



## A Farmer Awareness Program Report

Jointly Organized by IEEE Madras Section SBT - 16621

Date: 23.02.2024

**Introduction:** The Farmer Awareness Program, jointly organized by IEEE STB 16621, aimed to empower farmers with knowledge, technology, and easy access to information through the Uzhavan mobile application. The program, held on 16.02.2024, was designed to empower farmers with knowledge about modern technologies, sustainable practices, and advancements in agriculture through the government application UZHAVAN. 300 participants were benefited through this programme.

### Objective:

The primary objectives of the program were to:

1. Introduce farmers to the Uzhavan app and its features for accessing real-time agricultural information.
2. Provide hands-on training on using the app for crop management, weather updates, market prices, and expert advice.
3. Raise awareness about the benefits of incorporating technology into farming practices.

### Program Highlights:

1. **Introduction to Uzhavan App:** The program began with an overview of the Uzhavan app, highlighting its features and functionalities. Farmers were guided on how to download and navigate the app for various agricultural resources.
2. **Hands-on Training Sessions:** Technical experts conducted interactive training sessions, demonstrating how to use the Uzhavan app for crop selection, pest management, weather forecasting, and accessing market prices. Farmers were encouraged to bring their smartphones for practical learning.
3. **Live Demonstration of Uzhavan Features:** Live demonstrations showcased the app's capabilities, including real-time market prices, disease identification, and personalized farming advice based on location and crop type.

4. **Interactive Q&A Sessions:** Farmers had the opportunity to ask questions and clarify doubts regarding the app. The interactive nature of the Q&A sessions facilitated a better understanding of how the Uzhavan app could be integrated into their daily farming activities.
5. **Expert Talks:** Renowned experts in agriculture and technology delivered talks on emerging trends, sustainable farming methods, and the integration of digital tools for better yield. The sessions aimed to inspire farmers to adopt innovative practices.
6. **Distribution of Informational Materials:** Printed materials, such as user guides and pamphlets, were distributed to farmers for future reference. These materials provided step-by-step instructions and tips on optimizing the use of the Uzhavan app.
7. **Knowledge Exchange Forum:** A knowledge exchange forum provided a platform for farmers to share their traditional wisdom and experiences, while experts offered insights into the latest advancements. This two-way interaction fostered a collaborative learning environment.

**Impact and Feedback:** The Farmer Awareness Program received positive feedback from both farmers and experts. Participants expressed increased awareness of technological interventions in agriculture and a willingness to incorporate these practices into their farming routines. Many students expressed a newfound appreciation for agriculture and a desire to contribute positively to the sector.

**Future Initiatives:** Building on the success of this program, IEEE STB16621 intends to continue organizing similar events, expanding outreach to more rural communities. Future initiatives may include follow-up workshops, online resources, and collaborative projects to further empower farmers.

### Snaps



Dignitaries

Lamp Lighting Session



Welcome Address by Principal  
Dr. J. Arputha Vijaya Selvi



Special Address by Secretary  
Dr. Rajendran



Honouring the Participants



Participants Crew



Demonstration of App



Vote of Thanks by Vice Principal  
Dr. S. Sivakumar



Team of Farmers



Knowledge spreading by pesticides crew



Hosiplitality Session



Team

**Conclusion:** The IEEE Farmer Awareness Program successfully achieved its goal of bridging the technological gap in agriculture. By empowering farmers with knowledge and tools, we believe that we have contributed to the sustainable growth of rural communities.

We extend our gratitude to all participants, sponsors, and volunteers who made this program a success. IEEE student members and NCC student members maintained the discipline in the programme and met out all the supporting things great thanks to them. Together, we look forward to a future where technology and agriculture harmoniously coexist for the benefit of all.

Sincerely,

Report submitted by,

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*S. Aarthi*  
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