

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION NO. 2437
TO BE ANSWERED ON THE 13/03/2026

DIGITAL AGRICULTURAL INITIATIVES IN ODISHA

2437 SMT. MAMATA MOHANTA:

Will the Minister of Agriculture and Farmers Welfare be pleased to state:

- (a) whether Bharat-VISTAAR and Krishonnati Yojana have been implemented in Odisha, particularly in Mayurbhanj district;
- (b) the number of farmers benefiting from digital advisories, crop diversification and income enhancement interventions; and
- (c) the steps taken to strengthen digital agricultural extension and income support for small and tribal farmers?

ANSWER

MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

(SHRI BHAGIRATH CHOUDHARY)

(a) & (b): The Government of India has implemented the Bharat-VISTAAR (Virtually Integrated System to Access Agricultural Resources) and Krishonnati Yojana as a nationwide program, including in Mayurbhanj districts of Odisha. The details of Bharat-VISTAAR and Krishonnati Yojana are as follows;

I. Bharat-VISTAAR: The Government of India has launched the Phase-1 version of Bharat-VISTAAR (Virtually Integrated System to Access Agricultural Resources), an AI-powered, multilingual Digital Public Infrastructure platform, including in Odisha. It is conceived as an integrated voice-first and unified Digital Public Infrastructure platform designed to provide farmers with reliable, real-time, and location-specific agricultural advisories while ensuring seamless access to a comprehensive range of allied agricultural and support services.

The platform integrates data from various government digital ecosystems and scientific agricultural practices developed by the Indian Council of Agricultural Research (ICAR) and other sources to deliver personalised information on crop management, weather, market prices, pest and disease alerts, and soil health insights.

In Phase I, the platform is available in Hindi and English through multiple channels, including a dedicated helpline number (155261), a voice-based AI chatbot, web portal of the Ministry of Agriculture & Farmers' Welfare and a downloadable mobile application.

To ensure accessibility for small and marginal farmers, the platform provides voice-based and Interactive Voice Response System (IVRS) access for non-smartphone users. It is designed for expansion to regional languages, State Specific Agriculture schemes & information and extension networks, along with awareness and capacity-building programmes to promote digital adoption.

II. Krishonnati Yojana (KY): Krishonnati Yojana (KY) is a Centrally Sponsored Scheme (CSS) with a total outlay of Rs. 44246.89 Crore during 15th Finance Commission (FFC) i.e. during 2021-22 to 2025-26. Under the KY, the state of Odisha has been allocated ₹28,190.47 lakh for FY 2025–26, out of which ₹19,014.14750 lakh has been released so far. The Scheme presently consist of following components:

- (i) National Food Security and Nutrition Mission (NFSNM)
- (ii) Sub Mission on Seed and Planting (SMSP)
- (iii) National Mission on Edible Oils- Oilpalm (NMEO-OP)
- (iv) National Mission on Edible Oils-Oilseeds (NMEO-OS)
- (v) Mission for Integrated Development of Horticulture (MIDH)
- (vi) National Bamboo Mission (NBM)
- (vii) Sub-Mission on Agriculture Extension (SMAE)
- (viii) Mission Organic Value Chain Development for North Eastern Region (MOVCDNER)
- (ix) Integrated Scheme for Agricultural Marketing (ISAM)
- (x) Digital Agriculture Mission (DAM)
- (xi) Mission for Aatmanirbharta in Pulses

(C) : Extension workers working in Krishi Vigyan Kendras (KVK), Agriculture Officers and ATMA functionaries continue to conduct village visits, demonstrations and farmer meetings, while simultaneously leveraging digital tools to provide crop advisories. With the launch of the BharatVistaar App and a dedicated helpline number (155261), a robust digital interface has been established to deliver crop-specific advisories, government initiatives, scheme-related information and key sectoral updates directly to farmers in a timely and accessible manner.

This digital outreach is further strengthened through Kisan Helpline Centres, which offer real-time, toll-free advisory support in local languages, ensuring personalized guidance to farmers.

In addition, social media platforms such as X, Facebook, Instagram, and WhatsApp Channel are actively leveraged to disseminate timely updates, advisories and success stories to a wider audience. Together, these digital platforms effectively complement traditional field extension efforts, strengthening last-mile connectivity and empowering small and tribal farmers with reliable, accessible and actionable information.
