



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**YEAR:**  
*2012*

**STATUS:**  
*Laureate*

**Organization name:**  
Indian Farmers Fertiliser Cooperative Limited

**Organization URL:**  
[www.iffco.in](http://www.iffco.in)

**Project Name:**  
Integrated Information Management System (IIMS)

**What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?**

Seventy percent of the Indian population live in villages and depend on agriculture. Paucity of timely and relevant information is one of the impediments in making informed decision on subjects ranging from choice of crops to be sown to disposal of the produce. Communication is a serious impediment in taking the fruits of ICT to rural parts of the country. The majority of the villages, which form bulk of India, fall abysmally short of access to basic sources of quality communication and content, its scalability and sustainability. Technology, particularly mobile phones, can accelerate learning without sacrificing opportunities and responsibilities. Value-added services (VAS) focused on the needs of rural India has been designed and developed for dissemination through this mobile channel. Five free voice messages per day of importance to farmers are sent to the farmers, which cover areas of their immediate interest. The broad areas covered include: recommendation for farmers on best agricultural practices; nutrient-related issues; animal husbandry; information on markets; weather; government schemes; education; health, etc. To plan, document and monitor the voice messages and helpline conversations, an Integrated Information System (IIMS), a web-based Content Management System (CMS), was developed. Besides, IIMS provides for storage and retrieval of reference material like market arrival and price information, weather information and other useful reference material of use to the content team. The system facilitates integration of voice messages with documentation and business ERP. About 50 content managers, along with about 100 part-time experts, use IIMS on a daily basis. Sixty experts monitor IIMS for quality assurance. The number of farmers who are major beneficiaries of IKSL's services are about 1 million from 18 states. In addition, 90 focused

communities are actively availing focused services of interest to their group. These groups are provided focused information based on their profile of interest.

**Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.**

The Integrated Information Management System (IIMS) is developed using .Net Framework 3.5, .Net Nuke 5 with SQL Server 2008 as the database on Windows 2003 OS. The hardware used are two HS22, Xeon 6C X5650 95W Servers hosted on IBM Blade Center Chassis with C14 2x950/1450W PSU, rack-mountable. In addition 3 midrange servers are also deployed for business applications and for integration requirements. As part of efforts to build capacity for proactive scaling up, necessary hardware has been provided to content teams. Hosted Contact Centres have also been set up in all states for strengthening integration of helpline calls and effective call handling, with facilities to scale up as per demand. The Contact Centre is integrated with IIMS. The main architecture is "pull" and "push." The system was developed by Indian Farmers Fertiliser Limited (IFFCO) Team for implementation by its Joint Venture IFFCO Kisan Sanchar Limited (IKSL), promoted for mobile services in rural India.

**Please list the specific humanitarian benefits the project has yielded so far.**

The project has helped in increasing the yield of several farmers. It also helped the farmers to sell their produce at most competitive rates as well as in diversifying in related areas suitable as per rural conditions. It has helped in protection of their crop, orchards, cattle, and soil, and has provided information on other useful areas like government schemes and tips on health, insurance, livelihood, education, etc.

**Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.**

1) State : Punjab, 2, August, 2011. Subject: Market price of brinjal. Farmer's details: Kanwaljeet Singh, Ferozepur. Farmer's problem: What is the market price of brinjal? Solution from IKSL: The market price of brinjal in Adampur is 450/quintal. We told him to sell his brinjal in Bhogpur Mandi. He got 650 /quintal for his Brinjal in Bhogpur Mandi. Expenditure on following the recommendation made by IKSL: As Adampur is 30 km away from Bhogpur, by expending 400 (labour 220 and fuel 180) increase in Income: He gets profit of 12000/- by expending 400/- extra.

2) State : Andhra Pradesh, 2, August, 2011. Subject: Tikka leaf spot in ground nut. Farmer's details: Raghava Reddy, Nayanavari pally, Ananthapur. Farmer's problem: Tikka leaf spot on ground nut. Solution from IKSL: Spray Mancozeb 400 grams + Carbendazim 200 grams in 200 litre of water for 1 acre field. Expenditure on following the recommendation made by IKSL: Expenditure of fungicide is .750/- including labour charges /acre. Increase in productivity: Obtain good yield compare to the last season, 321 kg more yield. Increase in income: Net income/acre= (5300 750) = 4550 /acre and get the market price is 1650/100 kg of (fresh pods) ground nuts. Total net income of farmer 13650/4 acre field. There are number of examples which can be quoted.