



## IMPACT STORY

# WHATSAPP: A PLATFORM TO LEARN



Photo: Manisha Shrestha

*Azgar Ali (left) with his brother, Coochbehar, India*

Azgar Ali from Coochbehar, India who got into a full-time agriculture work after completing his graduation and now provides service to fellow farmers, proudly calls himself a progressive farmer.

Comparing his past, when he had ample land but still had to work hard to make the ends meet, to present, where he is sought by other farmers in his community for advice and trainings, believes that it is the new zero tillage techniques and conservation agricultural practices, which has helped lessen the expenditure and increase productivity, that he timely adopted, gathered all the necessary information and promoted among other farmers have improved his financial and social status in his community.



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It is the WhatsApp groups and the association with different agricultural officers, Satmile Satish Club working in the area of agriculture focusing on conservation agriculture, Krishi Vigyan Kendra, representatives from Uttar Bangla Krishi Vishwavidyalaya etc. that have helped farmers like Azgar Ali to connect with the right person in the time of need. As it becomes difficult for farmers to visit all the places all the time, the easily accessible social platforms have helped them connect, discuss and gather correct information from a reliable source whenever required.

It is this knowledge that has helped Azgar Ali as a farmer and equally enhanced his skills as a service provider. "There is no end to learning and knowledge should always be shared", says Ali. When he first bought his zero till seed drill on subsidy and realized its benefits, he decided that every farmer should get the benefit and thus started providing services by renting out the machine.

Currently, he is renting out tractor, mechanical rice transplanter, reaper, power tiller along with zero till seed drill. And now that the information on conservation agriculture is easily available on the touch of his fingers, he still believes that they need to be shared with other farmers in the community.