# Annexure II

## List of suggested Social Media activities for offices and Officers of Department of Agriculture Development & Farmers' Welfare and useful software applications

| Sl No | Functionality | Recommended Platforms | Suggested uses in extension |
|---|---|---|---|
| 1 | Video calling farmers to discuss field level problems | Whatsapp call, Facebook Messenger, Telegram, IMO, Skype, Google Duo | - Calling farmers<br>- Showing field problems to Technical Officers<br>- Showing pest and disease infections<br>- Communicating suggested solutions to field problems of farmers |
| 2 | Audio/Video/Text Multimedia messages for solving field level problems. Sending solutions as text, Audio, Video, Multimedia Messages by Extension Professionals to farmers | Whatsapp–Messenger, Face book-Messenger, Telegram- Messenger.<br><br>Multimedia messages using Official Mobile Data Plan | - Sending field level problems to extension professional by farmers with photo/video of symptoms/ problems<br>- Sending solution to farmers<br>- Forwarding problems to KVK, KAU, Karshika VivaraSanketham (KVS), ICAR Institutions and communicating solutions to farmers |
| 3 | Mobile based Messenger Groups of farmers | WhatsApp Group, Telegram Group, Snapchat Messenger Group, Facebook Messenger Groups | Crop based groups under Krishibhavan and regular interaction with farmers.Create teams in offices to check queries of farmers at regular intervals and answer them at least once a day. Equip master farmers/lead farmers to answer common queries of farmers. |
| 4 | Facebook Page | As per Facebook guidelines start Facebook profile with verified individual id. Use separate e-mail and password for the facebook page of the office. At the time of transfer give the user id e-mail and password to new officer. One Staff proficient in social media to be instructed to update page regularly | Use Facebook page to update farmers about schemes, services and activities of Agricultural Department. Useful information from KAU, KVK, ICAR Institutions to be shared on Facebook Page. |

| | | and give regular replies, share extension information and posts. Eg: Karshika Vivara Sanketham, Turmeric Farmers Association of India | |
|---|---|---|---|
| 5 | Blogs | Blogger<br>Word press<br>Eg:<br>*http://www.navdanya.org<br>*http://tnauagritechportal.blogspot.com/<br>*www.krishibhavankoodaranhi.blogspot.in | As per Government guidelines Govt/websites should adhere to strict cyber security criteria and regular security auditing. Hence it is not advisable to start website at Krishibhavans. But they can start blogs for their krishibhavans in *blogger* or *word press platform*. To get individual identity if desired officer can purchase 'domain names' in their Krishibhavan name/Office name for blogs. These blogs will provide all features of website with interaction features. |
| 6 | Micro blogs | Twitter | Twitter account can be used to provide information with *280 characters* Hash tags*(#)* to be used effectively in twitter. New features of twitter like linking with photos, video link sharing etc to be used effectively for extension. |
| 7 | Photo Sharing Applications | Flicker<br>Google photos<br>Picasa | Share designed advisories with photos and video links for maximum effectiveness. |
| 8 | Group SMS & Voice messages to farmers through *mkisan.gov.in*portal of Government of India. | www.mkisan.gov.in<br>Voice messages recorded through mobile phone, Lap top/Desktop (1 MB, 30 second's, .wav file format)<br><br>SMS message in Malayalam can be uploaded by using Google/ Microsoft Malayalam keyboards available in the SMS application of Government of India. English/Manglish (Malayalam message in English words) can be sent in addition to Malayalam messages. ADA's should permit Agricultural Officers to send SMS/Voice messages through m-kisan free sms platform provided by Government of India. | Login id's were provided up to Block level. ADA &AO's to send SMS and Voice messages to farmers through mkisan portal @ 3 messages per week.<br>AO's can upload SMS & Voice Messages using excel list of farmers. |
| 9 | Individual photo/video sharing, Multimedia content sharing | Instagram, Tumbler | Activities of Krishibhavans can be popularized through these platforms. Sharing |

