

Information & Communication Technology Based

Agriculture Focused

Integrated Rural Development

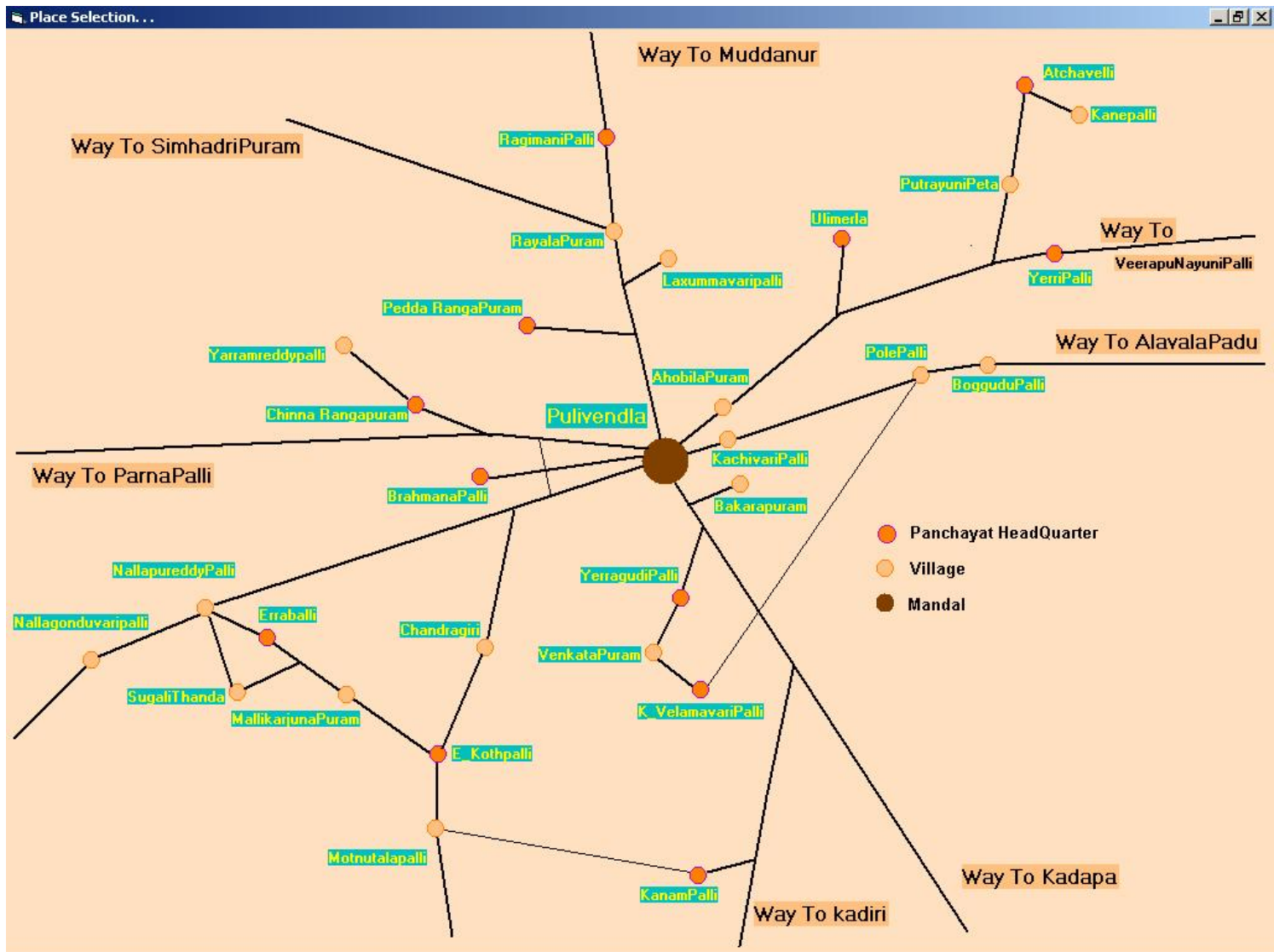


Summary of the Pilot Project
it-rural.com

PILOT Project

- *Pulivendla Mandal*
- *Kadapa District*
- *Andhra Pradesh*
- *India*

- 30 villages
- 12 Panchayats
- 40,000 people
- 20,000 acres



Track Record (24 months)

