



सीएसआईआर - राष्ट्रीय विज्ञान संचार एवं नीति अनुसंधान संस्थान
CSIR - National Institute of Science Communication and Policy Research

(Erstwhile NISCAIR & NISTADS)

वैज्ञानिक एवं औद्योगिक अनुसंधान परिषद् Council of Scientific & Industrial Research
(विज्ञान एवं प्रौद्योगिकी मंत्रालय, भारत सरकार Ministry of Science & Technology, Govt. of India)



सीएसआईआर-निसप्र

प्रो. रंजना अग्रवाल
Prof. Ranjana Aggarwal

निदेशक
Director

NIS/KS/SD/2023
July 25, 2023

Subject: Regarding Dissemination of Kisan Sabha App – हर कदम, हर डगर- किसानों का हमसफ़र

Dear Ms. Anju K S,

It gives me immense pleasure to introduce the *Kisan Sabha Mobile App* an initiative of Council of Scientific and Industrial Research (CSIR) for the benefit of farmers. This App is being hosted jointly by CSIR-National Institute of Science Communication and Policy Research Institute (NISCP) and M/s Sarvodaya Infotech Pvt. Ltd. Kisan Sabha acts as a connecting platform providing farmers information about the nearby Mandis where they can get best price of their produce. It also serves other stakeholders of the agriculture sector, such as Mandi traders looking to expand their reach to more farmers, truckers who often leave Mandis with empty trailers, and agricultural service providers such as pesticide and fertilizer sellers to connect with a wider network of farmers. This App helps farmers to select and to connect with other farm-to-fork stakeholders.

The application was launched in year 2020 on Labor Day, i.e. 1st May, in the presence of Director General CSIR, Director General ICAR, and other renowned dignitaries from Indian Agriculture sector. The Kisan Sabha app is available on the Google Play store for easy accessibility on mobile devices. An associated portal can also be accessed through desktops and tablets (links given below). This App has achieved a milestone of having a million of registrations by 1st May 2023, its third Launching Anniversary. The **registrations for Farmers is free** at all stages and most remarkable is that the majority of registered users are farmers.

In an effort to foster behavioral changes among farmers in rural India and introduce them to the digital realm, Sarvodaya Infotech has empaneled Channel Partners in expanding the Kisan Sabha App through enrolment of additional registration. Through this letter, we request you to help in disseminating the app in your state through your official network of the related organizations, institutes, and associations for the larger benefit of the farmers and other agricultural enterprises. Dr. Vinayak, nodal for Kisan Sabha App may be contacted by the assigned officials for further updates and information about the App.

Your valuable suggestions, recommendations and support will surely help this initiative of Council of Scientific and Industrial Research (CSIR), Ministry of Science and Technology, Government of India.

Warm regards,

Adul DA (Extension)

(Ranjana Aggarwal)

Pls examine

Ms. Anju K S,
Director
Vikas Bhavan, Thiruvananthapuram,
Kerala - 695033

App Link: https://play.google.com/store/apps/details?id=com.SarvodayaVentures.KisanSabha.com&hl=en_IN&gl=US&pli=1

Portal Link: <https://kisansabha.in/>

Email Nodal Kisan Sabha: vinayak.18@niscpr.res.in

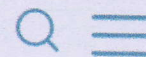
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2022-23

Kisan Sabha Portal



10 Sep 2020



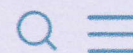
In the present situation arising out of the COVID-19 pandemic, and in light of the announcement by the Government of a Rs. 1.6 Lakh Crore package to empower the farmer and take initiatives like providing adequate choices to farmers to sell produce at attractive prices, better framework for e-trading of produce, agriculture marketing reforms, an associated target of opening 10,000 FPO's and many such measures that will enable farm income enhancement, CSIR-Central Road Research Institute (CSIR-CRRI) has launched the Supply Chain Web Portal and Android Application "Kisan Sabha" (www.kisansabha.in)

Aiming to issue core farmer issues such as low price realization at the farm gate, availability issues related to timely transportation and access to quality seeds and fertilizers at affordable prices, Kisan Sabha has been conceptualized, designed and implemented after researching the ground realities of farmers, their immediate concerns and identified opportunities within the existing operating systems for improvement and empowerment. Hundreds of farmers and mandi dealers were interviewed and surveys were conducted to understand the demand and supply system and pain points. India's largest mandi, Azadpur at Delhi, was also covered.

