



The Manthan Award Nomination For 2013

Category: e-Inclusion and localization





Karshikarathnam - Farmers' Reality show (an illustrated model for using ICT for Farm journalism)

Centre for e-Learning
Kerala Agricultural University
Kerala

Theme

- “Joining the jewels: Digital inclusion for empowering smallholder farmers through ICT and Farm Journalism
- Yes, the story of digitization and modeling of the world’s first ever Farmers’ Reality show on inclusion and empowerment

The project : **Kaarshikarathnam**

- The centre for E-Learning digitized and modeled the first ever Farmers' Reality show in the world.
- We called it the *Kaarshikarathnam* (Farm jewels) *Kheth Mothi*
- The step-by-step story of the innovative model of Karshikarathnam for inclusion and empowerment of farmers follows.....

KARSHIKA RATNAM (FARMERS REALITY SHOW)

1st STAGE

Sixty illustrious & progressive farmers selected by discussing with local governmental agencies & NGOs

2nd STAGE

Performance of contestants analysed on pre listed criteria. Farmers were ranked; 20 farmers short listed.

4th STAGE

On each farmer, a short clipping of 5 minutes with titling and commentary was prepared.

3rd STAGE

20 final farmers were visited by video documentation team and their farming practices videographed



cntd...

5th STAGE

As the finale, a full day on stage competition of the 20 finalists was arranged.



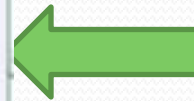
6th STAGE

The on screen-projected success stories of the contestants, and the performance of the farmers in the interview with the judging panel was evaluated



7th STAGE

The entire stage show was video documented.



8th STAGE

The first 3 ranked farmers were honoured with certificates and attractive prizes by Thrissur MLA Sri. Therambil Ramakrishnan.



9th STAGE

The entire reality show from field to stage was published as video programme and printed book.

Survey and screening of innovative farmers

- All the 14 districts of Kerala were covered
- **Stage- 1:** Sixty illustrious and innovative farmers were selected
- By snowballing with farmer leaders, local governmental and non-governmental agencies (Department of Agriculture, Krishi Vigyan Kendras, Farm Research Stations, other line Departments and N.G.Os).



Screening & Short listing

Stage-2 : Performance details of the 60 farmers were analyzed using standard criteria

- Multidisciplinary expert panel of judges made the evaluation
- The farmers were ranked based on their farm enterprise and performance
- From the 60 contestants, the first 20 ranked farmers were short listed



Cont.....

- This final sample represented categories like mixed farming, livestock enterprises, commercial farming, organic farming ventures, agro eco tourism ventures, and farming on leased land.

Video documentation of 20 farmsteads

Stage-3: The 20 final contestant farmers and their farms were visited by the Video & Journalists' team.

- Farming practices were video graphed and other performance details documented through semi-structured interviews.
- On each farmer, a 20 minutes video was prepared.



തെങ്ങിലെ ജലപരിപാലനത്തിന് ഒരു ലളിതമായ ഉപാധി COCONUT IRRIGATION

എ. എ. മുസ്സീ
ജന്മലിങ്കരപ്പാലം പാറന്റ്
ബി. പി. ഒ. കണ്ണൂർ



പ്രത്യേകതകൾ

- ▶ ജലിതോഴിയിലേക്ക് കെട്ടും മുങ്ങിക്കിടക്കുന്ന മുട്ടുതട്ടാൻ തുളുനീർപ്പാൻ തെങ്ങിന്റെ റോഫ് നടുവിൽ തടവുവു നല്ലതും നാലിടംമുറ്റക്കുന്നതാൽ കൃഷ്ണാനിപുരമാണ്.

ബീജിയാനിയ്ക്കും

- ▶ പ്രൊപ്പേർ അറ്റാച്ച്മെന്റ് - താഴെ പറയുന്നിന്റെ ഒരു വക്കത്തേക്ക് കുറ്റിയിൽ ചിട്ടിയിട്ട് കുറച്ചിട്ടുള്ള കെട്ടു നടുവിൽ പാത്രത്തിൽ നിന്നും ഒരു നാലിടംമുറ്റക്കുന്നതും തെങ്ങിനുള്ള പാത്രം.
- ▶ തെങ്ങിന്റെ തുറ്റുവക്കത്തും 2 മീ അകലത്തിലായി പ്രൊപ്പേർ അറ്റാച്ച്മെന്റ് കുറ്റിയിട്ടുക.
- ▶ 20മി. മണം 10-15 മിനുവക്കം തുണുവകളിൽ തെങ്ങിലേക്കും മുട്ടുവൻ നാലിടുക.