Team Size

- *IT* - Six Software Engineers (Contract Basis)
- *Rural* - One Scientist, One Expert and Government resources
- *Admin (Mandal Level)* - One Project Coordinator, One operational In-charge, One Business-In-charge
- *Admin (Panchayat Level)* - 11 System Operators, 11 System Assistants

Awareness Building

- Brainstorming Sessions*

- Motivation Programmes*

Team ITR and SIX teaching professionals Involved

Originator of it-rural.com, Rm Thiruchelvam & awareness-wing members – YerriPalli Village



Introduction of our scientist Mr. Ramasubba Reddy – YerriPalli Village



Volunteer-wing Head Rotarian Mr. Nageswara Reddy & Team – BramanaPalli Village



Team it-rural.com interacting with rural youth – YerriPalli village



Hon'ble Member of Parliament (2004-2009) Mr. Y.S Vivekananda Reddy adding value – NalaGonduvvariPalli Village



Students power – the key component in transforming rural sector – Literacy training Programme- Pulivendla (Mandal Headquarters)

IMPC

(Information And Process Management Centers)

- *11 Centers*
- *11 System Operators, 11 System Assistants*

System operator interacting with old lady during data checking – YerriPalli Village



Awareness programme in the kiosk - K. Velamavaaripalli Village



Internet connection being tested at a Kiosk – BramanaPalli Village



System Operator and Farmers -
Disease Diagnosis -
NallapareddyPalli Village



Latest information reaches villages in no
matter of time (SRI cultivation demo- R.
ThummalaPalli Village)



IT in the process of shaping rural
youth – Visual Content -
Venkatapuram Village

DATABASE

- *24 villages*
- *30,000 persons*
- *7,000 acres*
- *Relational, Updateable*
- *family ID, citizenship ID, generation ID*

300+ students

20+ teaching professionals based volunteer-wing involved

Personal Details

PANCHAYATH: Yerrupalli & VILLAGE: Yerrupalli ()

Action: Log Out

Village: Yerrupalli (221)

Surname	Leader Name	Partner Name	Father Name	Mother Name	UserID
ALAVAPADI	ACHAMMA	GANGULAAH	BADRAAH	SUBDAMMA	USER1
ALAVAPADI	BALAAH	GANGULU	GANGULU	OBULAMMA	SERVER
ALAVAPADI	SREENIVASULU	LAKSHMI DEVI	GANGULAAH	ACHAMMA	USER3
ALAVAPADI	BABU	LAKSHMI DEVI	GANGULAAH	ACHAMMA	USER4
ALAVAPADI	SURI	GANGAMMA	PAPANNA	NAAGAMMA	USER2
ALAVAPADI	VENKATESH	GANGA DEVI	GANGULAAH	ACHAMMA	USER7
ANNAREDDY	GANGI REDDY	CHENNAMMA	GANGI REDDY	GANGAMMA	USER3
ANNAREDDY	KONDA REDDY	VENKATA LAKSHUMMA	CHINNA VENKATA RED	POPULAMMA	SERVER
ANNAREDDY	VENKATA LAKSHUMMA	JAYARAM REDDY	LAKSHMI REDDY	BALAMMA	USER2
ANNAREDDY	VENKATA RAMI REDDY	MEENAKSHI	PEDDA VENKATA RED	PULLAMMA	USER2
ARAVS	SUS KAREVANA REDDY	SUS KAREVANA	IRRA REDDY	PANAMMA	USER1

Present Family Members:

