of these 5 Crops/ Activities will receive the SMS being sent.

5.3 Level Selection in Farmers' Database Option

This defines the area or jurisdiction in which the farmers will receive SMS. User can select his jurisdiction level or sub levels. The State level user will not be provided with a National level choice. The State level User can select his/her state, one or more districts or one or more blocks. Other levels if

any like Zone, Sub-Division etc are also available for selection as existing in different states. When a sub level is selected, selection boxes will appear to select particular locations. Multiple selections are also allowed. It may be noted that multiple Zones/Districts/Sub Divisions/Blocks can be selected at the same time by ticking appropriate names in the combo boxes.

The screenshot displays the 'SEND SMS' web application. At the top, a green header bar contains the title 'SEND SMS'. Below this, a form displays user information: Name: Mr. TEST USER, Designation: Director, General, and Level: DAC - Ministry(Krishi Bhawan). The 'Choose Mode of sending SMS' section includes radio buttons for 'Enter Mobile No', 'Farmers' Database' (selected), and 'Upload Excel Sheet'. The 'Choose Level' section has radio buttons for 'Ministry', 'Reg_User National' (selected), 'State', 'Zone', 'District', 'Sub-Division', and 'Block'. Below these, there are three dropdown menus: 'Select State' (showing Assam), 'Select Zone' (showing Hill Zone), and 'Select District' (showing Nagaon). A note states: 'Maximum five type of advisories can be selected from below options :'. This is followed by a table with columns for Sector, Category, and Name. The first row shows 'AGRICULTURE' for Sector, 'Cereals' for Category, and 'Maize (Makka)' for Name. There are four more rows with 'Select Category--' for the Category column and empty Name fields.

5.3.1 Ministry. This is a list of officers at Ministry of Agriculture, who receive messages depending upon the language mapped against their names. This radio button is available only to Central Users

5.3.2 Reg_Users. This includes users who have registered so far for sending SMSs.

5.3.3 National. National level includes farmers of whole nation. On selecting national level, user can send message to all farmers of nation who have opted for this service. This option will be available to only those users who have

registered at Central level. National level option selects only those farmers who have opted for Hindi, English and Hindi in Roman Script. If farmers of non-Hindi speaking States have to be sent SMSs from Central level, one State after another will need to be selected from State radio button.

5.3.4 State/Zone/District/Sub Division and Block. Users registered at these levels can send messages to respective and all levels below them depending upon existing organizational set up in a particular state.

5.3.5 SMSs sent by an officer at the national level are automatically sent to other officers in the same sector throughout the country. Similarly for the officers at State level, SMSs will go to every registered user in the State within the same sector. Since a large number of messages are being sent by activated users in various departments and organizations, an interface is going to be provided shortly to let an activated user to choose topics and languages as per his expertise or posting profile.

5.4 Type of Message & Topics

The next two drop down menus are for the Advisory type and Topics selection. As mentioned earlier, SMSs to be sent to the farmers can be broadly classified into three categories, viz. Information, Services and Scientific Advisories. First two are basically factual in nature and therefore the messages of these types can be sent by simply checking the official records.

However, in case of Scientific Advisories, it has to be ensured that there is no contradiction among the advisories being sent by different people on the same issue in a given area and the advice being given to the farmers is technically correct. Therefore, database of previous advisories issued on various topics through the SMS Gateways is also being populated in the same SMS Portal. This database is searchable by words/phrases, by topics across various levels and also for a period. (Please see the screen shot below)

5.5. Mutual Consultation

It is also necessary that advisories sent at the district level and lower levels are approved by District Level Team comprising Programme Coordinator, KVK; District Head of Agriculture or allied Department; Project Director, ATMA and Scientist In charge of the State Agricultural University for the District. All four of them should mutually consult by email, phone, SMS or in writing before the exact text of an advisory is finalized. Agro Met Forecast Units can also be consulted wherever necessary and feasible. Links to District-wise Contingency Plans and Advisory Page of ICAR and IARI have also been provided in the Portal for reference before writing a scientific advisory.

