



Single window cloud and mobility platform for all services for The Department of Agriculture

Agri Mobile Governance, Agri Knowledge Management (F2G, G2F, G2G and G2B)

Open source software | Ready to replicate in any language



Three service wings of the Cloud and Mobility platform

Matir Katha

G2B (Govt. to Business)



25,000+ Input Dealers
Single window
Licensing, Testing,
Certification of Agri Inputs

G2F (Govt. to Farmer)



18,000 Farmers
App Download **3,00,000** Field solution **60,00,000+** Soil health Card

Linking farmers with nearest DOA officer, 24/7 with App and Toll free.
Taking WB DOA services to farmers field

G2G (Govt. to Govt.)



Online Subsidy application
(Farm Mech), Filed activity/
reporting, Govt. comm. Etc.

8 Verticals of Matir Katha



1

Quick Plant Protection

Answering engine
immediate send voice
solution of field problems

5

One window G2B Services

Online Licensing/ Testing/
Certification for Agri inputs

2

Krishi Pathshala V1.0

Cloud content, accessed
with Tablet and
projected with pico at
farmers training

3

Soil health card -

Complete process
automation for SHC.
50,00,000+ health card

4

Knowledge management

All stakeholders together
to serve 72,00,000 farm
households

8

Rural Livelihood

Farm linked livelihood
for village youth

6

Farmers communication -

Multi channel, Both way
communication avenues
between Farmers and Govt.

7

Online applications -

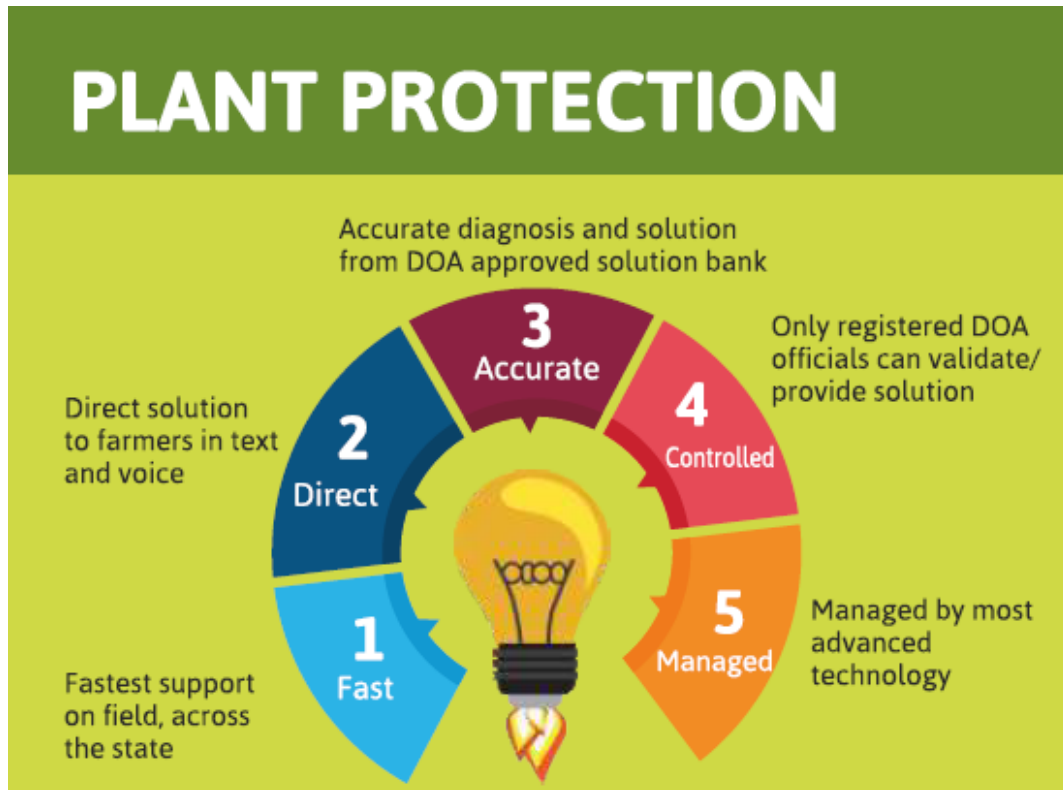
Online application and
application processing for
Govt. schemes/ Govt. Jobs

