

Assam Small Farmers'  
Agribusiness Consortium  
Assam, India  
www.assamagribusiness.nic.in

**Industry:**

Public Sector

**Oracle Products & Services:**

Oracle Database

**Implementor:**

Oracle Partner National  
Informatics Centre  
www.home.nic.in

**Agribusiness Portal a Ray of Hope for Farmers**

The Assam Small Farmers' Agribusiness Consortium was established to help farmers in the North Eastern States of India earn higher incomes by modernizing their approach to agribusiness. The Consortium promotes the latest commercial and technology-based agribusiness practices and fosters partnerships with government, financial, research, and investment institutions.

**Challenges**

- Collect essential information relating to farming, such as weather, market data, production techniques, significant events, government policies, and new research ideas
- Educate farmers about modern agribusiness techniques
- Establish direct links between farmers, government departments, research institutions, and the corporate sector
- Forge direct links between buyers and sellers of produce
- Deliver and market modern agricultural services required by client farmers
- Create new opportunities for employment and improved welfare in the agricultural sector of north-eastern India

**Solution**

- Created a central Oracle database housing all agribusiness information useful for farmers, managers, traders, banks, government agencies, and corporate users
- Launched ASHA portal, accessible through Community Information Centers and the Web, to provide farmers with the latest market information and agribusiness knowledge
- Set up Community Information Centers with resources to develop localized and self-sustaining knowledge centers
- Protected sensitive information using MD5 encryption for passwords, ensuring only authorized users are able to access and filter certain types of data
- Ensured accuracy and relevancy of information through regular validation of data input
- Reduced Web site management burden by automatically redirecting erroneous requests to known pages on the portal