

Gramin Krishi Mausam Sewa (2020-21)

In Phase-II, additional 8 KVKs of WB have been selected to set up DAMUs. The budget received during FY 2020-21 was Rs. 34.60 lakh. At present, 16 KVKs of Phase-I and one KVK of Phase-II (Burdwan) started functioning and providing weather forecast bulletins to the farmers. ATARI Kolkata organized the First Annual Zonal Review Workshop of GKMS consisting of the 24 KVKs in the states of Odisha and West Bengal on 21st July, 2020 through online video conferencing. Heads, SMSs and AOs of all the 24 KVKs were present in the meeting along with other dignitaries. A technical bulletin GKMS Newsletter was released in presence of all the delegates. A short-term online training course for SMS (Agromet) from the KVKs on '*Preparation and Dissemination of Agromet Advisories at Block level under GKMS*' was jointly organized by IMD and ICAR during 24-30 September, 2020. The SMS (Agromet) of all the newly recruited KVKs participated in the training. 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) were 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 and Technical Officer), DAMUs (Nodal officer and SMS-Agromet) and concerned officials viz DAOs etc. 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. Efforts were done to popularize *Meghdoot* and *Damini* mobile apps. 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.