Instant Field Problem solving -

Auto Answering Engine with TTS

Linking farmers with nearest Block Agri Officer, not with any distance call centre

Cloud Platform capacity:
1,50,000 Farmers solutions/ Day



Extension

Krishi Pathsala



1. POP - 91 Crops
2. Farm Mechanisation Video
3. Cropping Pattern & Rotation
4. Irrigation Practices
5. Problem Soil Management
6. Innovative Practices
7. Success Stories
8. Government Schemes
9. Toxicity & Antidote
10. Agri Entrepreneurship
11. Agri Dictionary
12. INM, IPM, Organic POP

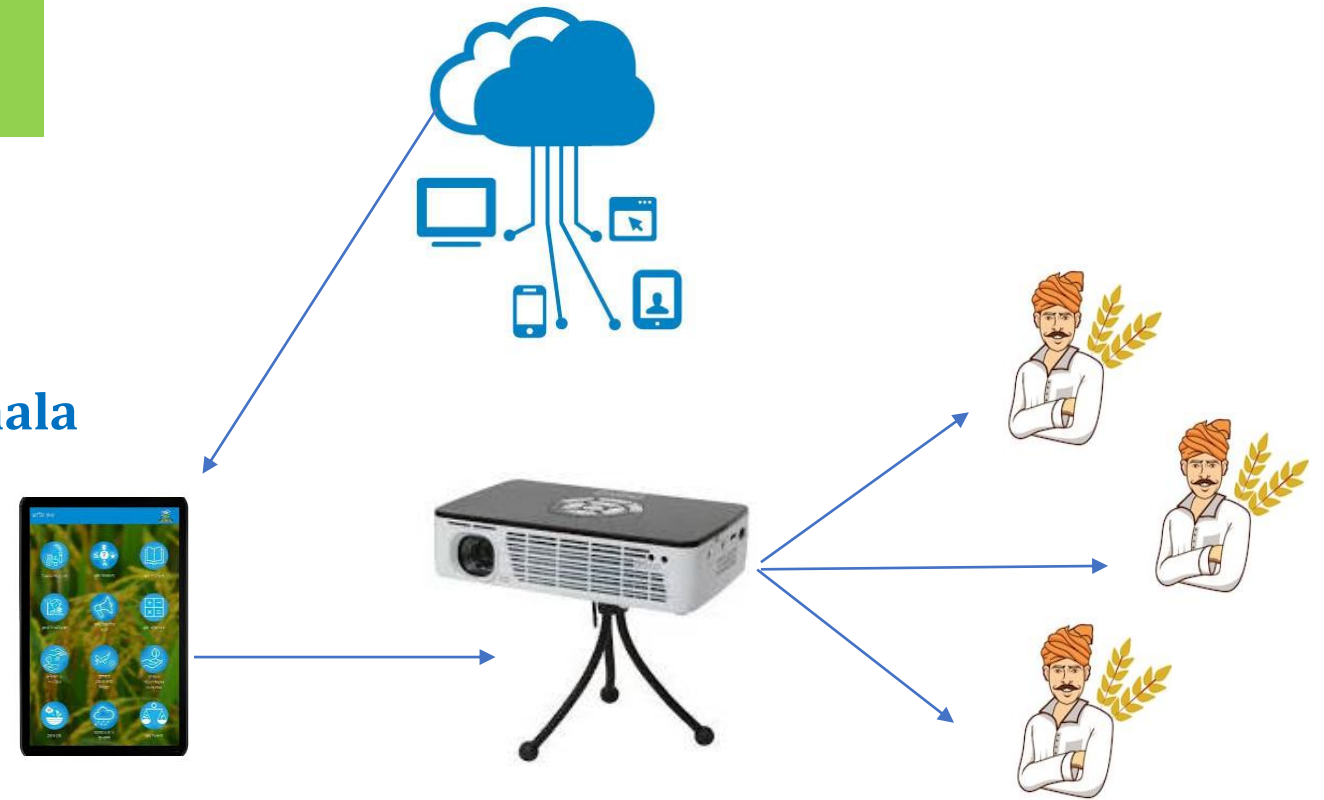
Present Framework

Taking Technology to Grass-Root Farmers Training - Digital Krishi Pathshala

Knowledge is now portable

- Cloud server (Content archive)
- Phone/ Tablet (Content Access)
- Projector (Content display)

