

Plan:

USAID, under its global initiative “Feed the Future” works to combat global hunger, poverty and malnutrition, across the world through the various partnerships. In India, USAID has come up with unique collaboration with Skymet called “Partnership in Climate Services for Resilient Agriculture in India (PCSRA)”. The idea of PCSRA is to support farmers in way they are full-fledged protected from the outcomes of weather on crops. The project PCSRA is a four year project (October 2015 to September 2019). The outreach of project is in 31 districts of 9 states of country and its target to benefit 84,000 farmers during the period.

Approach (Skymet - farmer mobile app):

- Installed 675 new AWS dedicated for USAID
- Developed a co-branded app for farmers
- Farmers meetings were conducted
- Weather information provided to farmers through IVRS, weather display boards and WhatsApp groups

Benefits:

- About 70,000 farmers are been registered under the project
- The registered farmers reported to have witnessed lesser crop losses
- 10% female farmers on boarded
- Farmers have reported that they are getting better yield, facing lesser losses and able to take proactive steps. They have also reported that they are more aware now about the latest innovation and trends in the agriculture