

“Cashew India” App: A must see app for cashew stakeholders

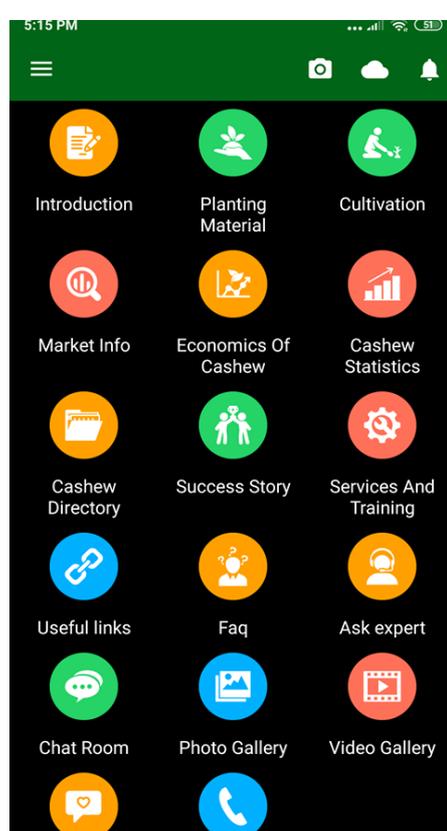


ICAR- Directorate of Cashew Research, Puttur in Karnataka has recently developed the "Cashew India" App for cashew farmers and other stakeholders of cashew in India.

Available in Google Play Store, this is an innovative app for everyone interested in farming. Developers claim that this is a unique app which shows a new path in development of crop related apps.

With the ideas of 'Farmer friendly' 'Comprehensive", 'Ease of use" and 'Country wide Info" in the background, the 'Cashew India' app is built with several unique features. This app gives comprehensive information on cashew grafts, nursery, cultivation, plant protection, post harvest processing, market information, e-market, various stakeholders such as farmers, researchers, developmental agencies and processors at one place. Here Farmer/User can upload and store his own cashew images and videos in "My cashew" sub-section of 'Cultivation" section. It is also possible to record the expenditure, observations and data of the cashew farm. Further, it is possible to order for grafts online in 'Planting Material" section from the research stations in a state. The user can give your buy/sell requirements in 'Market info" section and they can contact experts through "Ask Expert" section

The app is developed for 10 states of India such as Gujarat, Maharastra, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Chattisgarh, Orissa, West



Bengal and Meghalaya. So far, this might be the highest number of states in an app!! The app is in 11 languages i.e. Hindi, English, Gujarati, Marathi, Kannada, Malayalam, Tamil, Telugu, Oria, Bengali and Garo. It is very rare to see any app



being developed separately in so many languages that to without google translate help.

Interestingly, real time chatting is possible in 'Chat Room' with the users who are using app at a given point of time and E-speak button provided throughout the app enables the app to read text for users in different sections

The Concept, Design and development of the app is carried out by Dr. Mohana G.S. Senior Scientist and his team at the ICAR- Directorate of Cashew Research, Puttur, Karnataka, India.

The technical Information for the app is provided by Scientists of ICAR- Directorate of Cashew Research, Puttur & Scientists from centres of All India Coordinated Research Project on Cashew in the country. The financial support is provided by the Mission for Integrated Development of Horticulture, Ministry of Agriculture and Farmers Welfare, New Delhi through Directorate of Cashew and Cocoa Development, Cochin, Kerala.

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