

Introduction

ICAR-CTRI-Krishi Vigyan Kendra, Kandukur was established on 31.03.2012 and it has been engaging in frontline extension to farming community through technology assessment and refinement by On Farm Testing (OFT), technology demonstrations through Front Line Demonstrations (FLDs), Cluster Front Line Demonstrations (CFLDs), farmers training programmes, in-service capacity building programmes, acting as knowledge and resource centre, seed and planting material production and supply to farmers, entrepreneurs promotion in agriculture and allied disciplines to youth. It has been noticed that the adoption of IPM practices among farmers on various crops was found to be low because of non-availability required information and lack of awareness and knowledge on it. Having realised the problem KVK, Kandukur using the Information Communication Technology (ICT) has developed a mobile app CROP SURAKSHA to transfer the IPM technologies to the door step of the farmers which contains Integrated Pest Management (IPM) practices of 15 major crops covering cereals, pulses, oilseeds and commercial crops majorly grown in the Andhra Pradesh state. This also consists of comprehensive information of IPM practices covering preventive, cultural, mechanical, biological and chemical control measures of various pests and diseases in 15 major crops with illustrations, pictures, photos and tradenames in Telugu language for easy understanding by the farming community. This app is very much useful for farmers, extension



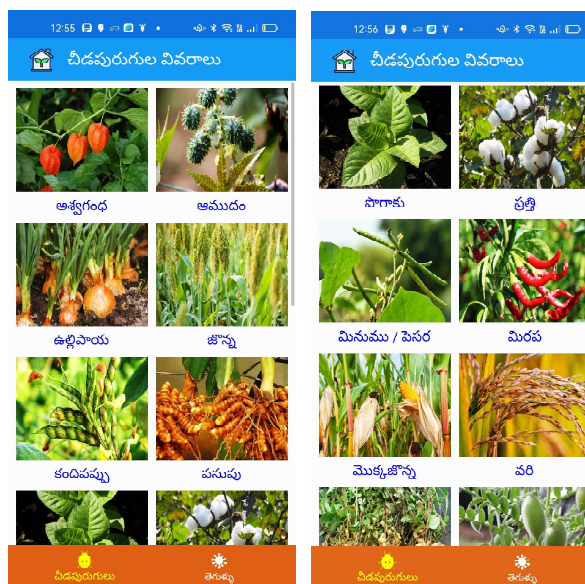
functionaries, Agriculture department officials, KVK SMSs, researchers, teaching professionals, NGOs, FPOs, input dealers, agripreneurs, consultants, ACABC individuals, para extension functionaries, RSK VAAs, voluntary organizations and all those involved in frontline and field extension activities in agriculture sector.

Mobile App on CROP SURAKSHA

Initially an android-based mobile application was developed on Integrated Pest Management Practices (IPM) for 15 major crops covering cereals, pulses, oilseeds and commercial crops majorly grown in the Andhra Pradesh state. This app is first of its kind developed for the benefit of farmers of Andhra Pradesh.

The app consists of six main modules viz., IPM PRACTICES, 'ABOUT APP, DEVELOPED BY, RATING, SUGGESTIONS/FEEDBACK AND CONTACT US.

First module IPM practices provides technical information on Integrated Pest Management Practices (IPM) for 15 major crops viz., greengram, blackgram, chickpea, redgram, bajra, jowar, chilli, cotton, tobacco, ashwagandha, castor, groundnut, maize, onion, paddy and turmeric. Separate IPM practices have been covered for pests and diseases of all these crops with preventive, cultural, mechanical, biological and chemical control measures ETL levels, with illustrations, pictures, photos and trade names in Telugu language for easy understanding by the farming community. This module is a knowledge-based system which provides the information on pests and diseases with good photographs and control measures there upon. End users upon seeing the information



They also can download for further future reference and also, they can share to other farmers to make use of it.

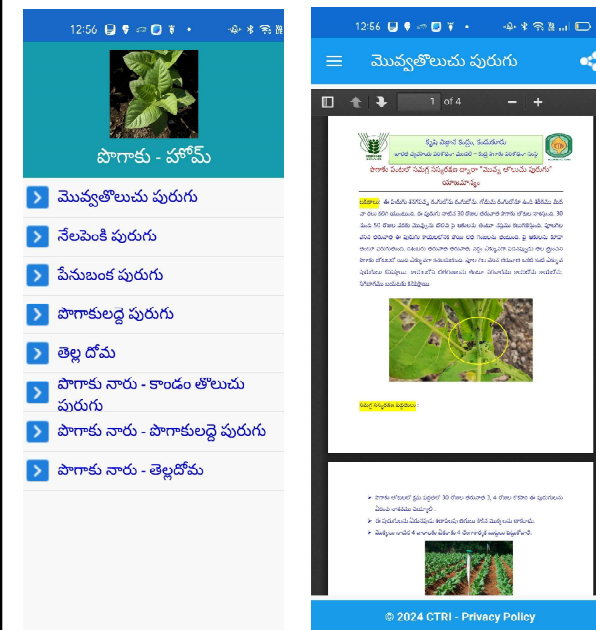
Second module "About app" consists of full description of the app and its uses, benefits and method of use by the end users.

Third module "Developed by" consists of the information on data base developers and the scientific technical team behind the development of this app.

