

**Gujarat Green Revolution Company Limited**  
**P. O. Fertilizernagar, Dist. Vadodara-391 750**

**Guidelines for Agronomic advisory services through SMS**

**(A) Guidelines for beneficiary farmers to avail agronomic advisory services through SMS**

**1. Enrolment Procedure for the MIS beneficiary farmer:**

Agronomic advisory through SMS is applicable to drip and mini sprinkler system beneficiary only. Within 48 hours post the trial run, the beneficiary farmer will receive a call asking farmer details and crop details. After obtaining the required information, the farmer's services will be activated and thereafter he/she will start receiving agronomic advisory through SMS.

**2. Points to be kept in mind by farmer while starting SMS Service:**

The beneficiary farmer at the time of commencement of the agronomy advisory through SMS will be asked following information by the service provider.

(1) Name, Contact number, Address, Village, Taluka and District.

(2) Crop and details of APMCs as under:

Crop Details to be given by the Farmer			
Crop-1(Crop which is currently sown in the field)		Crop-2( Any other crop with the main crop/Second crop after this crop)	
Crop		Crop	
Sowing Date		Sowing Date	
Land Area		Land Area	
Selection of APMCs			
APMC-1	Nearby APMC or mandi whose rates the farmer wants.	APMC-1	Nearby APMC or mandi whose rates the farmer wants.
APMC-2		APMC-2	

After receiving above information from beneficiary farmer, the service provider will start agronomy advisory through SMS.

**(B) Guideline for service provider to provide Agronomic Services to farmers through SMS:**

- i. Land preparation: According to the crop and type of soil, information for primary and secondary tillage, land leveling, farm manure, removal of hard pan of soil and any other pre-sowing advisory will be given to the farmer for the crop of his own choice.
- ii. Crop Agronomic Practices:
  - Selection of crop and seeds variety, rate of seeds, crop spacing, time and method of sowing, seed treatment and other relevant information will be provided.
  - Weed Management: Practices to control weed, inter-culturing practices and information regarding the weedicides and its proportion will be given.
  - Irrigation management: Water requirement of crop according to the crop stage, irrigation schedule, operation and maintenance of drip irrigation system.
  - Fertilizer and fertigation: Application method, dosage, schedule and type of fertilizers. Particularly use of Water Soluble Fertilizer, and its advantage.
  - Plant Protection :

Pest control: Pest and its control, types of pesticides and its dosage requirement according to the type of crop and pest.

Disease control: Crop diseases and its control, types of fungicide/ bactericide/ viricide and its dosages.
- iii. Post Harvest Technology: Information about storage structure, optimum moisture content and temperature for storage and processing of farm produce for value addition to get better return.

- iv. APMC Rates: Farmer will be provided information on market rates of any two crops of his/her choice from Agriculture Produce Market Committee or Mandi of his/her choice daily.
- v. Weather Forecast: According to the region information regarding weather parameter like temperature, rainfall, wind velocity, cyclone etc. affecting crop will be provided daily.
- vi. Agriculture News: Information regarding new technologies, innovations in the field of agriculture and Government schemes.
- vii. GGRC Messages: Information about new schemes, Krishi Mela, any other events that are beneficial to the farmer and any special advisory to the farmer.

Frequency of transmission of SMS Advisory		
Sr. No.	Agriculture operation category	Frequency
1	Land Preparation	Before sowing of crop
2	Weed Management	Monthly
3	Irrigation management	Weekly
4	Fertilizer and fertigation	Weekly
5	Pest control	Weekly
6	Disease control	Weekly
7	Post Harvest Technology	Once in 2 months
8	APMC Rates	Daily
9	Weather Forecast	Daily
10	Agriculture news	As needed
11	GGRC message	As and when directed

- viii. Service provider will inquire for choice of crop from farmer three times commensurate with cropping season i.e. Kharif, Rabi and hot weather.
- ix. Service provider has to maintain a cropping season wise record. The record will be submitted to GGRC regularly.

If the farmer is not receiving SMS service or he/she is not satisfied with the service then kindly

Contact below mentioned toll-free number: 1800 233 2652.