| | | | Extension related Photos, Videos and design |
|---|---|---|---|
| 10 | Video sharing/Vlogs | Youtube/Vimeo | Start a youtube channel to disseminate location- specific successful model videos. Share videos from Kisan krishideepam/Noorumeni, Karshika Vivara Sanketham and other reliable youtube channels |
| 11 | Live streaming of important field level activities like Farmers' Field School, Harvest Festivals, Planting festivals, Technology Demonstrations and important functions | Facebook Live, Youtube Live other Video Streaming applications | Sharing live programmes of Department and other agricultural agencies. |
| a) | Share'Krishimanthri Vilippurath' Programme broadcasted live through Facebook page of KarshikaVivara Sanketham | Facebook Page of KarshikaVivaraSanketham | Regularly share the programme through the Facebook page of Krishibhavan/Office of Agricultural Department. |
| b) | Sharing the online farmers field school of Kasrshika Vivara Sanketham | Facebook Page of Karshika Vivara Sanketham | Regularly share the programme through the Facebook page of Krishibhavan/Office of Agricultural Department. |
| 12 | Multiple online meetings and Trainings | Skype, Google Hangout, Webinar software – Go to meeting, WebEx | Use these platforms for extension, training and learning. |
| 13 | Audio Streaming/Podcasting | **Sound cloud, Bandcamp, Audiomak, Mixcloud** Eg: Online FM Radio's like Radio Kuttanad , Radio Mattoli AIR – Vayalum Veedum, Karshika Meghala Varthakal | Lectures, Speeches, Music etc to be uploaded to sound cloud. |
| 14 | Backing up and sharing files | Google Drive, Drop box, Sky drive, Box, One drive, Ubuntu One etc | Saving files for future use in cloud platform. |
| 15 | PowerPoint – Slide shows | Slide share, Speaker Deck, Scribd, author STREAM, Project Reel | Publish Power Point Presentation through slide share for extension services |
| 16 | Sharing documents Creating, Designing News Letters, E-zines, e-books etc | PDF, EPUB, MOBI MS Office Libre Office, Open Office, | Articles, Success stories, Annual Reports, Bulletins, e-letters, Documents etc for extension to be created and shared through social media |
| 17 | Sharing theme based PINS | PINTEREST (www.pinterest.com) | Starting pinterest pins for various topics |
| 18 | Interactive Extension Services | KIOSKs | Content updation in NeGP-A KIOSKs in consultation with IT Division |
| 19 | Collaborative Projects and Team based content development | Agropedia, Vikaspedia, Wikis | Providing input through Agropedia/Vikaspedia/Wikis |
| 20 | Online/mobile courses | Celkau | For learning various |

| | | Rkmp<br>Edx<br>Coursera<br>NPTL<br>Udemy | Agricultural Course Modules through online and mobile platforms |
|---|---|---|---|
| 21 | Web portals | TNAU Agrotech portal, CEL KAU, Vikas Pedia, RKMP, Farmers Portal | Share content from these portals |
| 22 | Kisan Call Centres | 1. Karshika Viavara Sanketham Call Centre - 1800-425-1661 Whatsapp Number – 9447051661, e-mail – info@krishi.info, Facebook Page-fb.com/krishiinfo<br>2. KCC (Kisan Call Centre, GOI) -1800-180-1551 | Promote the activities of Kisan Call Centre and encourage more farmers to contact them to solve field problems. |
| 23 | Mobile Applications | Apps developed by Department-Karshika Keralam, Karshika Vivara Sanketham, e-vipani, FEM@Mobile | Karshika Keralam For Department Officials<br>Karshika Vivara Sanketham for farmers<br>e-vipani for trading farm produce<br>FEM@Mobile- Package of Practice for Extension |
| 24 | Mobile Application | From Mobile Seva Division of Govt of India –Kisan Suvida<br>Pusa Krishi<br>mkisan<br>Agrimarket<br>Vegetable Crops<br>e-charak- medicinal Plants.<br>VikasPedia<br>Krishi video Advice App for NIPHM<br>Farm-o-pedia<br>RKMP M-Learning<br>RKMP Extension Tools<br>RiceXpert | Technology and Information sharing |
| 25 | Mobile Application | Released by other agencies-Plantix, Pestoz, Plantsnap, Krishi App , Sreshta Krishi | Plantix – For disease identification<br>Pestoz – Pest Identification<br>Plant snap – Plant Identification<br>Krishi App - Vegetable Cultivation<br>Sreshta Krishi - Vegetable Cultivation<br>GPS Fields Area Measure – For measuring field area |

**#** Strictly adhere to Social Media Frame Work and IT Act 2008

# Personal details of farmers like Aadhar number, Bank account details etc. should not be published in social media platforms. Personal Mobile number should not be published in social media without the consent of the party.

