



Digital Extension Service to Farmers

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Khuyến nông
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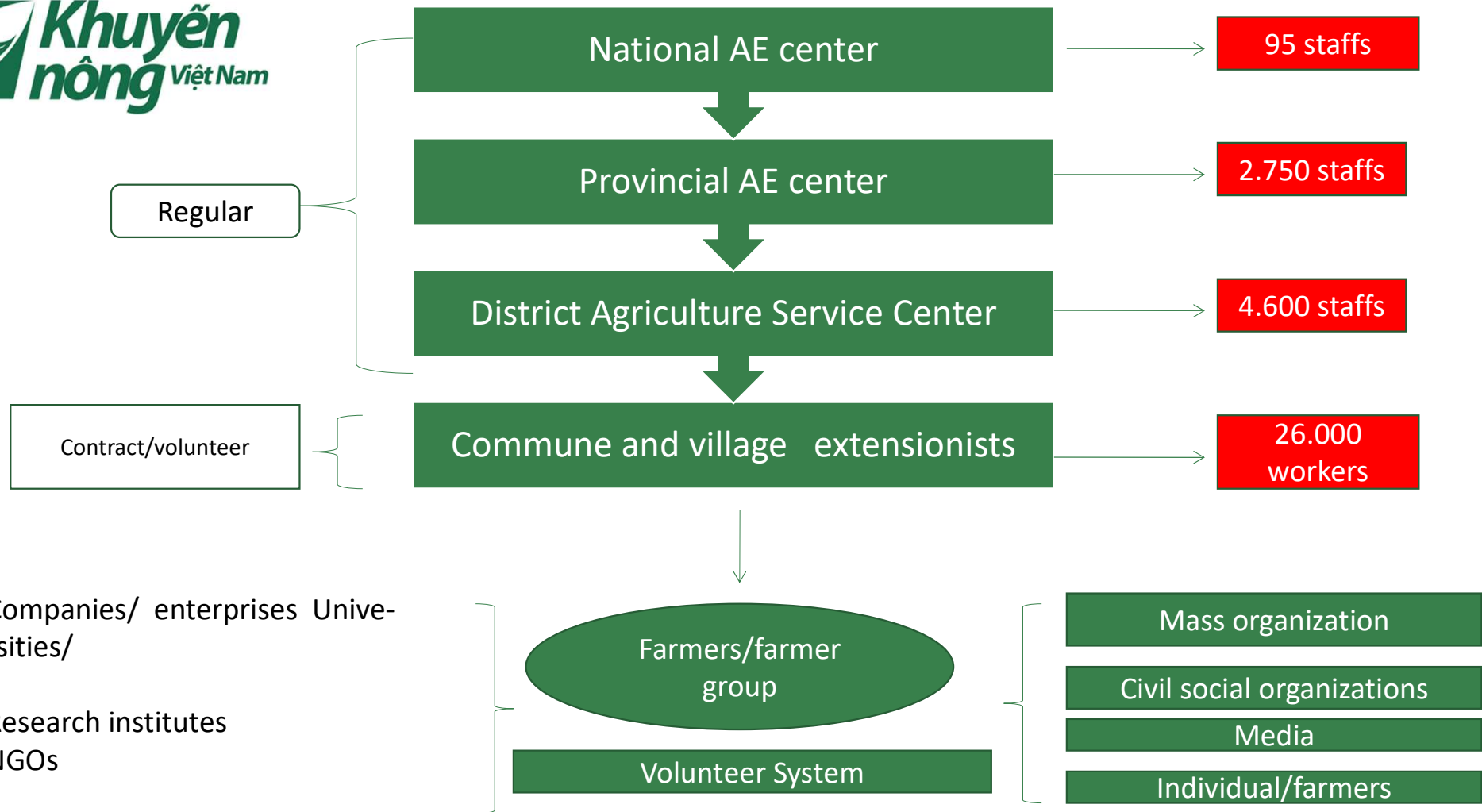