Person Name	పేరు పేరు	Age	Sex	Relation	CitizenShipID
SREENIVASULU	శ్రీ సీనివాసులు	27	Male	Father	00000000420
LAKSHMI DEVI	లక్ష్మి దేవి	22	Female	Mother	00000000419
PAVAN KUMAR	పవన్ కుమార్	6	Male	Son	00000000418

Professional Details

Profession_AnnualHusbandry	Category	Season	Income	Looking For
Profession_Labour	Dhebi	Throughout The Year	15000	Loan
Profession_SelfEmployment				

PANCHAYATH: Yerrupalli & VILLAGE: Yerrupalli (Family, House, Personal and Professional Details Entry)

Action: Log Out

Name Of The Person:

Personal Details ->

Name: Family Leader Family Partner

Sex: --Select Item--

Marital Status: --Select Item--

Languages: --Select Item--

Religion: --Select Item--

Caste: --Select Item--

Education Details: --Select Item--

Category: --Select Item--

Calling Name: Main Next

Date of Birth: Age

Family Relation: --Select Item--

Language: Speaking Reading Writing

Residing At: --Select Item--

PANCHAYATH: Yerrupalli & VILLAGE: Yerrupalli (Family Details)

Action: Log Out

సంబంధ పేరు	Partner Name	పార్ట్నర్ పేరు	Father Name	మల్లె పేరు	Mother Name
అన్నయ్య	GANGULAAH	గంగులయ్య	BADRAAH	బద్రియ్య	SUBDAMMA
			GANGULAAH	గంగులయ్య	ACHAMMA
			GANGULAAH	గంగులయ్య	ACHAMMA
అమ్మ	LAKSHMI DEVI	లక్ష్మి దేవి	GANGULAAH	గంగులయ్య	ACHAMMA
			BABU	బాబు	LAKSHMI DEVI
			BABU	బాబు	LAKSHMI DEVI
శ్రీ సీనివాసు	LAKSHMI DEVI	లక్ష్మి దేవి	GANGULAAH	గంగులయ్య	ACHAMMA
			BREENIVASULU	శ్రీ సీనివాసు	LAKSHMI DEVI
పెండ్లి	GANGA DEVI	గంగ దేవి	GANGULAAH	గంగులయ్య	ACHAMMA
			VENKATESH	పెండ్లి	GANGA DEVI
			VENKATESH	పెండ్లి	GANGA DEVI
			VENKATESH	పెండ్లి	GANGA DEVI

In: 5 ACHAMMA GANGULAAH USER1
6 BABU LAKSHMI DEVI USER4
44 SREENIVASULU LAKSHMI DEVI USER3
17 VENKATESH GANGA DEVI USER7

Out:

Direction: --Select Item--

Set Generation ID

Remove Generation ID

Agricultural Base Data

Owner Details

Serial Number	<input type="text" value="140"/>	Owner Name	<input type="text"/>
PassBook Number	<input type="text"/>	Calling Name	<input type="text"/>
SurName	<input type="text"/>	Ref. Name	<input type="text"/>

Land And Crop Details

Land SNO	<input type="text"/>	Patta Number	<input type="text"/>	Cultivator Name	<input type="text"/>
Survey Number	<input type="text"/>	CareTaker Name	<input type="text"/>		
Land Extent	<input type="text"/>	Irrigation Source	<input type="text"/>		
Land Name	<input type="text"/>	Irrigation Method	<input type="text"/>		
Soil Type	<input type="text"/>	Fertilizing Method	<input type="text"/>		

Land Details						
Patta No.	Survey No	Extent	Land Name	Soilr Type	Irrigation Sources	Cultivator Name
321	719	1.82	అవ్వ చను	రెడ్ - ఎర్ర ఇసుక బొములు (డ్రైన్)		మార్కండేయులు ()
321	724	1.44	వాళాయెమ్మ బేడు	రెడ్ - ఎర్ర ఇసుక బొములు (డ్రైన్)		మార్కండేయులు ()
321	762/2A	0.12	కలం	రెడ్ - ఎర్ర ఇసుక బొములు (డ్రైన్)		
321	716	1.23	పాత చను	నల్ల - చిన్న నల్ల	రైన్	మార్కండేయులు ()

