

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

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 3201**  
TO BE ANSWERED ON THE 20/03/2026

**IMPLEMENTATION OF PROJECT VISTAAR IN ODISHA**

3201. SHRI SUJEET KUMAR:

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

- (a) the measures being taken to ensure that small and marginal farmers in Odisha benefit from AI-driven advisory services under Project Virtually Integrated System to Access Agricultural Resources (VISTAAR), if so, the details thereof;
- (b) whether there are plans to integrate Project VISTAAR with other agricultural digital platforms in Odisha to enhance efficiency, if so, the details thereof;
- (c) the manner in which the project is addressing region-specific agricultural challenges in Odisha, particularly in climate resilience and crop diversification; and
- (d) the steps being taken to facilitate farmer training and capacity building programs to maximise the impact of Project VISTAAR?

**ANSWER**

MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE  
(SHRI RAMNATH THAKUR)

(a) & (b): The Government of India has implemented the Bharat-VISTAAR (Virtually Integrated System to Access Agricultural Resources), an AI-powered, multilingual Digital Public Infrastructure (DPI) platform as a nationwide program, including Odisha. The Phase-1 version of Bharat-VISTAAR has been launched and a robust digital interface has been established to deliver agriculture sector specific advisories, government initiatives, scheme-related information and key sectoral updates directly to farmers in a timely and accessible manner. It is 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. To ensure accessibility for small and marginal farmers, the platform provides voice-based and Interactive Voice Response System (IVRS) access for non-smartphone users.

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.

(c): It is designed for expansion to regional languages, to integrate State-specific agriculture schemes & information and extension networks, along with awareness and capacity-building programmes to promote digital adoption.

(d): 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. 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.

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