



UNNAT BHARAT ABHIYAN CELL



Sardar Vallabhbhai National Institute of Technology, Surat

Presentation on mKisan Portal



Presentation created by

- Team Saathi (Government Schemes Implementation), UBA Cell, SVNIT, Surat
- **Source:** mKisan Portal Website
- Website link: <https://mkisan.gov.in/>



ABOUT MKISAN PORTAL

- mKisan SMS Portal for farmers enables all Central and State government organizations in agriculture and allied sectors to give information/services/advisories to farmers by SMS in their language, preference of agricultural practices and location.
- Mobile telephony (with or without internet) is the most potent and omnipresent tool of agricultural extension.
- Kisan Call Centres (KCC) - by calling on Toll free number - 1800-180-1551
- This portal is governing by Ministry of Agriculture and Farmers Welfare, Government of India

MKISAN: KISAN CALL CENTRE

- In order to harness the potential of ICT in Agriculture, Ministry of Agriculture launched the scheme "Kisan Call Centres (KCCs)" on January 21, 2004.
- Call centre services are available from 6.00 am to 10.00 pm on all seven days of the week at each KCC location.
- Kisan Call Centre agents known as Farm Tele Advisor(FTAs), are graduates or above (i.e. PG or Doctorate) in Agriculture or allied (Horticulture, Animal Husbandry, Fisheries, Poultry, Bee-keeping, Sericulture, Aquaculture, Agricultural Engineering, Agricultural Marketing, Bio-technology, Home Science etc. and possess excellent communication skills in respective local language
- **A countrywide common eleven digit Toll Free number**
1800-180-1551 has been allotted for Kisan Call Centre.



REGISTER FOR SMS ADVISORIES: BY CALLING

- **Way 1:** Farmers can call up Kisan Call Center (KCC) through a toll free number **1800-180-1551**.
- Registration of the farmers is done by Kisan Call Centre Agent at the Kisan Call Centre who records personal details of the farmer in the Kisan Knowledge Management System (KKMS)
- Farmer is then asked to opt for his mode of receiving information/advice i.e. Text message (SMS) or Voice message.
- Preferred language options are then entered.



REGISTER FOR SMS ADVISORIES: BY ONLINE WEB FORM FILING

➤ **Way 2: Web Registration** Link for web registration is: <http://mkisan.gov.in/wbreg.aspx>

➤ Following fields are mandatory in personal details:

➤ Name

➤ Mobile Number

➤ State

➤ District

➤ Block

➤ The farmer is also expected to enter preference for mode of communication and also preference for Language, crop/activities. After pressing 'Register' button, a verification code will be sent to farmer's mobile which needs to be entered on the web-page to complete the registration process.



REGISTER FOR SMS ADVISORIES: BY SMS

➤ Way 3: Registration through SMS

➤ Farmers can also register by sending an SMS on 51969 or 7738299899.

➤ Procedure and format for registration are as under:-

➤ Format for typing in the message text box is “KISAAN REG < NAME > , <STATE NAME >, <DISTRICT NAME>, and <BLOCK NAME>” (only first 3 letters of State, District & Block Names are needed)

➤ After typing the message send it to 51969 or 7738299899.

➤ Farmer will be charged for this SMS. There will however be no charge for subsequent SMSs received from experts & officers. Please note that commas (,) are necessary.

MKISAN: BUYER SELLER PORTAL

- Click on Buyer Seller Tab on mKisan Website Dashboard
- Click on Seller Buyer Registration/Login
- Enter on new registration
- Enter your Mobile Number
- Fill the required details and Submit

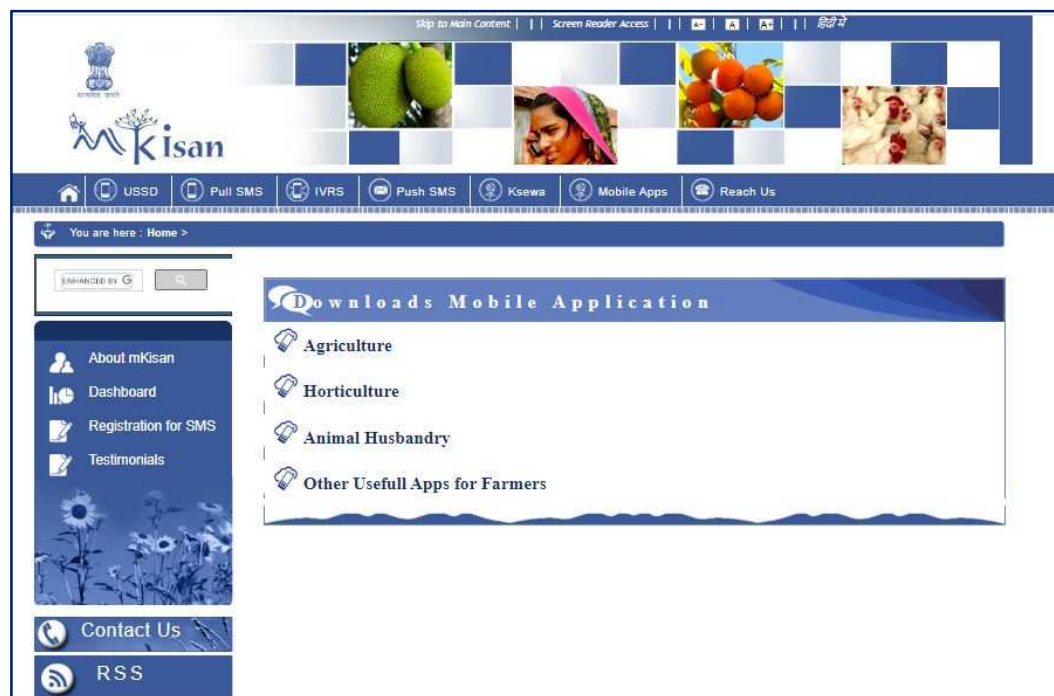


- Website link: <https://mkisan.gov.in/BREG/login.aspx>



mKISAN: BUYER SELLER PORTAL

- **Click on Mobile Apps Tab on mKisan Website Dashboard**
- Click on required application by sector wise like Agriculture, Horticulture, Animal Husbandry and other useful apps.



- Website link: <https://mkisan.gov.in/downloadmobileapps.aspx>



ROLE OF UNNAT BHARAT ABHIYAN PARTICIPATING INSTITUTE

- **Step 1:** Study the mKisan Website and its helpful features.
- **Step 2:** Explain the usage methodology and benefits of mKisan portal to all farmers of UBA adopted villages.
- **Step 3:** Work with Gram Panchayat & Taluka Pnachayat / District Panchayat Department for any required help from farmers of UBA adopted villages.



For more details install the Kisan Rath App.

The details are also available in following document:

1. Annexure I entailed Writeup on mKisan

Website link: <https://mkisan.gov.in/>



CONTACT INFORMATION

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THANK YOU

UNNAT HO !!!