Agricultural Transaction Data

Process Id	<input type="text"/>	Target Market	<input type="text"/>
Season Name	<input type="text"/>	Expecting Price	<input type="text"/>
Major Crop	<input type="text"/>	InterCrop	<input type="text"/>
Variety	<input type="text"/>	InterCrop Ratio	<input type="text"/>
Bought From	<input type="text"/>	Border Crop	<input type="text"/>
Cultivated Area	<input type="text"/>	Cultivation Practices	<input type="text"/>
Date Of Cultivation	<input type="text"/>	Save	Clear All Fields

Up-to-date Season-wise, farmer-wise, crop-variety-wise area sown – The multi-dimensional benefiting aspect

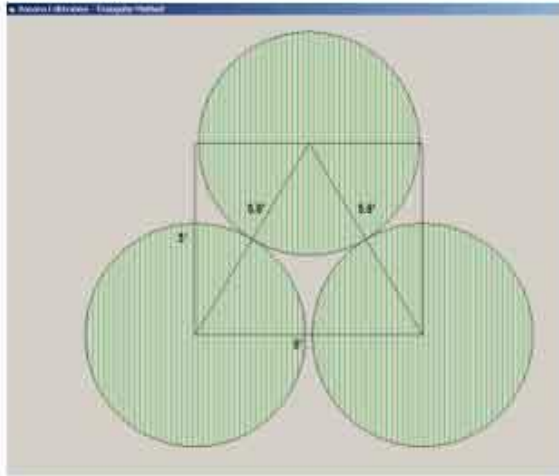


DATABANK

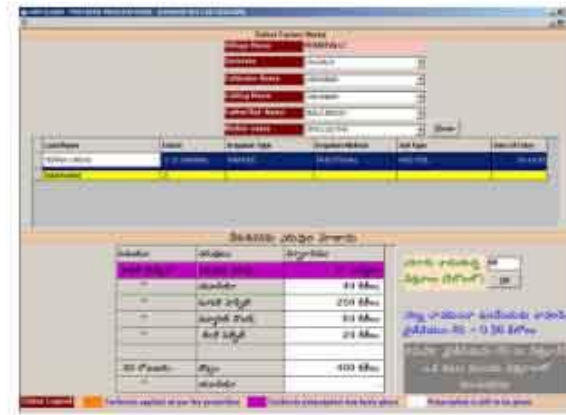
- *11 Major Crops*
- *Quality Prescriptions*
- *Diagnosis Tool for Over 200 diseases*
- *Latest Cultivation Practices*
- *Tele-Conference*

▪ **Once Scientist, One Expert And Government Resources**

Latest cultivation practices -
Triangular method of banana
cultivation allows 200+ trees
extra per acre - Demonstration



Farmer's SITE specific qualified
prescription for the selected crop
in printouts at no-cost to farmer



System operator reaches-out
farmers at fields to distribute
prescriptions -KanamPalli
Village



Disease Diagnosis tool in
regional Language – timely
remedy



Latest information reaches villages in no
matter of time (SRI cultivation demo- R.
ThummalaPalli Village)



Farmers interacting with scientist
and clarifying their doubts -
NallapareddyPalli

Field Work

- *Observation*
- *Diagnosis*
- *Follow-up*
- *Representation*

- **Operator Level**
- **Expert Level**
- **Scientist Level**

Observation, Diagnosis And Follow-Up



Observation, Diagnosis And Follow-Up



Observation, Diagnosis And Follow-Up



Observation, Diagnosis And Follow-Up



Representation (Groundnut Failure)



Scientists On-Field

- *Regular Visit*
- *Solutions*
- *Theory*
- *Demonstrations*

- **Senior Scientist Mr. RamasubbaReddy (ITR)**
- **Scientists, Kadapa Research Station (GOV)**





Productivity

- *Good Variety Seeds Suggested*

LRG-41 (RED GRAM)

K134 (GROUNDNUT SEED)

...

