Z-11018/18/2015-IT
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Co-operation & Farmers Welfare
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New Delhi 23rd February, 2016

Office Memorandum

Subject: **Development of Mobile Apps in Agriculture, Animal Husbandry, Dairying & Fisheries sectors.**

Affordable Mobile and internet technologies along with their deep penetration have provided an excellent opportunity for creating mobile based solutions such as mobile apps to meet information needs of farmers and all other stakeholders at the press of a button for 24*7. Reach of smart phones in rural areas is further extending the ICT services beyond simple voice or text messages. Requirement to exploit this new medium of communication was emphesised during recently held briefing to the Prime minister by the designated group of secretaries.

2.   Accordingly, it has been decided to develop mobile apps on all aspects of farming so that every bit of farmers' centric information could be made available through this medium. Also all websites and applications which are being developed in future through public funds will mandatorily be made available through mobile apps. Following broad strategy may be adopted for this:-

(a) Mobile apps will be developed for all aspects concerning farmers and allied sectors in Agriculture, Animal Husbandry, Dairying and Fisheries. Each app will be made available in English, Hindi (for cross pollination) and local languages of the States/UTs.

(b) The apps will be got developed by the Department, States/UTs and PSUs/Autonomous bodies in-house as well as through private sector/start ups. For this purpose all out efforts will be made to share data with public on Open Government Data (OGD) Platform (https://data.gov.in/) of the GoI.

(c) Respective States/UTs may decide upon the methodology as some common apps could be developed centrally and made available to the respective States/UTs to convert these in their languages. Apps on subjects or topics in States'/UT's jurisdiction, will be got developed by them in their local language(s), English and Hindi.

(d) Committees incorporating members from technical and administrative fields will be formed for deciding on identification, methodology, selection, compensation, reward and hosting etc. of all apps to be developed through in-house efforts and public participation. These committees would also ensure suitable steps for regular updation, version releases and feedback/Grievance Redressal for all apps.

(e) All mobile apps will follow the Government of India Guidelines to deliver public services using m-Governance, standard based mobile solutions and Guidelines to integrate the mobile applications with the common e-Governance platforms (https://egovstandards.gov.in/sites/default/files/Published%20Documents/Guidelines_for_Delivery_Channels_for_Mobile_Ver1.0.pdf).

(f) Apps will be made available on Android platform to start with. These would then be developed on Windows and iOS platforms, provided sufficient demand is received from users.

(g) The committees may adopt some of the innovative methods of selection of private partners/startups like "**Challenge Method**" for inviting ideas/proposals and then choose minimum two proposals for development. Out of these finally one product could be selected for adoption on pre specified criteria and paid a pre disclosed fee. Other method which may be considered is throwing open a clearly defined requirement for development of apps by private partners/startups and then choosing the best suited. The developer may be paid certain pre disclosed fee (say Rs. 5 to 10 per download) up to a maximum anticipated & advertised cost of development.

(h) Similarly free lance mobile apps developed by using public data may be allowed to be made available through Govt. platforms with clear disclaimers.

3.   **Regular Updation.** The success of mobile apps would lie in not only ensuring their affordability by rural masses but also on the quality and timeliness of the content or data at the back ends. Users will only come back for second time to an app if they find value or interest in them. Accordingly the States/UTs or institutions which are owners of these apps will also have to ensure their regular up gradations in terms of quality and content. Suitable mechanisms for obtaining and addressing feedback/suggestions and popularity ratings etc. will need to be part of each app.

4.   **Financial Support.** It is considered as continuation of Government of India Mission Mode Project (MMP) "NeGP-A", accordingly up to 25% of the amount earmarked for software development can be spent for development of these apps and to take care of other local requirements. An average of Rs. 3 lakhs may be spent on development of five apps per sector (Agriculture, Animal husbandry, Dairying and fisheries) @Rs. 40 - 50 thousands per app including its different language versions. Funds already released under NeGP-A to the States/UTs may be utilised for this purpose. Additional funds for more apps would also be made available on receipt of proposals.

5.   You are therefore requested to notify a nodal officer in your State so as to identify suitable mobile apps related to Agriculture, Animal husbandry, Dairying and Fisheries departments and initiate steps for their development. A list of suggested subjects for which apps can be developed is attached as **Annexure –I.**

(Narendra Bhooshan)
Joint Secretary (IT & Extn.)

APCs/Secretaries/Commissioners/Directors Agriculture, Animal Husbandry, Dairying & Fisheries departments.

Copy to:

1. **All Divisional Head**
2. **All ASs**
3. **PPS to Secretary (DAC&FW)**

Sector	Topic
AGRICULTURE	Field Preparation
	Plant Protection
	Water Management
	Agriculture Mechanization
	Bio-Pesticides and Bio-Fertilizers
	Credit
	Crop Insurance
	Cultural Practices
	Fertilizer Use and Availability
	Government Schemes
	Market Information
	Nutrient Management
	Organic Farming
	Post Harvest Preservation
	Power, Roads etc.
	Seeds
	Soil Testing
	Sowing Time and Weather
	Storage
	Training and Exposure Visits
	Varieties
	Weather
	Weed Management
ANIMAL HUSBANDRY	Maket Information
	Animal Breeding
	Animal Nutrition
	Animal Production (Piggery, Goatery, Sheep Farming etc.)
	Artificial Insemination
	Cattle shed Planning and Management
	Credit
	Dairy Production
	Disease Management
	Disease Reporting
	Integrated Farming
	Livestock Products Processing and Packaging

FISHRIES	Breeding and culture of ornamental fish
	Breeding of freshwater prawn
	Coastal Aquaculture
	Deep Sea Fishing and Processing
	Fish Marketing
	Fish Dressing Drying
	Fish Fingerling Production
	Fishery Mechanization
	Fishery Nutrition
	Fishing Harbours and Landing Centre
	Freshwater pearl culture
	Freshwater Pearl Farming.
	Magur Breeding and Culture
	Seaweed Cultivation
	Tank, Pond and Reservoir Management
	Water Testing for Fish Production
HORTICULTURE	Plant Protection
	Agriculture Mechanization
	Beekeeping
	Bio-Pesticides and Bio-Fertilizers
	Cold Storage
	Credit
	Crop Insurance
	Cultural Practices
	Fertilizer Use and Availability
	Field Preparation
	Floriculture
	Government Schemes
	Landscaping
	Market Information
	Medicinal and Aromatic Plants
	Mushroom Production
	Nursery Management
	Nutrient Management
	Old/Senile Orchard Rejuvenation
	Organic Farming
	Plasti culture
	Post Harvest Management (Cleaning, Grading, Packaging, Food Processing, Cool Chain etc.)
	Power, Roads etc.

	Seeds and Planting Material
	Soil Testing
	Spices and Condiment Crops
	Training and Exposure Visits
	Vegetative Propagation and Tissue Culture
	Water Management, Micro Irrigation
	Weather