

# **Application of ICT for Information Access and Dissemination of Oil Palm Technologies**

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## **ABSTRACT**

To address field problems in oil palm instantly, ICAR-Indian Institute of Oil Palm Research is using Information Communication Technology (ICT) channels to disseminate oil palm technologies more effectively. Advisories on recommended practices of oil palm cultivation are published through SMS and voice calls in English and vernacular languages. Video conferencing is used to impart training to stakeholders. Increase in smart phone usage enabled development of static mobile apps on Oil Palm Cultivation Practices, Nutrient Management, Pest Management and Disease Management in three languages. Developed an interactive app as Oil Palm Crop Doctor to solve field level problems faced by the farmers in oil palm cultivation.

**KEYWORDS :** *ICT, Mobile message services, Mobile apps, Oil palm, SMS, video conference*