PEOPLE | TECHNOLOGY | SUSTAINABLE AGRICULTURE | STRONGER COMMUNITIES

From Knowledge to Prosperity

AI-POWERED AGRICULTURE KNOWLEDGE & CITIZEN SERVICES

A Case Study of eSakhi

Mahatma Gandhi University of Horticulture & Forestry, Chhattisgarh

An AI Agricultural Advisor for Farmers

STRONGER FARMERS
A PROSPEROUS CHHATTISGARH

Empowering Farmers | Bridging Knowledge | Stronger Communities | A Sustainable Tomorrow



> “अब खेती से जुड़ी सही जानकारी मेरे मोबाइल पर, मेरी भाषा में, कभी भी मिल जाती है।”
> – एक प्रगतिशील किसान, छत्तीसगढ़

From Questions to Better Farms

eSakhi enables farmers to access trusted agricultural knowledge, expert guidance and government information through a simple, conversational AI interface. It transforms complex institutional knowledge into easy-to-understand advice — helping farmers make informed decisions for better productivity and livelihoods.

Easy Access to Expert Knowledge
Ask questions in simple language, anytime.

Accurate & Reliable Guidance
Powered by institutional knowledge and expertise.

Supports Multiple Crops & Topics
Crops, horticulture, forestry, plant health and more.

Towards a Stronger Rural Economy
Better information.
Better decisions.
Brighter futures.

Informed Farmers Stronger India

Sustainable Agriculture | Rural Prosperity | Inclusive Growth

AI FOR PEOPLE.
FOR A BRIGHTER CHHATTISGARH.

From Agricultural Knowledge to Farmer Intelligence

Turning complex information into simple, actionable guidance.

Same Questions. Better Solutions.

The Challenge

Valuable Knowledge, But Difficult Access

Agricultural universities and research institutions create vast knowledge on crops, horticulture, forestry and allied areas. But for many farmers, accessing the right information at the right time is still a challenge.



The Traditional Journey

Multiple steps. Multiple touchpoints. Often confusing.

- **Search for information** — Browse websites, documents or brochures
- **Understand technical language** — Complex and scientific terminology
- **Contact extension network** — Reach out to officials or experts
- **Wait for a response** — May take time, not always available
- **Uncertainty remains** — Difficult to know if the information is right for my field

A simple question should not be a difficult journey.

The Transformation

Ask. Understand. Guide. Empower.

eSakhi introduces a conversational AI layer between institutional knowledge and farmers — making it simple to get accurate, relevant and easy-to-understand guidance in their own language.

01 **Ask Naturally**
Farmers ask questions in simple language (text or voice).

02 **AI Understands**
AI interprets the intent, context and local relevance.

03 **Connects with Knowledge**
Fetches relevant information from university research, advisories and expert content.

04 **Explains Simply**
Provides easy-to-understand, practical guidance in the farmer's preferred language.

05 **Helps Take Action**
Farmers get clear next steps for better productivity and livelihoods.



The same knowledge. A simpler path.
A stronger tomorrow for our farmers.

- Faster Access to Information
- Relevant & Reliable Guidance
- Less Dependency on Intermediaries
- More Informed Farmers

> When knowledge reaches every farmer, opportunities grow for everyone.



SUSTAINABLE FARMERS STRONGER CHHATTISGARH

Real Impact for Farmers.
Smarter Insights for a Stronger Chhattisgarh.

Every farmer's question is a step towards better decisions and a stronger tomorrow.

People's Questions. Policy Insights. Real Change.

Empowering Farmers, Every Day

eSakhi helps farmers get reliable, easy-to-understand answers to their agricultural queries — anytime, anywhere, in their own language.