Ongoing Training of thousands field extension workers and impactful Farmers Training



Scheme Reporting



Matir Katha

Project Report:

- District wise reports of all schemes and
- Scheme wise reports of all districts.

Final progress of all schemes, readily available at DOA HQ, 24/7

This section to be revised with new format

Data Analytics



User level performance data and statistics of all Tablets, segregated on Blocks and Questions type



Matir Katha



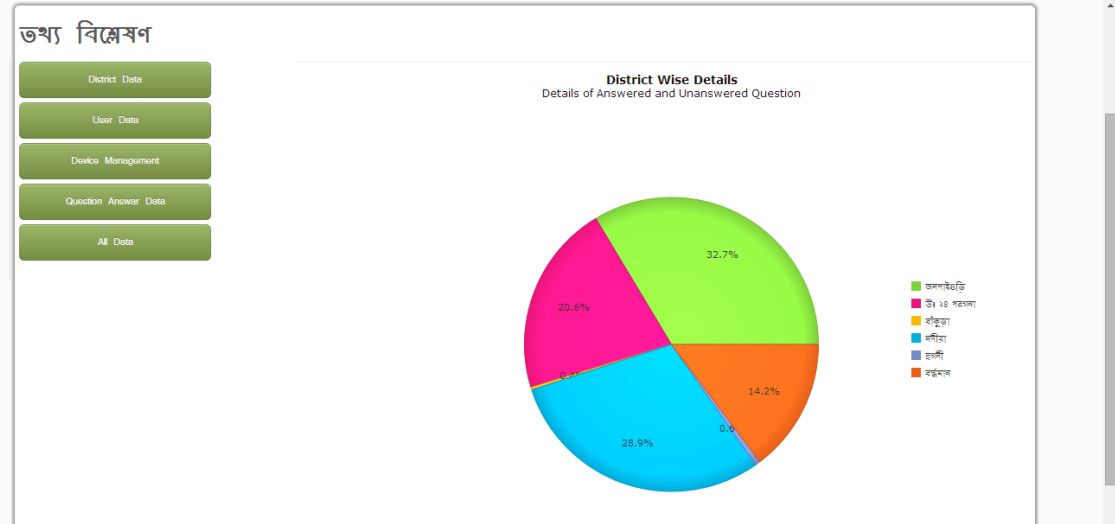
তথ্য বিশ্লেষণ

Search by Date

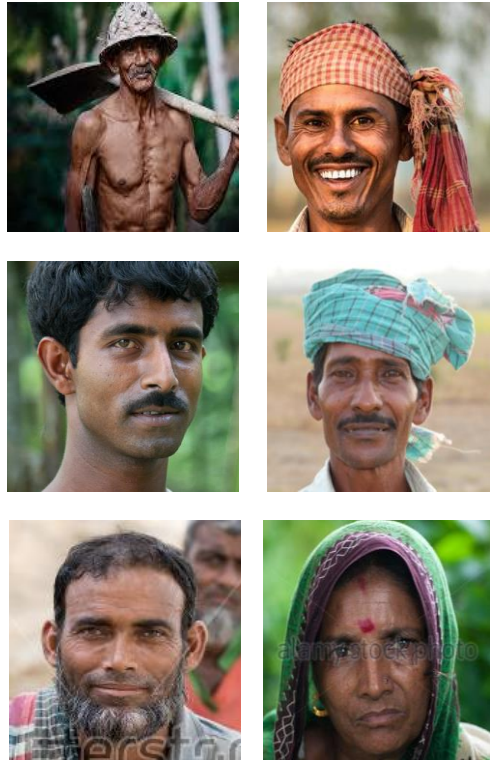
Search by Name

Choose a District

Name	District	Block	No. of questions	No. of comments	Role
Manas Nag	জলপাইগুড়ি	জলপাইগুড়ি সদর	122	25	KPS
Gobinda Ch Saha	দক্ষিণা	রামচাঁচা - ২	119	63	KPS
Sanjit Kumar Biswas	দক্ষিণা	ধকপাড়া	104	80	KPS
Kingsuk Sarkar	জলপাইগুড়ি	ময়নাগুড়ি	103	34	KPS
Debabrata Mondal	উঃ ১৪ পরগণা	বসিরহাট-১	95	15	KPS
Gopinath Biswas	দক্ষিণা	বিহাঙ্গর	84	28	KPS
Abesh Dutta	জলপাইগুড়ি	ঢলাকাটা	77	0	KPS
Aloke Sengupta	উঃ ১৪ পরগণা	আমতাসা	76	35	KPS
Sandeep Hazra	বর্ধমান	রসোনা-২	76	1	KPS
Apurba Roy	জলপাইগুড়ি	জলপাইগুড়ি সদর	75	0	KPS
Nabendu Chakraborty	জলপাইগুড়ি	ময়নাগুড়ি	71	2	KPS
Himanshu Sarkar	উঃ ১৪ পরগণা	হাঘরা-২	62	2	KPS



Farmers Databank



Farmers Database



1 Soil Health Card for all (USHC)



2 100% DBT Readiness



3 Subsidy/ Benefit distribution History



4 Boost in KCC & Crop insurance coverage



