

2nd International Conference on Agricultural & Horticultural Sciences

Radisson Blu Plaza Hotel, Hyderabad, India February 03-05, 2014

TAATT service and its feasibility strategy

Srijan Ambati

Acharya N. G. Ranga Agricultural University, India

TAATT Service stands for Tele Agricultural Advisory and Technology Transfer Service. It is a virtual technical support provided by concerned institution (Govt./NGO) to the farmers. It is mainly intended to perform two main functions viz., agriculture advisory and technology transfer.

Advisory services are provided upon the farmer's request. This operation is done using a smart phone through video call where in farmer gives input information of present situation of his field/crop/produce reporting some problem which may be agronomic, physiological, entomological, pathological, soil related aspects etc. in form of video which helps to assess the situation and provide necessary recommendations. As such this could bridge feasibility gaps in situations like remote location of the farmer, insufficient staff, lack of time in field visits etc. It is definitely an improved method over the existing kisan call centres (KCC) which provide advisory services through voice calls, as the communication gap which may be either due to insufficient/inefficient conveyance of information or wrong perception of the farmer is bridged by a supporting video input.

Transfer of technology is done mostly by SMS (short message service) or through a pre-recorded voice message. This cannot serve the purpose perfectly as such providing the same as MMS (multimedia messaging service) video is more beneficial for technology dissemination. In case of any queries, by video calling, the farmer can feel virtual technical support to be more promising. This is more helpful to department of agriculture in providing assured technical support at farmer's door step as all the farmers may not afford a smart phone with a video call facility. So this approach can be made feasible to the farmers by making use of model farmer of the village who is nominated by the government. He is the person to take lead in adopting new technology in the village by which others also rely on technology and adopt that is what seeing in believing. Thus a farmer community is formed and collectively they adopt the technology.

Biography

Srijan Ambati is presently doing M.Sc. Agriculture at College of Agriculture, ANGRAU in department of genetics and plant breeding. He completed his BSc Agriculture from the same college.

srijan.ambati1@gmail.com

Study of correlation and path analyses pooled over environments in sesamum (*Sesamum indicum* L.)

Jhansi Rani P and P V Rama Kumar

Agricultural College, India

Ten sesame genotypes were evaluated during *kharif* 2010 and *rabi* 2010-11 over 6 environments in respect of 9 quantitative characters. Analysis of variance revealed significant differences among genotypes for all the nine characters studied. Number of capsules per plant, 1000 seed weight, number of seeds per capsule, and plant height were positively associated with seed yield per plant in the pooled analysis of six environments. Path coefficient analysis showed direct positive contribution of number of capsules per plant, 1000 seed weight, number of seeds per capsule, plant height, number of secondaries and oil content on seed yield. These traits deserve special emphasis in selection while improvement of seed yield in sesamum.

jhansiranipuli@gmail.com