



**Mr. Parikshit D. Bokare**  
Nanded, Maharashtra



## The Cotton Apps

Mr. Parikshit Bokare (26) post graduated in Agriculture Plant Pathology from Dr. Panjabrao Krishi Vidyapeeth, Akola, Maharashtra. After post-graduation, Mr. Parikshit joined the National Watershed Conservation Project, Wardha, Maharashtra, as a Project Manager. He was fully involved in formation of self-help groups SHG and realised the importance of agri-entrepreneurship at the village level. He wanted to become his own boss. Therefore, Mr. Parikshit quit his job and joined a two month training programme under Agri-Clinics and Agri-business Centres scheme at the Krishna Valley Advanced Agricultural Foundation, Sangli, Maharashtra. Mr. Parikshit started doorstep consultancy in major crop production. Realising the significance of e-extension services to farming community, he wanted to develop crop-specific text information that farmers could use and apply as per their requirement. Mr. Parikshit contacted a friend of his who had a Master's degree in Information Communication and discussed with him, the development of an e-application on cotton crop in Marathi language. Within five days the App was developed. Mr. Parikshit contacted Dr. B. Venkateshwarlu, the Vice-Chancellor of the Vasant Rao Naik Marathwada Krishi Vidyapeeth, Parbhani, and demonstrated the use of the Cotton App in the presence of Hon. Mr. Diwakar Raote, State Transport Minister, Maharashtra. This Cotton App is the first authentic source of information on cotton cultivation practices and was launched on occasion of Marathwada Mukti Sangram Din i.e. 17th September 2015. Dr. Venkateshwarlu assigned Mr. Parikshithim the job to prepare such e-applications on different crops. More than 500 farmers from Marathwada region attended the programme and got familiar with the cotton app. Mr. Parikshit developed two more apps on Integrated Pest Management. Reliance Foundation has assigned Mr. Bokare as its technical expert.



- Address** : 231, Shivnery, nanded Housing Society, Vijaynagar, Nanded, Maharashtra
- Qualification** : M.Sc Palnt Pthology
- Age** : 26 Year
- Nodal Training Institute** : SSV-Pune
- Name of Venture** : Krushi sarthi
- Nature of Services** : Preparation of Anroid App on Major crop and agri-consultancy
- No. of Farmers Covered** : 500
- No. of Villages Covered** : 20
- Annual Turnover** : 1.00 Cr.
- No. of Employment** : 4 person
- Mobile** : +917588526040
- Email Id** : admin@krushisarathi.in
- Website** : www.krushisarathi.in