പ്രയോജനം

- ▶ ജലസേചനം നാശിച്ച് പ്രൊപ്പേർ പെന്റ് നാശി തടയാനും കെട്ടും.
- ▶ സാങ്കേതിക മാനദണ്ഡം ആവശ്യമില്ല.
- ▶ കെട്ടാൻ കുറ്റാൻ
- ▶ നല്ലപ്രയോജനവും നഷ്ടം.
- ▶ പരിസ്ഥിതി രാജിനികരണം ഉണ്ടാകുന്നില്ല.
- ▶ തെങ്ങിൽ നാശിമുറ്റുന്ന മരണത്തിൽ പ്രകടമാകുന്നില്ല.

Video clipping of 5 minutes

Stage-4: About each farmer and farm, a five minutes video clipping, with titling, music and commentary was prepared

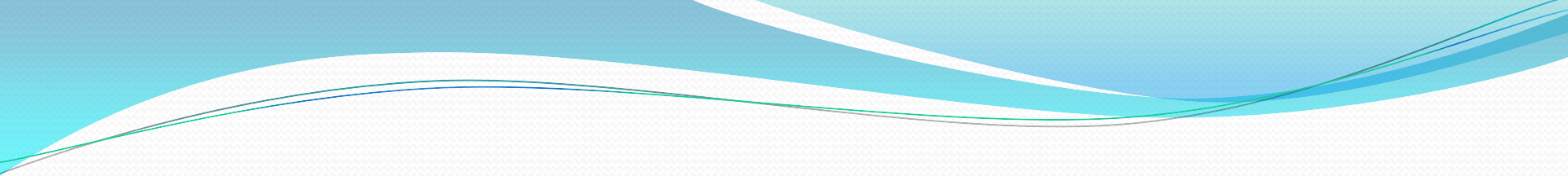
- This end- to- end clipping was for the final onstage Reality Show competition .

The finale – Onstage competition

Stage-5: A full day on-stage competition of the 20 finalists

- The full house audience comprised about 500 farmers and extension workers drawn from different parts of the state.

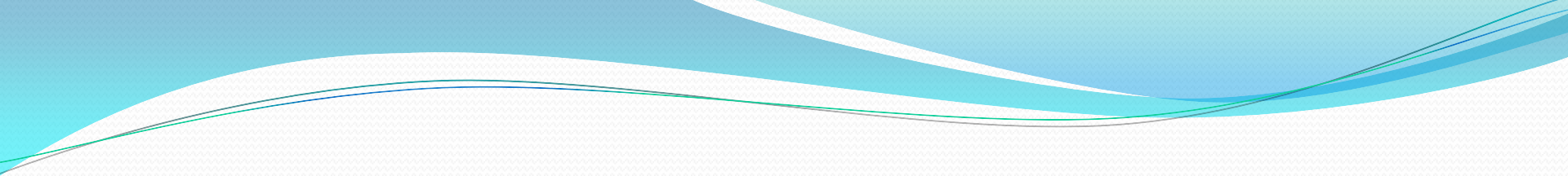
- Began with a brief inaugural function

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- Then each farmer contestant was invited for the LCD projection of his five minutes video clipping.
 - The judging panel was drawn from the Agricultural University, State Department and the Farm Media.

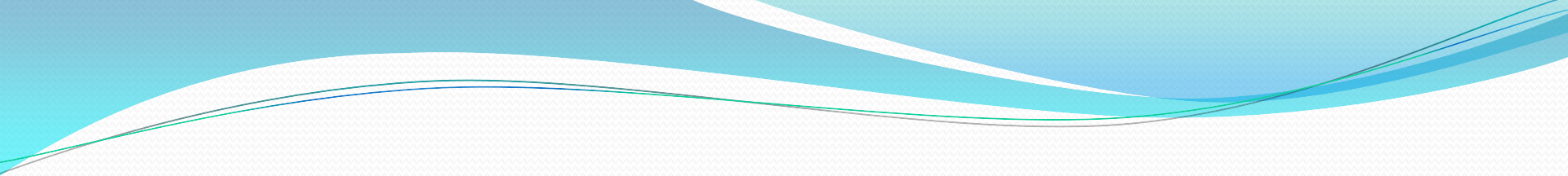
On-stage ranking of contestants

Stage-6:The five minutes success stories on the screen and the performance of the farmer in the 'on the stage interface' with the judging panel was evaluated.

- Judges assigned scores to the contestants
- The final ranking of contestants was made
- The entire stage show was video digitized for future outreach programs of the state.



