



Centre on Integrated Rural Development
for Asia and the Pacific (CIRDAP)

**"Use of IT in Faster and Cost-Efficient Sharing
of Knowledge on Rural Development"**

SPECIAL EDITION OF CIRDAP

***"Towards Vibrant, Prosperous &
Happy Rural Communities"***

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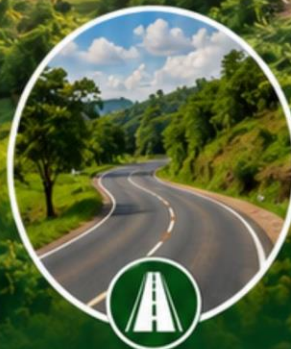
CIRDAP Expert in IT



**EMPOWERING
FARMERS**



**WOMEN
EMPOWERMENT**



**SUSTAINABLE
INFRASTRUCTURE**



**INNOVATION FOR
RURAL TRANSFORMATION**



Use of IT in Faster and Cost-Efficient Sharing of Knowledge on Rural Development

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Introduction

The current document is an overview of the software developed for bulk dissemination of Information on Rural Development for CIRDAP which is an implemented solution to automate the regular knowledge sharing of CIRDAP's publications on rural development to member countries and experts worldwide through e-mail. The software is in operation since November 2024 and is found to be very helpful by CIRDAP in achieving its objective.

Project Brief

One of mandate of CIRDAP is to serve as a clearing house and data bank for information on IRD in the region and promote the dissemination of information through publications to its 15 member countries. His Excellency Dr. P Chandra Shekera ever since he took over the charge of Director General of CIRDAP in September 2024 has been focusing on awareness and faster knowledge sharing for inclusive, sustainable and rapid rural development across all the member countries and globally. Soon on joining the office, he initiated the monthly newsletter – 'Voice of CARDAP' which is circulated to about 120,000 experts, member countries and globally every month through e-mail. Other than the monthly newsletters there are publications like Rural Development Reports and many other publications which are shared by CIRDAP.

These multiple publications along with the attachments were sent manually through e-mail to about 120,000 recipients every month. The entire process was extremely manpower and time intensive. The process to manually send monthly newsletters to entire 130,000 recipients was a challenge to complete within month due to intensive involvement of manpower resources and time.

In October 2024, 2024, His Excellency Dr. P Chandra Shekera, Director General of CIRDAP envisaged to automate the process of sending bulk email by use of Information Technology. Mr. Manish Saxena, the then Senior Consultant IT at Ministry of Agriculture and Farmers Welfare, Government of India was consulted who has successfully led the development and implementation of large IT platforms of various flagship schemes of Government of India. Subsequently meetings were organized under the chairmanship of DG, CIRDAP on the problem statement, challenges, detailed requirement, solution and the budget constraints. A quick solution was designed, developed, deployed and implemented in November 2024 within a month time by Manish Saxena. e-mail list of 120,000 recipients was sanitized and restructured, and training was also provided to CIRDAP officer on operation and support.

The software is very easy to use, highly user friendly, secure which can send e-mail to any number of recipients with just one mouse click. However, the e-mail service provider of CIRDAP i.e. Google has a limitation. Hence the software was modified to smartly mitigate the limitation to send daily email to maximum recipients without incurring any additional cost to CIRDAP in engaging any new email service provider.

The software has caused enormous saving in manpower and time to CIRDAP. The software is much faster and sends bulk e-mail in fraction of time as compared to manually sending e-mails. The solution and other related services are provided free of cost to CIRDAP in interest of rural communities across all the member countries of CIRDAP and other part of the world. Software developed in open source to avoid licencing fees to CIRDAP for any base software. Manish Saxena is providing his services free of charges for any maintenance, support and enhancement to the software.

On an average approx. 200,000 emails are being sent every month. Approximate 3 million e-mails have been sent globally till date since its implementation in November 2024 through this software to disseminate the information on Rural Development.

The software is found to be very useful by CIRDAP officers. The key user of the software in CIRDAP are Dr. Usharani Boruah, Librarian and Ms. Hurain Jannat, Communication Officer. The efforts of

Manish Saxena in providing the solution to CIRDAP has been highly appreciated by His Excellency Dr. P Chandra Shekera, Director General of CIRDAP.

About IT Expert

Manish Saxena holds master's degree in computer application (MCA) in 1995 and has over 31 years of international experience in development and implementation of various IT Applications in the domain of Agriculture, Rural Development, Finance, Banking, Retail, Logistics, Supply chain, Warehousing in both Corporate and Government sector.

Since year 2014, he worked in lead role as Senior Consultant (IT) with Ministry of Agriculture and Farmers Welfare and other allied ministries of Government of India and also with National Bank of Agriculture and Rural Development. He has led the development of multiple IT Applications for implementation of various schemes of Government of India across the country benefitting over 140 million farmers families of the country implementing the schemes budgeted to be of over Rs 5 Lakh Crores (USD 65 Billion).

Manish has technical lead the development and implementation of the National Agriculture Market (eNAM) portal of Ministry of Agriculture and Farmers Welfare, Government of India. eNAM is the largest digital trading platform of India for agri commodities which integrates over 1500 regulated wholesale markets (Agriculture Produce Market Committee) and facilitates over 60% trade across regulated markets in India. eNAM was launched by Hon'ble Prime Minister of India in April 2016. Manish has also lead development of portal for Market Research and Information Network which reports and disseminate price and arrival information of all agri commodities across all (4000+) wholesale regulated markets of India.

Manish has also lead development many other portal for Funding Agri Infrastructure (AIF), Plant Protection, Plant Quarantine, Agri Extension, Farm Mechanization, Agri Investment, Natural Farming etc. and has played lead role in various other IT initiatives like Digital Agriculture, Farmers Database, Data Governance Quality Index, Convergence of schemes, PM KISAN, Soil Health Card, Fertilizer Supply Chain, National Rural Livelihood Mission (Ministry of Rural Development) etc. He has played key role in writing many proposals including National Farmer Database. Manish has been actively involved coordination between various ministries, state government. He was member of various committees of the Ministry. He was attached with high level committee setup by the Supreme Court of India on the Farm Laws for liberating agriculture marketing. His efforts is appreciated by many senior bureaucrats and office of Hon'ble Minister and by Supreme Court Committee for his skills, quality and rapid delivery and integrity.

Prior to this, Manish has worked with large organization in Australia for 15 years in food supply chain from prom procurement, logistics, warehousing, retail. He has also led the development of Financial and Banking Applications and has worked for NABARD, India, for Solace Technologies (Australia) and for TMB Bank, Thailand.

Manish is privileged of being associated as Expert for Centre on Integrated Rural Development in Asia Pacific (CIRDAP). He has also designed and developed software for CIRDAP which has resulted in high efficiencies in knowledge sharing since last 1.5 year since its deployment. Manish would like to convey special thanks to HE Dr. P. Chandra Shekara, Director General, CIRDAP for his continuous motivation, support, guidance and advice.