

Farmers Benefited from on field and Mobile based Agri Advisories from Expert

Many farmers have expressed their gratitude for forming a group under the Apollo Tyres Foundation to provide need based agri advisories on watsapp to farmers. They have found the information valuable and are able to adopt simple techniques to help with pest and disease management, by reducing input costs. A simple solution of application of zinc sulphate to the field to get rid of rats, has helped him reduce the use of harmful



pesticides, thereby also protecting the beneficial bacteria and insects in the soil. The agri expert from National Agro Foundation visits the farmers field on a regular basis to monitor the crop during various growth phases and provides need based advisories and guidance on crop management, soil management and pest and disease management to the farmers.