OBJECTIVE **01**

DIGITAL AGRICULTURE
EXTENSION SERVICE TO FARMERS **02**

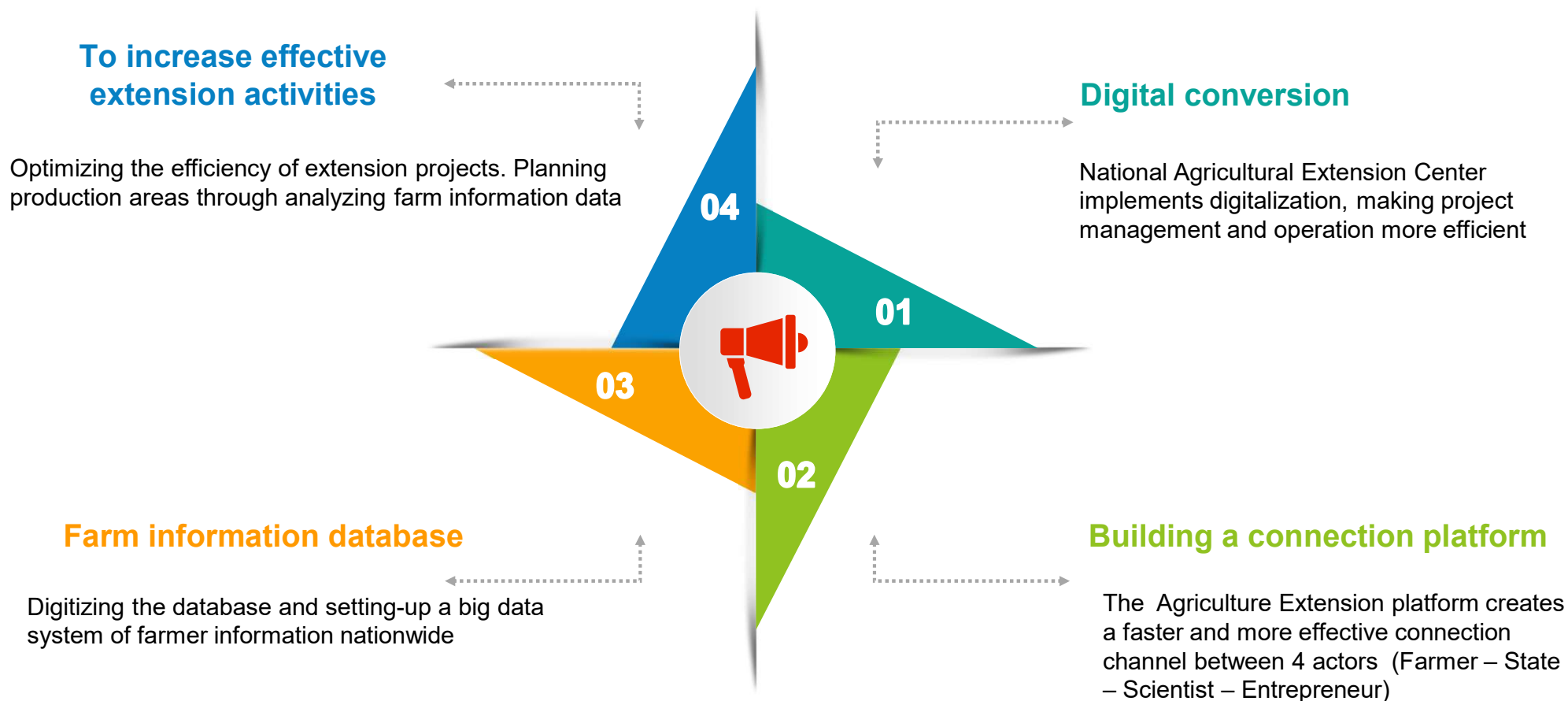
Issues and solutions **03**

New extension service system



01 OBJECTIVE

MAIN OBJECTIVES- DIGITAL EXTENSION SERVICE





What is Green Agriculture Extension?



As a digital transformation platform built and developed by the National Agricultural Extension Center, making the management and operation of agricultural extension projects more effective.

Through Green Agriculture Extension, the connection between 4 ACTORS becomes faster and more effective than ever.

Green Agriculture Extension aims at:



Centralized database management for project and household information across the country.



Applying technology to make a difference with: Crop doctor, traceability of agricultural products, ...



Provide a direct and official channel of interaction from agriculture extension centers to farmers and businesses



Contributing to promoting the development of Vietnam's agriculture

SALIENT FEATURES

Crop doctor

Applying Artificial Intelligence technology (AI) to identify and diagnose diseased plants



Agriculture database

Including information about farmers across the country, information about projects, database of plants / animals, etc.



Market of Agriculture products

Information on purchasing and selling prices of agricultural products, machinery and equipment by areas and regions across the country



Agricultural Job Exchange

Connecting supply and demand for seasonal agricultural jobs in the areas where app is in use



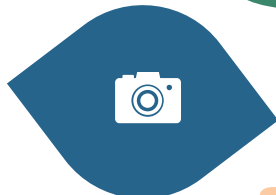
Agricultural weather

Short-term and long-term forecast information (3 months, 6 months) is continuously updated for farmers and businesses who are proactive in production and business plans



Traceability of agricultural products

Building a traceability system for agricultural products based on processes and quality control in production



Users



EXTENSION WORKER

- ✓ Catch up real information, promptly giving directions, guidance, accompanying with farmers and businesses



FARMER

- ✓ Access information and policies in an official and fastest way.
- ✓ Connect experts and scientists whenever needed