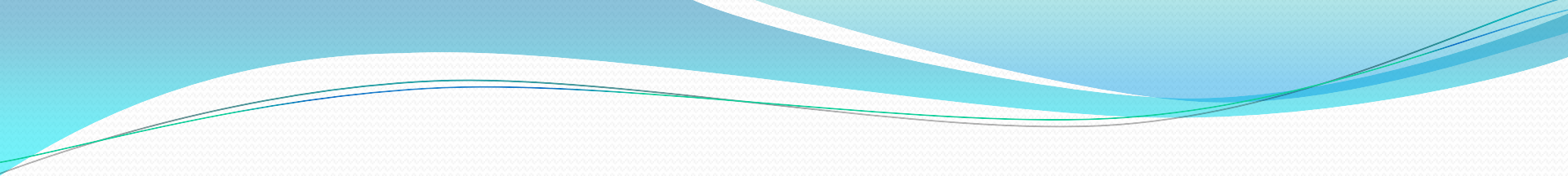
➤ **Stage-6:** The entire event of the various phases of Reality show from the first field investigation to final stage show which spanned over about five months in 2011-12 from end- to- end was released as a Video documentary for wider distribution for the use of farmers and students.

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- Kaarshika rathnam Agri Reality show turned out as a motivating and educational tool for farmers and all other stake holders of agriculture.

Valedictory and Award distribution

- Finally, in the evening, a Valedictory-cum-Award distribution function
- The first 3 ranked farmers were honoured with Certificates and attractive prizes by the Thrissur MLA Sri. Therambil Ramakrishnan.



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- The valediction was amidst state level reputed guests of honour.
 - Besides the first three winners, all the other contestants were awarded certificates and consolation prizes, sponsored by various organizations and individuals.

The digitized success stories

- The 20 success stories were digitized as Video.

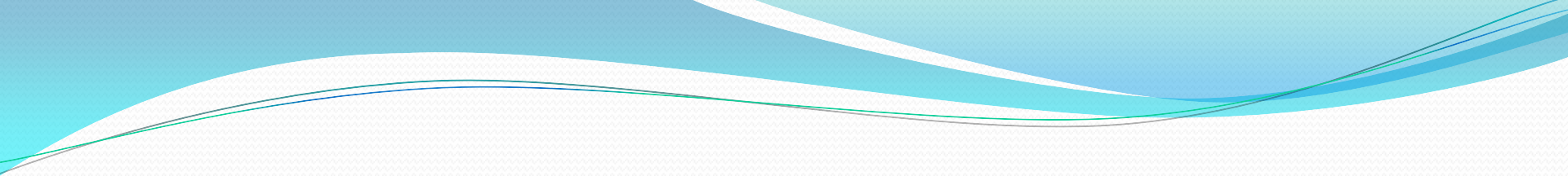


- Success stories were also published in the form of an illustrated book in the local language for the use of all the farmers of the state.



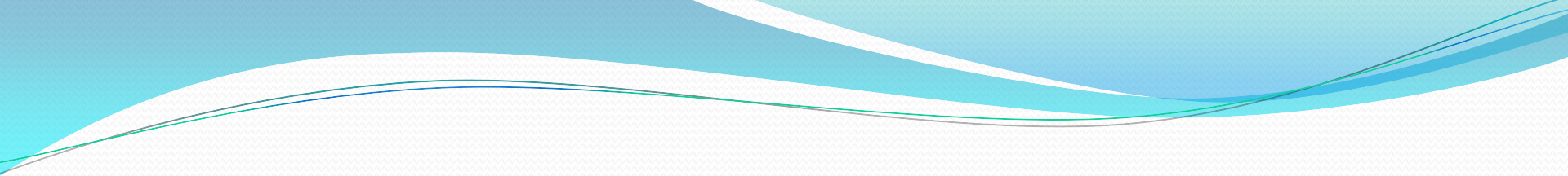
- Thus the combination of the printed book and the digitized Video became an invaluable extension-cum-learning tool for transfer of technology and information for the entire farming sector of Kerala



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- The Reality show was materialized by the power of the innovative farmers, who were real jewels
 - We salute those great farmers, the real gems
 - Hence we called the project: Joining the jewels : inclusion for empowering smallholder farmers through ICT and Farm Journalism

Conclusion and motivating words....

- We, and many others who witnessed the event, feel that this innovative model project has a global extrapolation domain.



➤ The Karshikarathnam reality show the first ever of its kind globally, can be emulated any where in the world to recognize, include and empower the ever toiling innovative farmers.

THANK
YOU