5.5.1 Previous Advisories Search. All advisories sent so far by various users are available for reference and analysis and can be searched with the help of links provided. A light box appears which enables search, based on Text (in Hindi or English), by Designation of the sender, Level at which SMSs were sent, and Date Search for a particular period.

5.5.2 District Contingency Plans and ICAR & IARI Advisory. Links to these have also been provided so that Users can refer to these before proceeding for actual writing of the SMS in the Text Box.

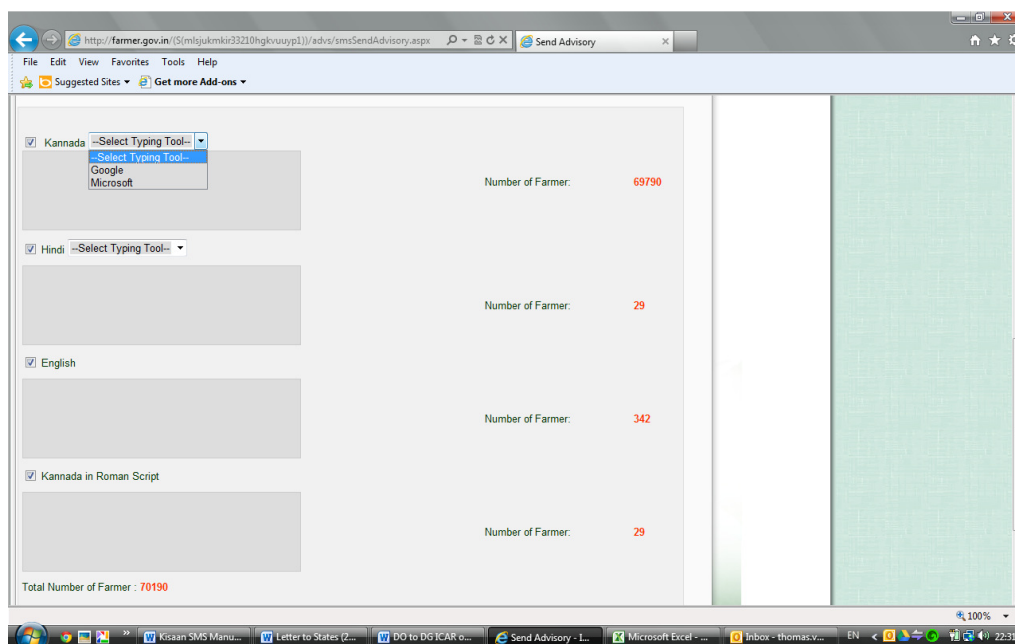
5.6. Writing the SMS

The SMS or the advisories are to be typed into the Advisory Text box provided.

5.6.1 Information and Services SMS. As explained earlier, these could be simply typed by selecting the language. Number of farmers for that particular language will get displayed on the right side. Message can then be typed by selecting a typing tool.

5.6.2 Scientific Advisory. Textbox will get enabled only after the User confirms that a team constituted for finalizing Technical Advisories has been consulted and previous advisories on the topic have been seen. SMS can be written in English, Hindi, Hindi in Roman script, Regional Language or Regional Language in Roman script. For sending an SMS in a particular language, user has to select check box near the language and select the typing tool. Hindi and Regional Languages are entered through transliteration (or Easy Phonetic Typing) method.

Commonly available CDAC, Google and Microsoft transliteration tools have been provided and the user can select between these. Transliteration is based on phonetic typing i.e for writing किसान one has to type Kisaan only. This method is easier as most of the users will be conversant with Roman Scripts and QWERTY keyboards. When a language is selected, the number in the right side indicates number of farmers selected for the SMS delivery considering the selections made on location, levels, sectors etc.



Once the SMS text is entered in the selected Text Box, User can send it by pressing 'Send SMS'

The process of sending the SMS will start and may take minutes or hours to complete depending on the number of farmers selected.

6. Dashboard

The GUI based Dashboard not only provides statistical analysis of the objective utilization of the application for benefit of farmers, but also provides a view of the type & quality of SMS/advisories being sent by different departments and users.

