

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELGAUM**



**B.L.D.E. Association's
VACHANA PITAMAHA Dr P.G.HALAKATTI COLLEGE OF
ENGINEERING & TECHNOLOGY,
BIJAPUR - 586103.**



**DEPARTMENT OF INFORMATION SCIENCE
AND ENGINEERING**

PROJECT REPORT ON

“ACTION CALENDAR”
(SPONSORED BY KSCST)

BACHELOR OF ENGINEERING
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**Under the Guidance of
Prof. Daneshwari Noola**

Submitted by:

**KAUSHIK PATIDAR
NAVEENA PATTANASHETTI
PATTANASHETTI VIJAY
RAVIKUMAR PALLED**

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ABSTRACT

Agriculture is an important economic sector, since it provides food and income for a large segment of the population in developing countries.

This productive sector depends on a fruitful and fair interaction between the diverse actors – communication and information flows are critical to this process. By harmonizing existing information sources and making information accessible in appropriate formats, important gains can be made.

The link between agriculture and Information Technology has made the agricultural industry a major player in the adoption and expansion of Mobile and Communication technologies. The revolution in crop production is the new availability of computers, software, and satellites. This technology enables what is often referred to as *Precision Agriculture* (PA). Precision agriculture technology enables advances from a data-poor to a data-rich environment.

Our initiative, '*Action Calendar*' uses mobile phones and Internet technology to give personalized advice to farmers.

This novice concept grew out of a need for understanding and resolving the problems of farmers, especially issues that were voiced in meetings with several agriculture university faculties, and agriculture experts from research labs to understand the problems faced by local farmers. It was clear from these meetings that there is a need for an integrated system in place that addresses the farmer's locale-specific queries.

In the absence of such a system, farmers are left unsupported, as they struggle to make sense of varied, often unpredictable, issues such as weather, quality of the crops, condition of the market, etc. This also prevents the exploitation of farmers by middlemen or commission agents, as the farmers will be provided with updated information about weather, market demands and prices, etc. Besides, being economical, the application simulates the expert's advices at their fingertips in right context at right time instants.