

## **CSCs: The Change Agents in Agriculture Service Delivery**

**New Delhi:** On 3<sup>rd</sup> June, 2013, the CSC e-Governance Services India Limited (CSC SPV) organised a workshop on 'CSCs: The Change Agents in Agriculture Service Delivery,' to discuss and identify potential agricultural services to be delivered through the Common Services Centers (CSCs). Under the National e-Governance Plan, the Department of Electronics and Information Technology has setup more than one lakh CSCs across the country primarily in rural areas. In order to support CSCs at the grassroots level and develop a bouquet of services for CSCs, the CSC SPV organises a series of workshops to bring all stakeholders together and develop frameworks for delivery of services to rural citizens. The workshop was organised at the India International Centre (IIC) in collaboration with Media Lab Asia Agriculture Insurance Company (AIC) of India. The workshop was managed by the Digital Empowerment Foundation.

The workshop focused on deliberating and identifying the potential agricultural services that can be delivered through CSCs. There is a need to analyze successful case studies so that these could be replicated in the similar situations at faster rate. Realizing the basic requirements, CSC SPV is partnering with various institutions to extend the agriculture services in rural India through CSCs.

While welcoming the participants to the workshop **Shri Dinesh Tyagi, CEO, CSC SPV** said, "Common Service Centres (CSCs) can be used to provide agriculture services for farmers in the areas of enhancing agricultural production, improving market access, and capacity building and empowerment. The agriculture services are very relevant services in rural areas. Through this workshop, we are exploring possibilities of delivering better services in agriculture through CSCs and discuss the basic challenges."

While inaugurating the workshop **Shri J Satyanarayana, Secretary, Department of Electronics and Information Technology** (DeitY) stated, "CSCs can play a crucial role in increasing the access to agriculture knowledge in rural areas. CSC network can be leveraged to provide a number of agriculture services. We need multi-dimensional architecture. He emphasized the need to go beyond the pilot and scale-up proven agriculture services through CSCs. More importantly, we have to get appreciation of the farmers for whom the schemes are made."

**Mr. Sanjeev Gupta, Joint Secretary, Ministry of Agriculture & Cooperation, Govt. of India** said, "There are a lot of complications at the village levels. Extensive use of ICT in Agriculture is must. The rise of the mobile phone and Internet could be the most stunning changes for the farmers. Today, farmer is hungry for information. Agriculture community needs to be more innovative, coordinated, and focused to help poor farmers grow more. The integration of Kissan Knowledge Management System of the Department of Agriculture with the CSC Network has begun. VLEs can provide agro advisory services through CSCs." He added, "the Ministry of Agriculture is also on the verge of launching an one stop portal for farmers, farmer.gov.in. The

farmer portal can provide information on a wide range of subjects including crop protection, seeds, fertilizers, agriculture markets, pesticides, etc.”

**Dr. G.V. Ramaraju, MD & CEO, Media Lab Asia** mentioned, “Media Lab Asia has developed technologies (eSagu, DEAL, Digital Mandi, aAqua, Agrosense, CAD etc) in the field of agriculture and livelihood generation. In Agriculture, existing projects have been integrated & brought under Integrated Agri Services Programme.” These innovative models in agriculture are involved in imparting knowledge regarding sustainable agricultural production systems and environmental issues so that students can carry out research in the area of societal development by extending development in ICTs.”

Speaking at the workshop, Dr. Roshan Jacob, DM, Gonda, Uttar Pradesh, KISAN Software presented the details of Kisan Project in Gonda (Uttar Pradesh). She said, “Under the KISAN project the farmers were registered with the Jan Sewa Kendra (JSK) across the district. The complete details of the farmers including his land, fertiliser requirement, seeds, pesticides, agricultural implements used by him, saving account number, Kisan Credit Card are registered and a receipt is handed over to the farmer. Once the fertiliser availability is ensured, the farmer gets a call on his mobile phone through Interactive Voice Response System (IVRS) which informs him about the fertilizer availability at the nearest cooperative society and even private retailer. He is also informed about the date on which he can get the fertiliser on the fixed price.”

Mr. Sanjeev Chopra, Joint Secretary, Ministry of Agriculture & Cooperation, Govt. of India pointed out the challenges towards adoption of new technology in agriculture sector while chairing the Second Session of the workshop.

The workshop was attended by Government Officials, International Organisations, Service Center Agencies (SCAs), Development Professionals, private players, and the Village Level Entrepreneurs who agreed to utilise the CSC network for delivery of various agricultural services. Certain implementation and policy intervention issues were discussed and suggestion made to address the same. CSC SPV will follow up with concerned agencies and enable a framework for engagement of all the stakeholders in providing agricultural services through CSCs.

For further information, visit <http://csc.gov.in>

UrvashiKaul, CSC- SPV  
Manager Communications  
Email [urvashi@cscegovindia.com](mailto:urvashi@cscegovindia.com), +91 8802109999