Top half of the page shows the progress in Sector wise farmers benefited or SMS sent so far. Graphs indicate the number of advisories sent by different sectors like Agriculture, Animal Husbandry, Fisheries and Horticulture. Other parts of the screen enable drilling down to the bottom of each organization and individual level. All SMSs sent so far by an individual user or a department along with the number of farmers benefited can be seen from here. Information of active departments/users, only gets displayed. Developed on departmental hierarchy, complete information can be gleaned intuitively. Additional features and functionalities will be added as the system matures.

The screenshot displays the Kisaan SMS Portal dashboard. On the left, there is a 'Send SMS' button and a 'Credentials' section with a user profile for Col Ashok Kumar, a Consultant in the Agriculture sector. The main area shows two tables: 'PROGRESS IN TERMS OF SECTOR WISE REGISTER USERS' and 'ADVISORY SENT IN TERMS OF DEPARTMENT WISE'.

Sector Name	Graph Based On Advisory Sent	Advisory Sent	Farmers Benefitted
AGRICULTURE		597	24074076
ANIMAL HUSBANDRY		13	171879
FISHERIES		18	54
HORTICULTURE		15	420

Level Name	Farmers Benefitted	Advisory Sent
CWC	0	0
DAC	23031992	203
DAHDF	171873	7
ICAR	0	0
IMD	1	1

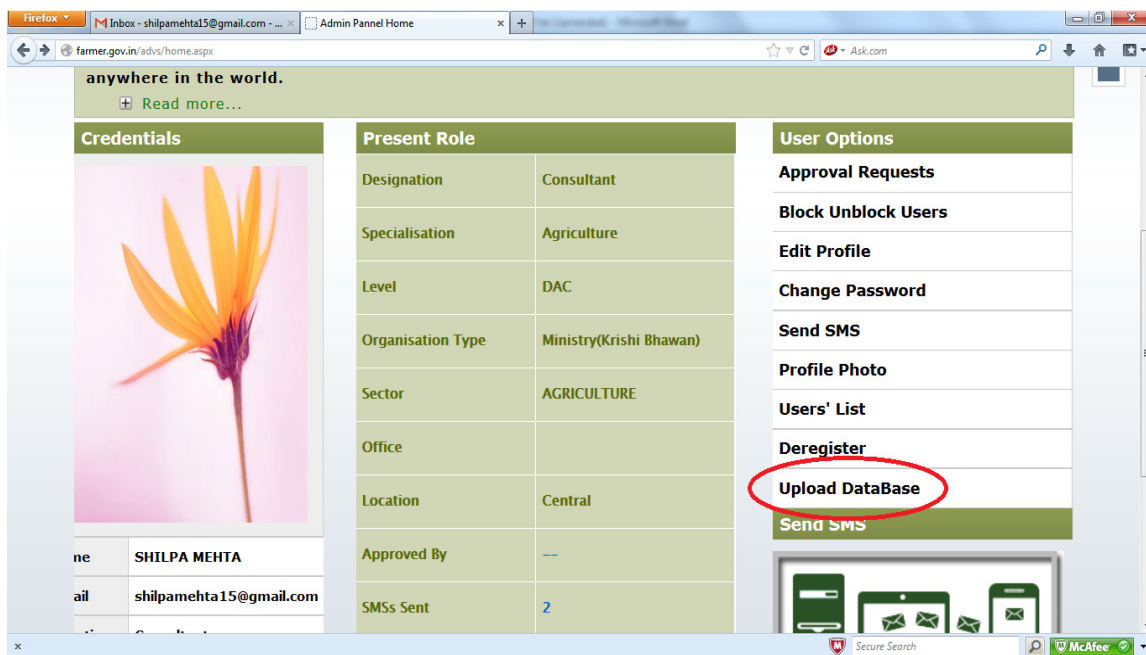
The screenshot displays the 'farmer.gov.in/dshbrd.aspx' web application. It features two main data tables. The first table, titled 'PROGRESS IN TERMS OF SECTOR WISE & TOPIC WISE ADVISORY SENT', lists four sectors: AGRICULTURE, ANIMAL HUSBANDRY, FISHERIES, and HORTICULTURE, with their respective 'Farmers Benefitted' and 'Advisory Sent' counts. The second table, titled 'DATE WISE ADVISORY SENT BY USERS', shows advisory counts for 'Today', 'Week', and 'July'.

