

ISAP receives National Award on E-governance 2007-08

Soochna-Se-Samadhan (Query Redress Service - QRS) is an innovative tool for ICT-based agricultural extension system. It aims towards improving farm productivity by delivering high quality personalized (farm specific) expert advice in timely manner to each farmer. The service is based on an Interactive Voice Response System (IVRS), where in farmers can register their queries by dialing a dedicated number. 'Soochna-Se-Samadhan' is a programme owned by OWSA and funded by CISCO and British Telecom. This is facilitated through ISAP field coordinators and ISAP experts provide answers to these queries within 24 hours.

The programme is being run in the states of Himachal Pradesh, Madhya Pradesh and Uttar Pradesh. The QRS team at ISAP includes agriculture experts like Entomology, Pathology, Agronomy, Animal Husbandry etc. More than 10,000 queries per month from 280 villages are responded to under this program. QRS offers an agricultural extension tool, which supplements and integrates into the existing agricultural extension system. An impact analysis study has shown marked improvement in productivity, reduced crop damage thereby enhancing the overall profitability of the farmers.

Indian Society of Agribusiness Professionals (ISAP) has bagged **National Award on E-governance 2007-08 for its ICT-based initiative 'Soochna-Se-Samadhan'**, which it runs in select areas of MP, UP and HP in collaboration with **One World South Asia (OWSA)**. Dr KL Chadha, Chairman, ISAP received this prestigious award from Sh A. Raja, Honorable minister for Communication and Information Technology at the inaugural session of the XIth National Conference on e-governance. This conference was held by Department of Administrative Reforms and Public Grievances, Government of India (<http://darpg.nic.in>) at Panchkula on February 07-08, 2008. ISAP has been given 'Specific Sectoral Award: Focus area - Agriculture'.



Dr KL Chadha, Chairman, ISAP (extreme right) receiving award from Sh A. Raja, Hon'ble minister for Communication and Information Technology, Sh Bhupinder Singh Hooda, Hon'ble Chief Minister of Haryana (extreme left) and Sh A.R. Kidwai, Governor, Haryana (second from left).

