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**Announcement  
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Kerala Agricultural University

## [CLICK HERE TO DOWNLOAD FEM@mobile FROM GOOGLE PLAY STORE](#)

FEM@ Mobile is a mobile application in agriculture containing information on 100 crops. The application is so designed that it takes care of the needs of both small and big farmers.

The speciality of the tool is its simplicity. The well structured navigation path makes information retrieval easy. The content information is presented in small sentences and paragraphs. This makes the information easily understandable to common man.

Further, it is available free for download. The size of the application is below 1000 kb. Hence, users can freely download the application in their smart phone and use.

This work is an extension of the concept of farm extension manager. The application can also be download from the site [www.farmextensionmanager.com](http://www.farmextensionmanager.com).

There are six different categories of information covered under the tool. All the information on crop production is arranged under the first button.

The other broad areas of information are on plant nutrition, agro chemicals, organic inputs, and expert support. Besides contact details of various extension agencies of Kerala are also included.

The users can easily reach the crop on which they need information. The crops are categorized based on broad groups like spices, vegetables, medicinal plants etc.

Once you have selected the crop, information are provided under five different heads. The button on planting operations will give information on seed material, spacing, planting time, method of planting etc. The variety details button will give a broad description on all recommended variety of the crop.

Similarly, the fertilizer information button will make clear how much fertilizer to be applied, when and how. This assumes special significance in the homestead situation of Kerala. Here all the recommendations are made in per plant basis or by taking unit area in cents.

The after care button will give information on weeding, irrigation and other intercultural operations. The fifth button is on harvest and storage. The crop duration, maturity indicators, harvesting and the action to be done immediately after harvest is presented here.

This is followed detailed information on other topics like different organic and inorganic fertilizers, herbicides, fungicides and insecticides.

The mobile application has two advantages. Firstly, it acts as a capacity building tool for extension officers. The extension officers can refresh their knowledge at any point of time.

Secondly, it reduces the cost, time and locational problems involved in transfer of technology. This assumes special importance for the small and marginal farmers located in remote place.

Further, one of the major problems associated with communication is message distortion happening in the communication channel. The mobile application solves this problem as it carries the embedded message correctly to the end user.

The only thing to do is to download the application and install it in his mobile. Once, installed there is no further need for any internet connection. It was developed by a group of scientists of Kerala Agricultural University (KAU) working at Krishi Vigyan Kendra Malappuram, Kerala, India. The Department of Agriculture, Government of Kerala funded the project.

## **Content**