PROGRESS IN TERMS OF SECTOR WISE & TOPIC WISE ADVISORY SENT		
Sector Name	Farmers Benefitted	Advisory Sent
AGRICULTURE	13531461	440
ANIMAL HUSBANDRY	3456369	38
FISHERIES	3511508	47
HORTICULTURE	3386043	79

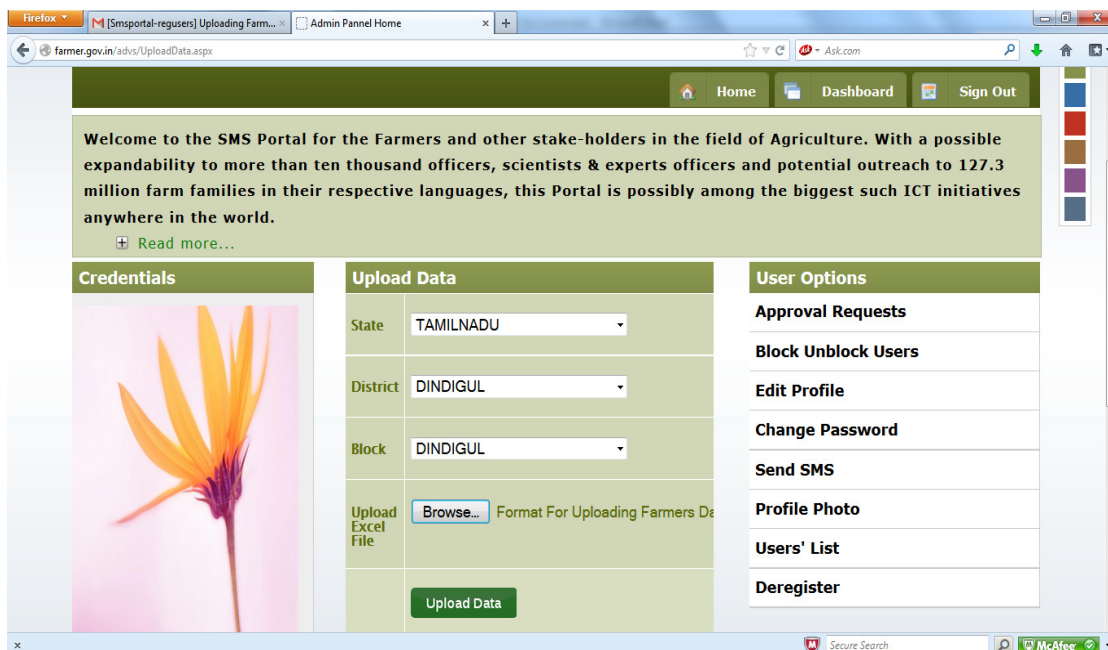
DATE WISE ADVISORY SENT BY USERS		
Date	Farmers Benefitted	Advisory Sent
Today		0
Week	261327	217
July	17243020	439

7. Uploading Farmers' Database:

Farmers' database of a particular State can also be uploaded. Click on Upload Database in right navigation, as shown below:



State, District and Block needs to be selected and an excel sheet containing farmers' information – Name, Mobile Number and 8 Entity Preferences, is to be uploaded. This excel sheet should be in a proper format. Format has been sent separately.



Annexure

Tariff Details for Farmers' Registration through SMS

For operators available on 51969 SMS:

SL.	Operator	Tariff (In INR)
1	Vodafone	1.00
2	Uninor	0.60
3	MTS	3.00
4	Videocon	1.00
5	Loop	5.00
6	Idea	1.00
7	Tata Docomo	3.00
8	Tata Indicom	1.00
9	Aircel	1.00
10	Reliance	3.00
11	Airtel	1.00
12	BSNL	2.00

For 9212357123: All operators as per Person to Person Rates as per Farmer's SMS Plan