Access to Expert Knowledge
Scientific and practical guidance made simple

Multilingual Support
Answers in Hindi, Chhattisgarhi and more

Anytime, Anywhere
Available 24×7 on web and mobile

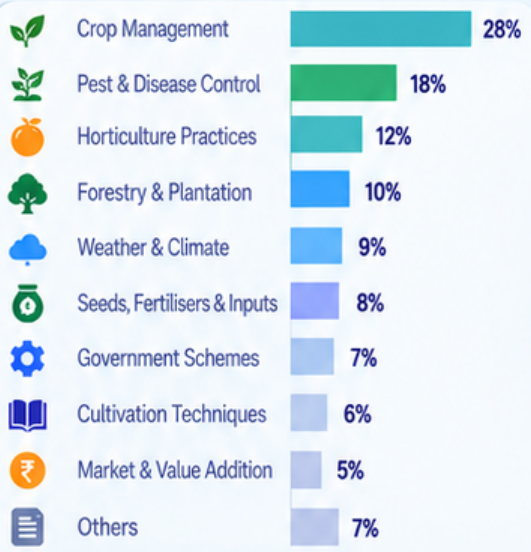
Trusted Information
Backed by university research and expertise

> "Ab kheti ki har samasya ka jawab mujhe mere mobile par mil jata hai."
> — eSakhi User, Chhattisgarh



What Farmers Ask About

Common categories of queries on eSakhi



Real Questions. Real Needs. Real Impact.

These insights help us understand what matters most to farmers — and how we can serve them better.

From Individual Queries to State-Level Intelligence

Every interaction creates valuable insights that can help in planning, policy-making and targeted support.

Farmer Queries → Real questions from the field

AI Analysis → Identify trends and patterns

Knowledge Insights → Understand gaps and needs

Informed Action → Better advisories, policies and programs

What This Means for Government Departments

eSakhi demonstrates how AI can turn citizen interactions into actionable intelligence.

Identify Emerging Issues
Early signals of crop pests, diseases or regional concerns

Improve Service Delivery
Understand information gaps and strengthen outreach

Data-Driven Policy Support
Insights from real farmer needs to guide schemes and decisions

Scalable Model
A replicable approach for other departments and citizen services

A Stronger Agricultural Ecosystem

When farmers are better informed, the entire ecosystem benefits.

Higher Productivity · Better Incomes · Stronger Rural Communities · Sustainable Practices · A Prosperous Chhattisgarh



Informed Farmers. Thriving Communities. A Brighter Chhattisgarh.

> "When citizens have access to the right knowledge, governance becomes more responsive, inclusive and impactful."

People First · Technology for Good · Sustainable Growth · A Better Chhattisgarh

A Blueprint for Citizen-Centric Government Services

Responsible AI. Scalable Impact. Stronger Communities.

Knowledge for People. Progress for Generations.

EMPOWERED FARMERS STRONGER CHHATTISGARH

Responsible AI for Public Good

eSakhi is built on the principles of responsible, transparent and human-centric AI, with institutional oversight.

Trusted Information
Grounded in university research, validated by domain experts.

Human-in-the-Loop
Complex or sensitive queries are escalated to experts and officials.

Safe & Secure
Built with strong data security and privacy practices.

Inclusive & Accessible
Supports multiple languages and simple, conversational interaction.

Transparent & Accountable
Clear source of information, with continuous review and updates.

Technology serves best when it empowers people and respects their trust.

A Replicable Model for Multiple Departments

The eSakhi model can be adapted for any department that has institutional knowledge, policies, schemes or services to deliver.

Agriculture
Crop advisories, schemes, market information

Forestry
Forest management, NTFP, biodiversity, conservation

Health
Health information, scheme guidance, service navigation

Education
Scholarships, admissions, academic support

Rural Development
Schemes, eligibility, application guidance

Women & Child Development
Benefits, services, entitlements

Tribal Welfare
Livelihood programs, entitlements, community support

Citizen Services
General information, grievance guidance, service access

And Many More
A flexible model for a more responsive government

One platform. Multiple departments. A more connected, more informed and more empowered Chhattisgarh.



A Brighter, More Inclusive Tomorrow

The eSakhi initiative demonstrates how AI can bridge the gap between institutional knowledge and citizen needs — starting with agriculture, but with the potential to transform multiple government services.

By making reliable information accessible, actionable and easy to understand, we can create a more informed, resilient and prosperous Chhattisgarh.

From Government Knowledge to Citizen Empowerment.

Informed Citizens. Thriving Communities. A Stronger Chhattisgarh.

- Sustainable Development
- Inclusive Growth
- Better Opportunities
- A Brighter Chhattisgarh