Over 14,000 extension officers

The Department of Agricultural Extension, or DAE, in Bangladesh employs around 14,000 extension officers. They are the front-line in advising and guiding farmers across the country.

Focus group research conducted by the International Maize and Wheat Improvement Center, or CIMMYT, and DAE found that farmers and extension officers want climate information and services that are:
- Authentic
- Localized
- Timely
- Actionable
- Simple

How do we solve this systematic challenge?

Introducing Agvisely, an application that combines the scientific talents of CIMMYT, accurate weather forecasts from the Bangladesh Meteorological Department, and the broad reach of DAE to reach farmers at scale with resilience-enhancing agricultural climate services and advisories.

The algorithm provides climate-smart and resilience-enhancing agricultural advice through various communication channels to provide timely, accurate, and localized forecasts with easy-to-understand and actionable farm advisories to extension officers. This empowers extension officers to aid farmers in data-driven decision making, farming better.

Weather forecasts and associated crop management advisories are distributed to extension agents and farmers using a variety of media.

Crop-specific thresholds are automatically processed by an algorithm that integrates location-specific weather forecasts from BMD and triggers locally-appropriate advice for a variety of crops depending on when and where they are grown, and in response to their climatic sensitivity.

Based on large-scale literature review of thousands of peer-reviewed studies, reports and scientific papers, scientists determined crop species-specific thresholds to climatic stresses at different periods during crop growth. They used these data to enhance nationally endorsed crop management advisories.

Agvisely ingests real-time numerical weather model forecast outputs supplied from BMD at the sub-district level.

The advisories in Agvisely are based on recommendations for farmers approved by the National Agricultural Research System in Bangladesh. Agvisely has been supported by USAID through the Climate Services for Resilient Development (CSRD) in South Asia and Cereal Systems Initiative for South Asia (CSISA) projects. These activities are aligned with the CGIAR Research programs MAIZE, WHEAT, and Climate Change, Agriculture and Food Security. These organizations do not necessarily endorse Agvisely and Agvisely shall not be used for advertising. For more information, contact: TK Krupnik (t.krupnik@cgiar.org), M. Aziz (azizdae@gmail.com) or M.A. Mannan (mammambmd2015@gmail.com).

For more information visit WWW.AGVISELY.COM