Features

Kisan Sabha has 6 major modules, one each dedicated for farmers, mandi dealers, transporters, mandi board members, service providers and consumers, respectively. It is intended to be farmer-centric while ensuring stakeholders across the value chain are benefited:

- It connects the farmers directly to transporters, service providers (like pesticides / fertilizer/ dealers, cold storage and warehouse owners), mandi dealers, customers (like big retail outlets, online stores, institutional buyers and potentially even large communities like Cantonment Boards and Resident Welfare Associations).
- It gives the farmer an option to choose the best rated mandi out of 4 nearby mandis. This will improve the income of farmers.
- Since farmers can directly connect, interference of and exploitation by middlemen is reduced. Those margins can be added to farmers' income² itself.
- Small and medium farmers can hire logistics as per their demand.



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- Small and medium farmers can hire logistics as per their demand.
- A freight calculator, creating options to choose the cheapest transport facility
- Farm equipment suppliers and other service providers can also be directly accessed
- Kisan Sabha also provides a platform for people who want to buy directly from farmers in bulk.
- Refrigerated trucks, cold storage facilities and warehouses are also part of Kisan Sabha.

Launch

This app was launched by Dr. T Mohapatra, DG, ICAR & Secretary, DARE in presence of DG, CSIR Dr Shekhar Mande on May 01, 2020. The satisfying post-launch acceptance in its initial phase by the farmers and evident contribution to the overall agriculture eco-system is helping the Government in its goal of making the farmers more self-reliant as envisioned by our PM as part of "Atmanirbhar Bharat Abhiyaan."

Success Stories

In the three months since its launch, the Kisan Sabha app and portal has been downloaded over 1 lakh times and is available in 12 regional languages to ensure effective connect at the grassroots. 11,000-plus farmers, 29000-plus transporters, 1100-plus Mandi Dealers, 5000-plus Service Providers and 3700-plus consumers are already using Kisan Sabha and realizing benefits from it

More than 35 renowned Agri-Youtubers promoting the app and around 40 Web News pages have covered the performance of Kisan Sabha. Unnat Bharat Abhiyaan has joined hands with Kisan Sabha, 11 Institutions has expressed interest in partnerships. A few **Major Success Stories** are as under:

- Connected to one FPO – Mukulishi Sparsha Producer in Balasore, in Odisha, as an initial pilot
- 20 women Self Help Groups (SHG's) being created using Kisan Sabha, where wives of farmers are doing local agricultural cultivation. Kisan Sabha is helping them access seeds/ fertilizers/ services and above all a cost-effective local transport system to deliver their crops to the best rated mandis.

OTHER CARDS PROVIDED BY KISAN SABHA**www.kisansabha.in****info@kisansabha.in****+91 81 81 08 00 00**

I/174807/2024

കാർഷിക വികസന കർഷക ക്ഷേമ വകുപ്പ് ഡയറക്ടറുടെ കാര്യാലയം

വീകാസ് ഭവൻ, തിരുവനന്തപുരം-695033

ഇമെയിൽ: cru.agridir@kerala.gov.in, ഫോൺ: 0471-2304481

കീഴെപ്പറയുന്ന നം. ADFW/10103/2023-IT2 തീയതി 31-01-2024

CSIR - NISCPR-ൽ നിന്നുള്ള കത്ത് എല്ലാ പ്രിൻസിപ്പൽ കൃഷി ഓഫീസർമാർക്കും അയക്കുന്നു. താഴെ പറയുന്ന വ്യവസ്ഥകൾക്ക് വിധേയമായി കത്തിൽ നിർദ്ദേശിച്ചിട്ടുള്ള കിസാൻ സഭ ആപ്പ് ഉപയോഗിക്കുവാനായി കർഷകർക്ക് അറിയിപ്പു നൽകാവുന്നതാണ്.

എ) താല്പര്യമുള്ള കർഷകർക്ക് സ്വമേധയാ കിസാൻ സഭ ആപ്പിലെ സേവനങ്ങൾ ഉപയോഗപ്പെടുത്താവുന്നതാണ്.

ബി) സേവനങ്ങൾ തികച്ചും സൗജന്യമാണ്, കർഷകർ ഇതിനായി പണം മുടക്കേണ്ടതില്ല.

Signed by

Sreelatha S

Date: 31-01-2024 23:49:07

SREELATHA S

Additional Director of Agriculture(Extn)i/c

കൃഷി ഡയറക്ടർക്കു വേണ്ടി