

National Workshop on “Kisan Sarathi-Kosh” to Strengthen Digital Agricultural Advisory System

Bareilly, February 24: ICAR-Indian Veterinary Research Institute organized a National Workshop on “Kisan Sarathi-Kosh” on 24.02.2026, aimed at strengthening the digital agricultural advisory ecosystem in the country. The workshop witnessed the participation of around 170 delegates, including scientists, subject matter specialists, and Heads of Krishi Vigyan Kendras (KVKs) from across India.



The programme was graced by Dr Anil Rai, Assistant Director General (ICT), Indian Council of Agricultural Research, along with the Joint Directors of the Institute and representatives from various ICAR institutes, including ICAR-Central Institute for Research on Buffaloes and ICAR-Central Sheep and Wool Research Institute.

In his inaugural address, Dr. Anil Rai described “Kisan Sarathi” as a structured and transformative initiative aimed at delivering integrated, localized, and science-based



advisories to farmers. He emphasized that the platform serves as a “single-window digital solution,” enabling farmers to receive advisories tailored to their local agro-climatic conditions, cropping systems, livestock practices, and specific needs.



He informed that the concept of this initiative was envisioned in 2021 following high-level deliberations, with the objective of creating a two-way digital communication platform between farmers and experts. The platform is multimedia-enabled and multilingual, offering services such as IVRS, video calls, messaging, and live demonstrations. Currently operational in 13 languages, it incorporates call monitoring, recording, and multi-tier supervisory mechanisms to ensure accountability and efficiency.

Dr. Rai further highlighted that the platform has been developed in collaboration with Digital India Corporation under the Ministry of Electronics and Information Technology. Efforts are underway to integrate the platform with major national schemes such as Pradhan Mantri Kisan Samman Nidhi, Pradhan Mantri Fasal Bima Yojana, Soil Health Card Scheme, Kisan Call Center, and e-NAM to provide farmers with comprehensive services on a unified digital interface.