# Minimum of 250 registered farmers to be brought to social media use. Farmers those who do not have mobile themselves, their children or relatives who regularly pass on information to beneficiary farmers can be added.

# For Emergency responses.

www.cert-in.org.in
www.cyberdome.kerala.gov.in
www.cdac.in

## Useful Software for preparing materials for social media and improving work efficiency

| Sl no | Software Application Type | Recommended Software | Use |
|---|---|---|---|
| 1 | Photo Editing Software - **PC** | 1. Adobe Lightroom<br>2. GIMP<br>3. Microsoft Photos<br>4. Apple Photos<br>5. Adobe Photoshop<br>**Simple Tools for Image Editing**<br>1. 4K Stogram<br>2. ArtRage<br>3. Caesium Image Compressor<br>4. Capture One<br>5. DxOPhotoLab<br>6. FastStone Image Viewer<br>7. FotoSketcher<br>8. Gravit Designer<br>9. Greenshot<br>10. ImageGlass<br>11. Inkscape<br>12. Irfan View<br>13. Jing<br>14. Krita<br>15. LightShot<br>16. Paint.NET<br>17. PhotoScape<br>18. PngOptimizer<br>19. Screen To Gif<br>20. ShareX<br>21. Synfig Studio | Preparing extension materials by editing photos using PC/Laptop |
| 2 | Photo Editing Software - **Mobile** | 1. VSCO<br>2. Pixlr<br>3. Aviary<br>4. Google Snapseed<br>5. Flickr<br>6. Adobe Photoshop Express<br>7. 500PX<br>8. Pixlr-0-matic<br>9. Picsart Photo Studio | Preparing extension materials by editing photos using Mobile Phone |

| | | 10. Photo Director | |
|---|---|---|---|
| 3 | Online Image Editing Software | 1. Canva<br>2. Stencil<br>3. Snappa<br>4. DesignBold<br>5. Crello<br>6. Fotor<br>7. Piktochart<br>8. PicMonkey<br>9. Desygner<br>10. Adobe Spark | Preparing extension materials by editing photos online |
| 4 | Video Editing Software - **PC** | 1. Windows Movie Maker<br>2. Apple's I movie<br>3. Adobes Primiere Pro<br>4. Final Cut Pro X<br>5. Sony's Vegas Pro 13<br>6. VCD Cutter – Cutting videos in to small clips | Preparing extension materials by editing videos in your PC |
| 5 | Video Editing Software - **Mobile** | 1. Vine<br>2. Magistro<br>3. Adobe Primiere Clip<br>4. Kinemaster<br>5. Power Director | Preparing extension materials by editing videos in your Mobile |
| 6 | GIF making software | 1. Cinemagram<br>2. GIFx<br>3. Giphycam<br>4. GIFMaker-GIF Editor<br>5. Camera MX<br>6. Pixel Animator GIF Maker | Preparing extension materials by editing Photos/Videos |
| 7 | Audio Editing Software - **PC** | 1. Audacity<br>2. Ocenaudio<br>3. WavePad<br>4. Soundation<br>5. Audio Cutter<br>6. Nero Wave Editor | Preparing extension materials by editing audio content. |
| 8 | Social Media Management Tools | 1. Buffer<br>2. Hootsuite<br>3. Tweetbot<br>4. Tweetreach<br>5. Klout<br>6. Social Mention<br>7. Twazzup<br>8. Addictomatic<br>9. HowSociable<br>10. Ice Rocket<br>11. Mention | Managing and scheduling all of your social media accounts through one simple to use platform |
| 9 | Animation Software | Animaker<br>Moovly<br>GoAnimate<br>Animation Desk<br>Blender | For creating animation videos as part of awareness campaign, technology transfer and information sharing |
| 10 | Twitter Applications | Tweet Deck, Twitpic, Twiddeo, Tweetube, Group Tweet,CoTweet Twitter.com, Digsby, Twittercounter, Twitterfeed | Posting information in short messages for anyone who follows in twitter |