5 Govt. to farmer direct comm.



6 MSP on target



7 Planning with primary data



This section to be revised with new format



Matir Katha

Ground Reporting from across the state

1. Demonstration Plot
2. Farmers Assistance
3. Natural calamity
4. Govt. Farm activities
5. Research activities
6. DOA Events

Field Reporting (6 Sub-modules)

For effective plan implementation and better last mile governance, DOA needs field level reports on Crop demonstration, research activities, Government farm activities, benefit distribution etc. With this platform, progress reports get submitted with image and description from the spot (Date and time stamped, Lat-Long enabled).

The screenshot shows a web interface for field reporting. On the left, there are two filter panels. The first panel has dropdowns for 'All Districts', 'All Subdivisions', 'All Blocks', and 'All User Type', with a green 'Filter' button below. The second panel has dropdowns for 'All Categories' (with 'প্রশিক্ষণ ও প্রদর্শন' selected), 'কৃষক সহায়তা', 'প্রকৌশিক গুণোন্নয়ন', and 'ভূমি ব্যৱহাৰ আৱৰ্জনা', with a green 'Filter' button below. The main content area displays two report entries: 'ATMA Review Meeting' and 'KCC CAMPAIGNING'. Each entry includes a date, time, location, and a small image. To the right of the interface is a photograph of a meeting taking place around a table with a blue tablecloth, with a banner in the background.

