



**A REVIEW :**

## Information delivery innovations of Acharya N.G. Ranga Agricultural University of Andhra Pradesh

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**SUMMARY :** The basic mandates of all the State Agricultural Universities (SAUs) in National Agricultural Research System (NARS) of India are teaching, research and extension. Among them extension is the one which meets the needs of the farming community on real time basis through various extension wings of the University like Krishi Vigyan Kendras (KVKs), Agricultural Technology Information Centre (ATIC), District Agricultural Advisory and Transfer of Technology Centre (DAATTC-Unique extension system of Andhra Pradesh), Agricultural Information Communication Centre (AICC), electronic media wings, community radio, extension specialists etc. In this direction Acharya N.G.Ranga Agricultural University (ANGRAU) of Andhra Pradesh has taken lead role to find and implement innovative, need based and relevant information delivery methods to meet majority of the needy farmers in the state and to reach unreached. Broadly these methods have been categorised into three groups like print, electronic and other methods. Innovative methods like Pocket card, Technical poster, Information badge, Flag method, Farmer calendar, Technical information bag, Technical stickers, Vyvasayam magazine, Vyvasaya panchangam book etc. comes under Print methods. Methods like Mobile Apps, district specific AKPS-IIDS (Annapurna Krishi Prasara Seva – Interactive Information Dissemination System – 1800 425 3141), Farmer call centre (1800 425 0430), Agritech hub, Dial out, City cable phone in live, WhatsApp groups, Multi-touch smart kiosks, Kisan Parshkar WhatsApp groups etc. comes under electronic methods of approach. Whereas other methods like Innovative Farmers Network (IFN), Master trainers development, Knowledge on wheels, Farm science club, Reach Every Panchayat and Exhibition stalls are under innovative information delivery methods adopted to reach the unreached.

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