

Seminar on Productivity Enhancement through Agro Advisory – Technological Solutions

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The seminar commenced with reflections facilitated by the Agro Advisory Centres coordinators. Mr. J. Madhankumar, Project Executive at DHAN Foundation, delivered the welcome address, extending a warm welcome to all participating farmers, as well as esteemed guests including Mr. Saravanamuthu, Asst Engineer, Agri Engineering Department, Natham; Mr. Karthick Raja, Director of TKS Aerospace Pvt Ltd; and Ms. Bhakiyutha Saliha, Chief Scientist at the Agriculture Research Station, Kovilpatti. He also welcomed the Programme Leaders, Federation Coordinators, and all Agro Advisory Centre staff for their presence.

Following the welcome address, the ceremonial lighting of the lamp was conducted by all guests and farmers.

Mr.B.Muthukumarasamy, Programme Leader at DHAN Foundation, set the tone for the seminar by addressing the importance of Agro Advisory Centres in enhancing productivity for farmers. He outlined the objectives of the seminar and elaborated on the services provided by Agro Advisory Centres, emphasizing their role in increasing agricultural productivity through technological tools.

Ms.S.Ahila Devi, Programme Leader at DHAN Foundation, focused on Agro Advisory for climate-resilient agriculture. She discussed the climate risks faced by farmers and shared experiences of Agro Advisory services provided by Resilience Centres, highlighting their role in promoting climate-smart agriculture.



Farmers then shared their experiences with the services offered by Agro Advisory Centres. Mr. Nambirajan from Tirupulani shared his integrated farming practices, facilitated by Agro Advisory Centres, including goat rearing, fish rearing, mushroom cultivation, and farm pond construction.

Ms. Pandimeena, an Agro Advisory Centre Coordinator, shared her success in changing farmers' practices through Agro Advisory services. She cited an example of farmers in Devakottai who shifted from cultivating paddy to cultivating black gram after receiving Agro Advisory Centre's assistance.

Mr. Saravanamuthu, Asst Engineer at the Agriculture Engineering Department, Natham, discussed water management techniques for productivity enhancement, emphasizing the importance of drip irrigation and various water management schemes available.

Ms. Bhakiyutha Saliha, Chief Scientist at the Agriculture Research Station, Kovilpatti, emphasized the importance of irrigation management through digital technology.

A demonstration of drone usage in agriculture was conducted by Mr. Karthick Raja, Director of TKS Aerospace Ltd, Sriviliputhur. He highlighted the advantages of drones in reducing labor and fertilizer costs and increasing productivity.

Finally, Mr. Ajith Kumar, Project Executive at DHAN Foundation, concluded the seminar with the following way forward

- Enhance agricultural practices, by embracing IoT-based irrigation management technologies for efficient water usage and crop management and optimize agricultural processes.
- Expand the number of Agro Advisory Centres services contributing to enhanced productivity and sustainable farming practices.
- Incorporating drones into Custom Hiring Centres of each Farmer Producer Organization (FPO) for aerial monitoring, crop spraying, and data collection, thereby reducing labor costs and increasing efficiency.
- Strengthening farmers' networks through social media platforms to access timely information, share experiences, and collaborate on best practices leading to better-informed decision-making and improved agricultural outcomes.