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| 11 | Webinar Applications | WebEx, GoToWebinar(webinar is an event held on the internet which is attended exclusively by an online audience) | Participants follow webinars via a PC, Mac, tablet or smartphone, and can see and hear the speaker(s) thanks to audio and video feeds. In addition to the video images, Power Point slides can be broadcast which run in synchronization with the rest of the presentation. You can also make use of the screen capture functionality which enables you to show your viewers an application or website. |
| 12 | Screen Image capturing and editing | 1. Paint <br> 2. Tiny Take <br> 3. Snipping Tool <br> 4. FastStone Capture <br> 5. Jing. <br> 6. Skitch. <br> 7. Snagit. <br> 8. Greenshot. <br> 9. Lightshot. | For grabbing, annotating and sharing your display, for preparing presentations and report |
| 13 | Screen Video capturing and editing | 1. Camtasia. <br> 2. iSpring Free Cam <br> 3. Screencast-O-Matic <br> 4. Icecream Screen Recorder <br> 5. Screenflow <br> 6. SmartPixel <br> 7. TinyTake <br> 8. Ezvid <br> 9. Easy Video Suite | For grabbing, annotating and sharing your Screen Video display for preparing Videos. From training videos to demos, video walk throughs makes it easy to quickly create videos, manage content and share your ideas. |
| 14 | URL ShorteningTools | 1. Bitly <br> 2. Goo.gl <br> 3. TinyURL.com | Shortened and recognizable URLs |
| 15 | RSS (Really Simple Syndication) Tools | 1. Feedly <br> 2. NewBlur <br> 3. Feeder | provide updated or shared information in a standardized way. The information could be website or blog entries, news headlines, or audio or video files. |
| 16 | Social Bookmarking Tools | 1. Delicious <br> 2. Google Alerts <br> 3. Blinklist | web tool for curating digital web content |
| 17 | Social News | 1. Reddit <br> 2. Propeller <br> 3. Digg | a platform to **share** thoughts and participate in ongoing conversations. |

| | | | Social media is also a channel through which many people access news stories and important information |
|---|---|---|---|
| 18 | Professional Networking (focused solely on interactions and relationships of a business nature rather than including personal, non business interactions) | 1. LinkedIn<br>2. Research Gate<br>3. Academia.edu | Used for building professional relationships. It is about meeting and establishing mutually-beneficial connections with people in a profession to gain resources, opportunities and information |
| 19 | Social Gaming | 1. Farmbook | playing online games that allow or require social interaction between players as opposed to playing games in solitude |
| 20 | Document scanners (mobile) | 1. CamScanner<br>2. Adobe Scan<br>3. Microsoft Office Lens | Can convert paper documents into digital images resulting in saving costs, increasing productivity and improving access to information. |
| 21 | GPS based Android Apps | 1. Latitude & Longitude<br>2. GPS Essentials<br>3. GPS Route Finder | To take Latitude & Longitude coordinates of field |
| 22 | Source of Agriculture Videos in Youtube | 1. Doordarsan – Kisan Channel of GOI<br>2. Kissan Kerala – Krishi Deepam<br>3. Noorumeni of FIB<br>4. Nattupacha<br>5. Njattuvela<br>6. Krishibhoomi<br>7. Bhoomigeetham<br>8. Digital Green<br>9. HarithaBharatham<br>10. Bhoomi Malayalam<br>11. Karshakan<br>12. Mannum Manushyanum | You can download Agricultural Videos from these sites and share good agricultural practices to farmers. |
| 23 | Voice Recording using Mobile Apps | 1. Easy Voice Recorder<br>2. Hi-Q MP3 Voice Recorder<br>3. Otter Voice Notes<br>4. Snipback<br>5. Voice Recorder 2018<br>6. Titanium Recorder | To record Audio using Mobile Phone |

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