

Dissemination and outreach of Advisory through Mobile App - Meghdoot

Agro-Meteorological Sector Units (AMFUs) have conducted Farmers Awareness Programmes across the country to increase outreach and awareness of their services among farmers. At present, 40.2 million farmers are receiving SMS advisory on their mobile phones through the farmers' portal of MoAg & FW. Till now 668 Agromet Advisory Service (AAS) district bulletins have been prepared and issued for catering the needs of farmers. Weather forecasting advisories as alerts and warnings via SMS enable farmers to plan farming operations effectively and minimise crop damage under adverse weather conditions.



Indian Meteorological Department (IMD), Indian Institute of Tropical Meteorology (IITM) and the Indian Council of Agricultural Research jointly developed a Mobile App named ["Meghdoot"](#) to provide location and crop and livestock-specific weather-based agro advisories to farmers in local languages every Tuesdays and Fridays along with forecast on temperature, rainfall, humidity and wind speed and direction for next five days. These forecasts help farmers to cope with climate risks and uncertainties.

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