Fourth module "Rating" consists of 5-star marks and the end user after experiencing the app uses and operational mechanism vis-à-vis ease of operation and learning can give rating from 1 to 5 so that it could be helpful for other needy users to download this and use. **Fifth module** consists of suggestions/feedback where in users can give their feedback on the performance of the app, extent of usefulness of the app and also any modification, changes, additions and deletions to be made for further strengthening of the app. **Sixth module** consist of contact us provides contact details for receiving suggestions given by the user, if any.

Key Features

The Mobile App is free to download for all the farmers, extension functionaries, Agriculture department officials, KVK SMSs, researchers, teaching professionals, NGOs, FPOs, input dealers, agripreneurs, consultants, ACABC individuals, para extension functionaries, RBK VAAs, voluntary organizations and all those involved in frontline and field



extension activities in agriculture sector through google play store. The key features of the Mobile App are

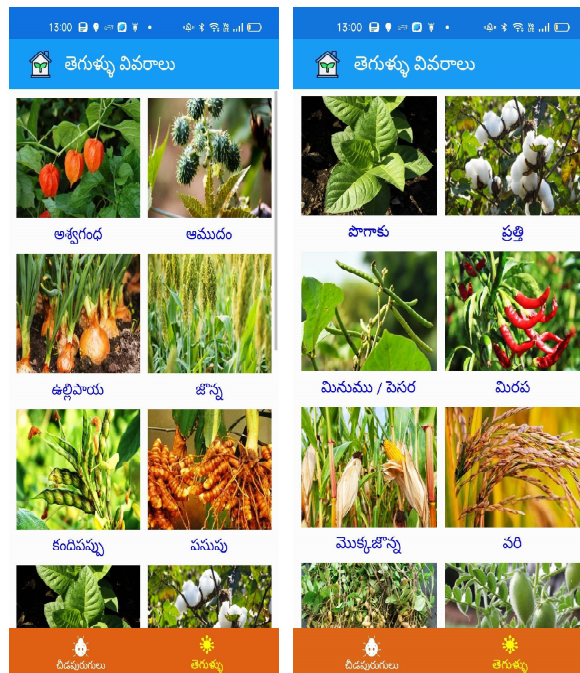
1. It is an icon based user-friendly menu driven application for easy and instant accessing of the IPM practices information.
2. It is very easy to understand as the information displayed is 'image based'.
3. 'Share' option in the mobile app provides access to ICAR-CTRI website

Installation

1. Type URL 'play.google.com' in web browser
2. Type 'CROP SURAKSHA' in search button
3. In 'Apps' category 'ICAR' logo in the middle, KVK Kandukur on the top with 'CROP SURAKSHA' as title will be displayed.
4. Click on 'CROP SURAKSHA', a new screen with description of the app, snapshots along with 'Install' option gets displayed.
5. Click 'Install' option to execute the App in your mobile.

Basic requirements

The basic requirement to operate this App is to have an Android device with net connectivity. Once downloaded, it can be executed as a offline system.



Limitations

It cannot be executed in IOS based mobile phones and is developed in English language only.

Utility / Application

Android Based Static Mobile App was developed on IPM practices in 15 major crops for global accessing of the information through smart phones.

Quick and instant accessing assist the tobacco farmers in semantic management of crop for achieving higher yields with desired quality.

It also helps in transferring the latest technology instantaneously by which the Institute visibility is improved.

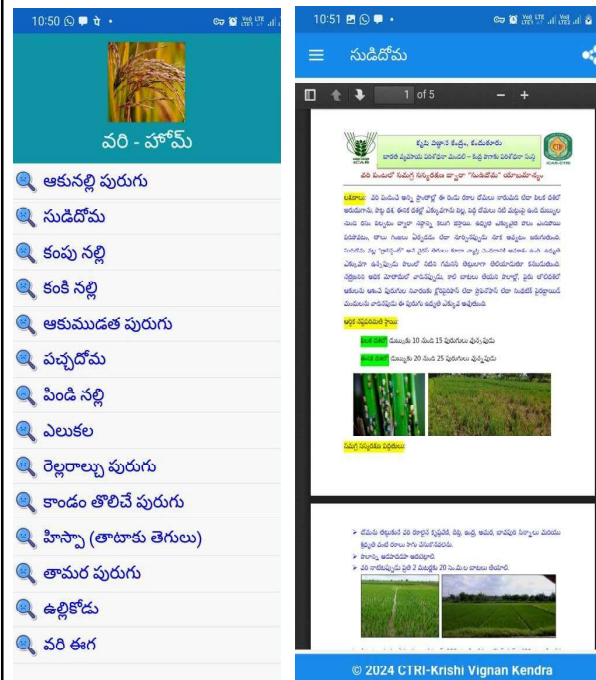
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Dr. M. Sheshu Madhav
Director

ICAR-Central Tobacco Research Institute
Rajahmundry -533 105, Andhra Pradesh, India
Phone: 0883-2448995 ;Fax:0883-2448341 ,2410555
Website : <https://ctri.icar.gov.in>

Developed by

**G. Prasad Babu, A. Ramakrishna Rao, Kishore Varma,
H. Ravisankar, M. Sheshu Madhav, Shaik N. Meera**

Layout and Design : Md. Elias



MobileApp on CROP SURAKSHA

(An Initiative towards Digital India)



ICAR-CENTRAL TOBACCO RESEARCH INSTITUTE
(NATIONAL INSTITUTE FOR RESEARCH ON COMMERCIAL AGRICULTURE)
(An ISO 9001: 2015 Certified Institute)
RAJAHMUNDRY -533 105, A.P.

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