BUSINESS

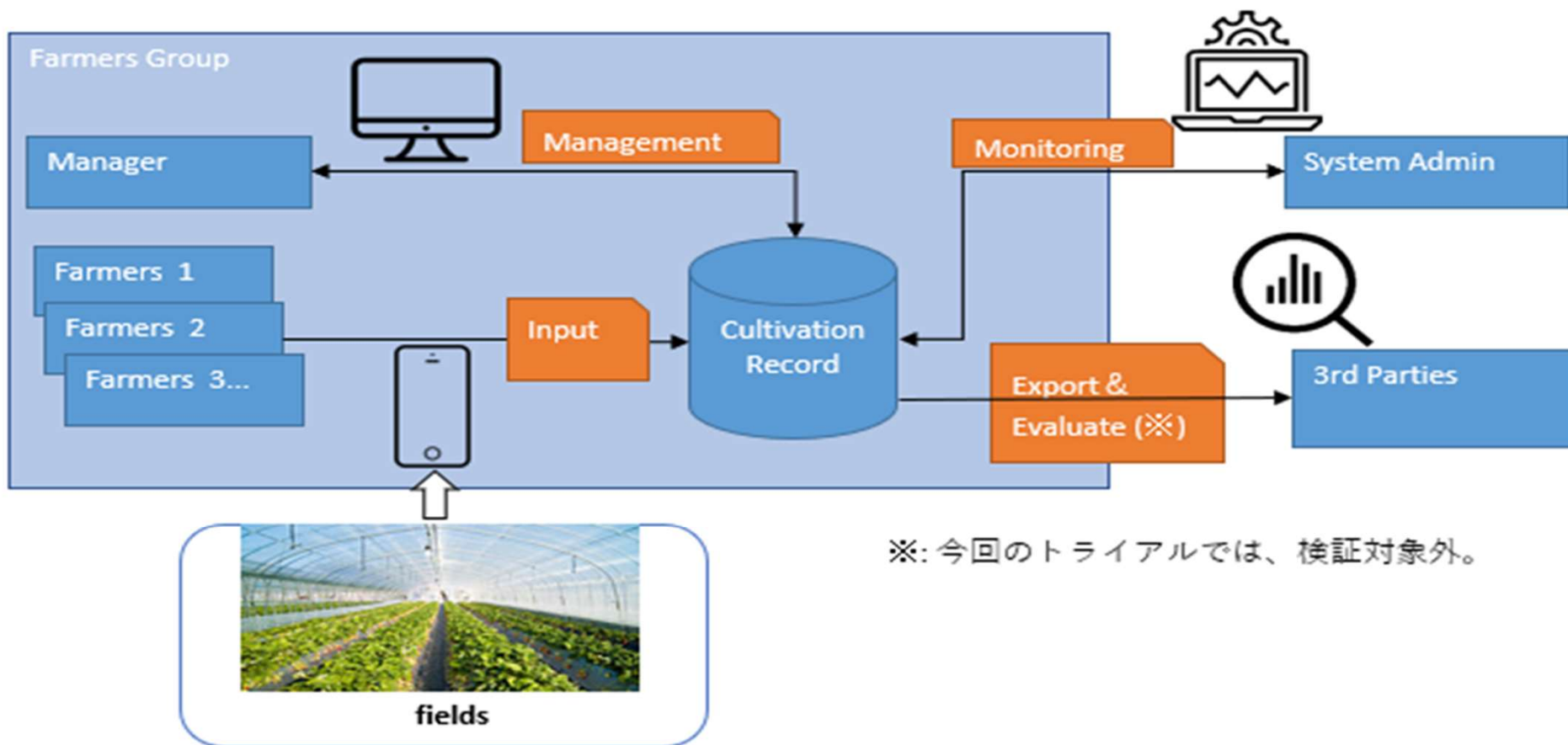
- ✓ Give orientations for Agricultural products
- ✓ Find outputs for Agricultural product
- ✓ Financial agencies and organizations update support policies to farmers,...



SCIENTIST

- ✓ In collaboration with farmers, management agencies give suggestions and advanced scientific application models to achieve the highest efficiency.

Agri -SCM (Agricultural- Supply Chain Management)



Problems

- There are no training curriculum for E- extension training programs and E-training materials
- The application is still complicated, so when using it, farmers are still not interested in using it
- Lack of interactions between extension workers and farmers, so farmers are not interested
- Lack of practical applications in the field
- The training software is not diverse in features
- Not all farmers have smart phones
- Farmer population is getting older, the mature farmers are lazy to use digital application
- Internet not available in the field



Solutions

- Improve agricultural extension training software
- Building online training materials
- Raise farmers' awareness about digital transformation
- Help farmers change awareness and behavior
- Developing agricultural extension programs applying information technology





THANK YOU

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