- *Better cultivation Practices*
- *Effective Disease Control*

- **Resistance to Diseases & Drought**
- **Quality Produces**
- **Productivity Increased Over 30%**

LRG-41 (RED GRAM)



Event Management

- *Reaching Potential customers*
- *Cost Effective*
- *Follow-Up*

- **Government Agencies**
- **NGOs**
- **Business Companies**



Event management for Dept. Of Horticulture – Seminar on Sweet Orange & Banana Cultivation –Pulivendla(Mandal Headquarters) – A clear proof for strength of Micro-Level Management

Become Literate in 100 Days

- *2000 illiterates*

- *130 motivated educated youngsters of the 24 villages*

- *Extended For 50 more days*

- **tutor and learners decides the place and time of class.**
- **Basic materials provided**
- **System Operators-Assistants, Teachers-Students based monitoring Wing regularly inspected as well as motivated the tutors and learners**





Marketing (The trump Card)

Digital Samples

Direct Marketing

Collective Deals

Logistical Support

▪Export

▪Domestic

Food Industries

Leading Outlets

Manndy

Export

Explaining about export order from MUSTAFA Retail Center, Singapore, to Assistant Director, Agriculture Dept. and Media reporters



Samples collected from 24 fields

Stage- I filtration by Assistant Director, Agriculture Dept



Stage- II - field visit by Team ITR



Stage – III - Scientist Mr. Ramasubba reddy finalized gardens



Hon'ble Member of Parliament starts harvesting process



GOV scientists Mr. Shankar reddy, Mr.Sreenevasalu and Mr. Narasimha reddy monitor the harvesting and packing process

Manually Graded fruits packed in cartons



Consignment at Hyderabad airport



Hon'ble MP distributes Demand Drafts to farmers –OSD to Hon'ble CM and Govt. Scientist presented



digital SAMPLES



Domestic

- **Spencer's Daily**
- **Sree Annaporna Foods**
- **PalaMuthir Nilayam**
- **Mandy System**

Shaping Rural Youth

- *One hour free computer literacy programme to village youth*
- *Contents on Moral Values, Patriotism, Academic, Spoken English, Entertainment, etc.*
- *Supplementary Food*



Reducing malnutrition

it-rural.com strongly believes that **“Enabling people earn more; Raising fund from the extra revenue generated; Perfect Accountability for Proper Utilization of the raised fund”** could add a new dimension in the charity activities.



Supplementary food scheme with the money donated by the (farmers) fruit exporters - OSD to Hon'ble CM inaugurates the programme- YerriPalli Village - A new dimension in charity activities

Environment Protection

- *People's Participation*
- *Students Involved*
- *Maintaining Tempo*

Environment Protection



1000 trees per Village – With the participation of Villagers- Particularly Rural youth- OSD to Hon'ble CM inaugurates the programme- YerriPalli Village

Relationship

- *Villagers*
- *Government*
- *Media*

Villagers



Government



Media

(Few Important Media Coverage)



Media (Few Important Media Coverage)



Key Members



Thiruchelvam Ramakrishnan

Originator and Project Head

MCA graduate from Madurai Kmamaraj University, having 20+ years of experience in IT field and fulltime member of it-rural.com for the past 16+ years

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thiru@it-rural.com, thirurm@gmail.com



RamaSubba Reddy

Senior Scientist (Agri)

Retired scientist from Acharya N G Ranga Agricultural University, having 40+ years of experience in the field of extension and committed to the development of farming community

+91 040 66757023



Adi Narapu Reddy

Operational In-charge

Diploma holder, (DECE., (AMIE)), a perfect example for commitment, hard work and sincerity

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Thanking You

Trust Us. Support Us. Uplifting Rural Sector Is Not Too Faraway