

Cyber Extension Zarai Baithak

ZARAI BAITHAK

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کسان رجسٹریشن

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موسم



سوالات

ماہرین



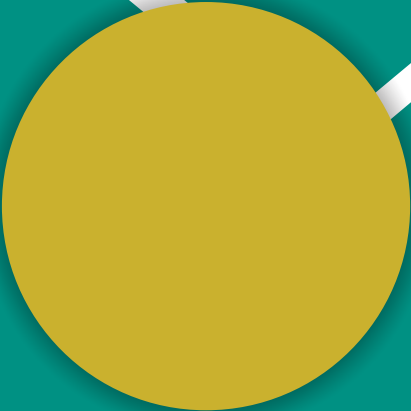
دیجی مرکز معلومات

خبیر



Baber Shahbaz

Institute of Agri. Extension & Rural Development,
University of Agriculture, Faisalabad



This "technology transfer project" initiated with the funding from UAF Endowment Fund, had the core objective of utilizing the power of Information and Communication Technology (ICT) for dissemination of agricultural information and linking researchers with the farmers through internet. An information portal (www.zaraibaithak.com) was developed to provide access of agricultural information to small farmers who have least access to agricultural extension and advisory services.

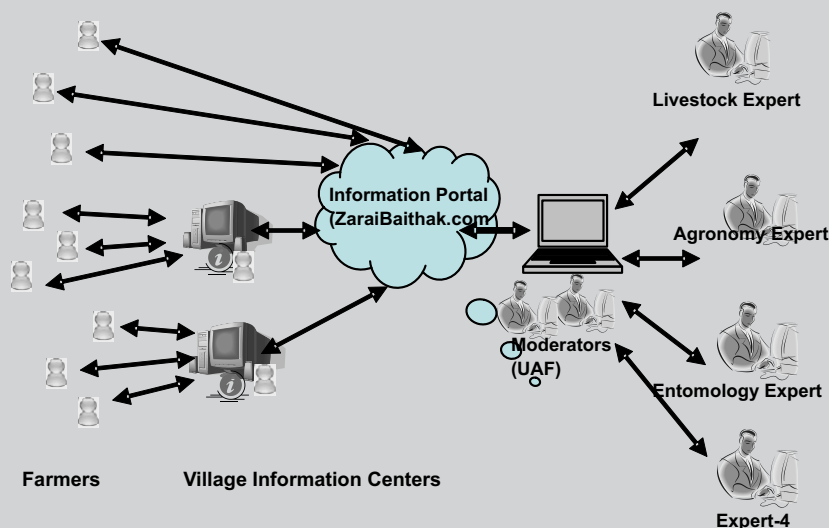
Keeping in view the limited usage of computer and internet at the village level, it was a challenge to link farmers with the extension academia through internet. In this context, a cyber-extension laboratory was developed at the Institute of Agricultural Extension and Rural Development of UAF. The information portal was the foremost step towards promoting the culture of ICT based agricultural technology transfer in the rural areas. A team of experts from different departments (Agronomy, Agri. Extension, Livestock Management, Horticulture, Plant Pathology, Farm Machinery etc.) of University of Agriculture, Faisalabad and Directorate of Agriculture (Ext. and A.R), Government of the Punjab was formed for responding queries of the farmers.

Salient features of the portal are:

- The information portal is in an easy to browse front end with elegant layout. Open access to general information areas and login based members only area.
- The portal is bi-lingual (both Urdu and English).
- The data base contains on-line farmers' registration set-up and complete record of farmer holding, crop history and requirements
- Farmers are able to post question through village information centers (VIC), as well as independently.
- The queries are directed to cyber extension laboratory at UAF and then to the registered experts.

The farmers have to register themselves at the website (www.zaraiBaithak.com) for asking questions, or if they don't understand how to operate computers then the village operators at the Village Outreach Centers can assist them. The farmers ask their queries and questions and the operators forward these queries through the information portal to the moderators at the UAF. The moderators send these queries to the related subject matter experts and on receiving the answers the answers are directly posted and the farmers get answers of their questions with minimum time.

Several articles in Urdu language about crop production, livestock, forestry, fruits and vegetables etc. have been uploaded on the information portal. Daily News update is also available on the information portal.



Flow of information (technology transfer) procedure