Physical progress of all schemes can be monitored and evaluated

Price capture & planning



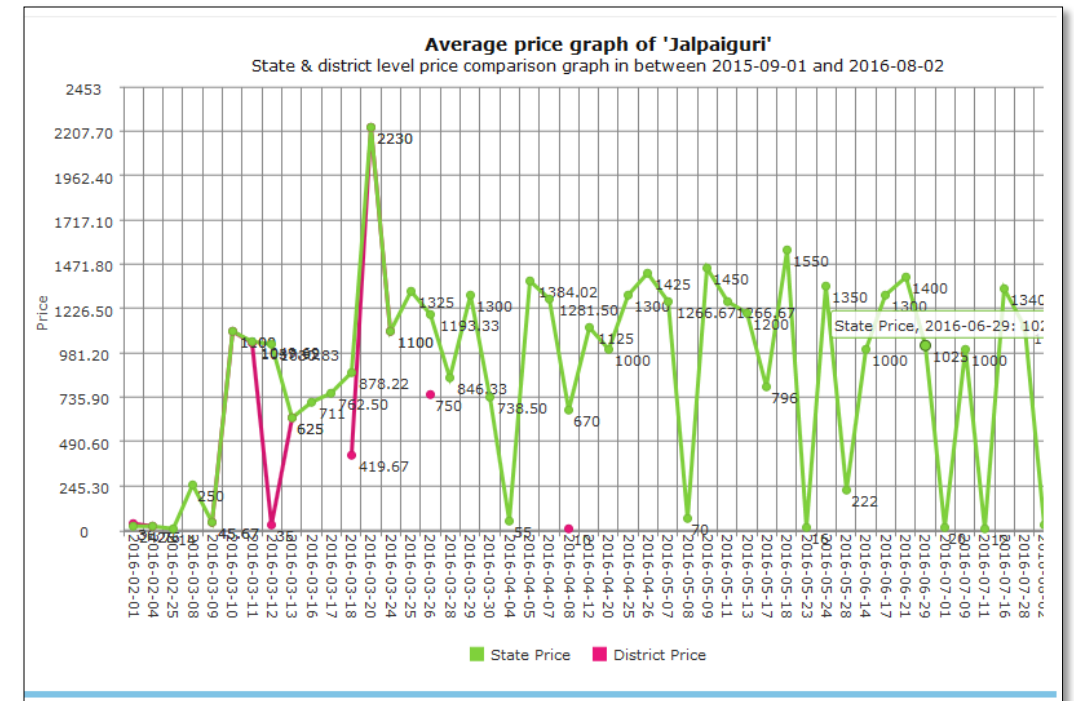
Matir Katha

- Live Price - Sufal Bangla
- Live Price - AGMARKNET
- Price graph – Matir Katha price capture



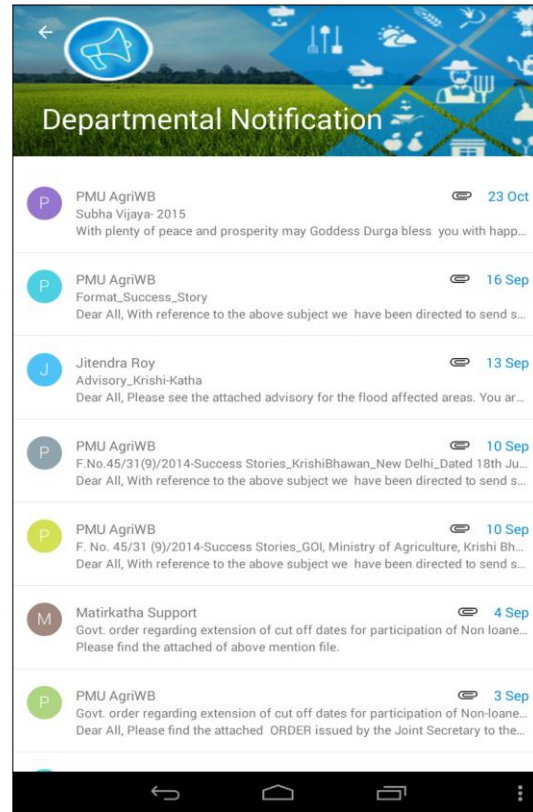
- Commodity-Wise, Market-Wise Daily Report for State
- Live Price capturing
- Price trend analysis
- Procurement & Consumer Price Chart (Daily basis)
- Linking of rural hats/markets with three tier integrated marketing system.

This section to be revised with new format



Communication modules

- 1. Notification
- 2. Tenders
- 3. Advertisements
- 4. Forms
- 5. Government Orders
- 6. Articles
- 7. News Letters
- 8. Leaflets
- 9. Paperless comm.
- 10. RTI
- 11. Award & Recognition



Converting into new website for DOA WB



Proposed Integration

- 1) Resuming MK-KK App with Chat Bot for Q&A
- 2) Introducing Farmers Voice Recognition and Automated dialogue management system
- 3) Introducing AI features in Agri Governance
- 4) Modern Heat Map based automatic pest/ disease trend analysis for predictive decision making for every crop season
- 5) Government Asset declaration and Geo tagging

THANK YOU

Project Managed and Developed by

