

Gramin Krishi Mausam Sewa (2019-20)

Five KVKs in West Bengal and one in Odisha (Cuttack) were functioning and providing weather forecast bulletins to the farmers since inception of the scheme. Budget sanction received during FY 2019-20 is Rs. 96.69 lakh. A six days training programme on 'Preparation and Dissemination of Agromet Advisories at block level' for SMS (Agromet) & Agromet Observer in DAMUs at KVKs of West Bengal, Odisha, Bihar and Jharkhand was organized at WBUAFS Kolkata during August 6-11, 2019. Weather forecast bulletins and special bulletins were generated in English and local languages by DAMUs and communicated to the farmers well in advance. Agromet Advisory Bulletins were prepared twice a week by each DAMU and circulated among all the farmers of the district. The KVKs were enhancing outreach and dissemination of Agromet advisories using new and effective means of communication i.e. e-mails, WhatsApp, KVK facebook page etc. and SMS (in *m-Kisan* portal) are used to deliver Agromet advisory bulletins to registered members of different farmers clubs, FPOs, line departments and ultimately to reach the farmers. With the help of RMC/MCs, DAMUs were also using social media and whatsapp groups consisting of AMFUs (Nodal Officer/Technical Officer), DAMUs (Nodal officer/SMS-Agromet) and concerned officials viz. DAOs for quick dissemination of weather forecast, nowcasts, alerts & warnings, and agromet content to farmers at village level. They were utilizing this channel effectively for sending information on very high impact weather events like thunderstorm & lightening to farmers to reduce the casualties and other losses. *Meghdoot* and *Damini* mobile apps were extensively used to inform farmers about thunderstorm/lightening likely to strike in their locations. To acquaint the farmers with the importance of the weather based agro advisories, DAMUs organized several Farmers Awareness Programme (FAP) and trainings were conducted to cover all the blocks and farmers and farmwomen of the district.

