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Cyber Extension

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Cyber extension: Initiatives in India and other developing countries cyber extension can be defined as the extension over cyber space'. As the word extension is subjected neutral, so is cyber extension. But in the applied context of agriculture, cyber extension means". Using the power of online computer networks with the help of communication channels to deliver the content in the form of text, graphic, audio and video either passively or interactively to facilitate dissemination of agricultural technology".

Cyber extension tools

1. E-mail
2. Interactive export systems on crop
3. Pest and disease.
4. Internet processing for extension information.
5. Video conferencing
6. Call centers, SATCOM Networks
7. Discussion groups and news groups

The broad classification of ICT initiatives currently in place:

1. Central government initiatives to provide connectivity to extension system NATP -ITD component, ICAR-extent component under NATP, MIC initiative in Kolhapur, Sangli district of Maharashtra.
2. State initiative MH government to promote info kiosk, Kerala government Akshaya project to connect village panchayats.
 1. Centre
 2. State
 3. NGO
 4. Private
 5. Pure information
 6. Multiple rebel service
 7. Knowledge networks
 8. NGOs project: - information village project in Pondicherry by MSSRF Chennai. Rural connectivity and allied services providers Drishtee, N Logue.
 9. Private and cooperative sector transaction related initiatives such as there of ITC, Mahindra, and EDD.
 10. Pure information services providers such as Ikisan, community India, Agriwatch, India agro net etc.
 11. Multiple rural services which include agriculutral extension such as WARNA, Wyandot, Taranaat etc.
 12. Multiple rural services which include agricultural extension.

13. Knowledge networks and knowledge banks, Honey Bee Network, Harit Gyan, Indian society of AB professional detailing

CE current benefits

- CE is now an established complementary and supplementary of mechanism of argil extension. All Indian State Agriculture university (IGNOU) included cyber extension in Agriculture extension as an integral part of their undergraduate and post graduate curriculum.
- The GOI indicate to promote the of cyber extension in the reform of extension system.
- The launch of KCC (Kisan Call) has added a new dimension in to the Indian extension system.
- It can be safely concluded that the Indian agriculture is on threshold of a new communication mechanism.
- Cyber extension will further improve the international competitiveness and penetration of Indian agricultural products, by providing timely information across to farming community of supply side and the prospective consumers on the demand side.

CYBER EXTENSION: THE PROCESS

- Develop state-of-the-art ICT infrastructure of connect key stack holders.
- Creating ICT awareness in all development departments.
- Create information packaging mechanism at keg participating agencies.
- Network with e.g. initiatives of concerned state/district.
- Create a model cell in each state to monitor the progress of CE.
- Identify a nodal connectivity agency for “cyber extension” in India.
- Services provided/benefits of CE
- Providing interaction among SEF and other rural people.
- Providing upto date news and information service.
- A question and answer service.
- Creation and maintenance of statistical database.
- Providing the details of poverty all aviation schemes on the internal.
- Providing states of various govt. programmers’ and details about their implementation mechanism.
- Hosting website by major institutions participating in the agricultural extension.
- Launching online rural development and extension journals.
- Providing internet access at district and block level agricultural and rural development officers.
- Opening of cyber cafes to enable educated rural people and extension workers.
- Providing maps that display different features such as pop density crops planted.
- Providing video clips to demonstrate complex procedures.
- Providing mechanism of user/beneficiary feedback for the public sector scheme.