

**VISTAAR:**  
**VIRTUALLY INTEGRATED SYSTEM TO ACCESS**  
**AGRICULTURAL RESOURCES**

# FARMER-TO-FARMER VIDEOS



## REACH

- 7,000+ videos
- +80M YouTube views
- 100,000 extension agents
- 6M farmers (60% women)

## IMPACT

- \$35 → \$3.50 per farmer adoption, 10X more cost effective



Soil bund preparation methods Gomma

253 views • 11 days ago



Use of Paddy straw mulch in ZT potato

184 views • 13 days ago



जीरो टिलेज से आलू की खेती करने में सामग्री

113 views • 13 days ago

# VISTAAR: AN AI ASSISTANT POWERING AGRICULTURE EXTENSION



1. **Increase efficiency** of climate smart agriculture, gender inclusive extension
1. **Deliver actionable advisory in local languages**, tailored to unique farmer needs
1. Co-develop a stakeholder-driven **governance model**
1. Empowering extension agents to **deliver results & amplify farmer voices** to researchers & policymakers

**550K EXTENSION AGENTS**  
**260MN FARMERS**

# VISTAAR STACK



## Content Suppliers

Locally relevant advisory content on gender inclusive, climate-smart agriculture

## Network Orchestrators

Content quality control, verification, and stewardship

## Content Consumers

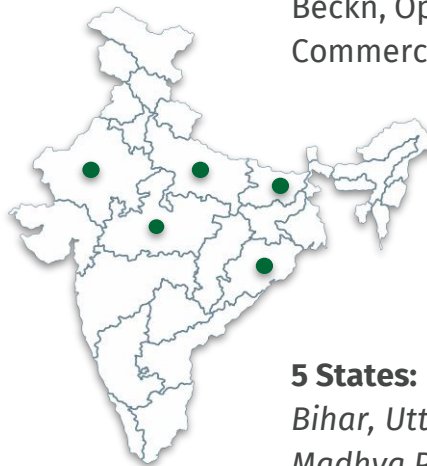
Content users, consumers, and feedback providers

## Open Tech Building Blocks

Federated tools to for AI, data protection, discovery/exchange, accountability

### Interoperable with other DPIs in India:

Beckn, Open Network for Digital Commerce (ONDC), Bashini, Agristack



### 5 States:

*Bihar, Uttar Pradesh, Odisha, Madhya Pradesh, Rajasthan*

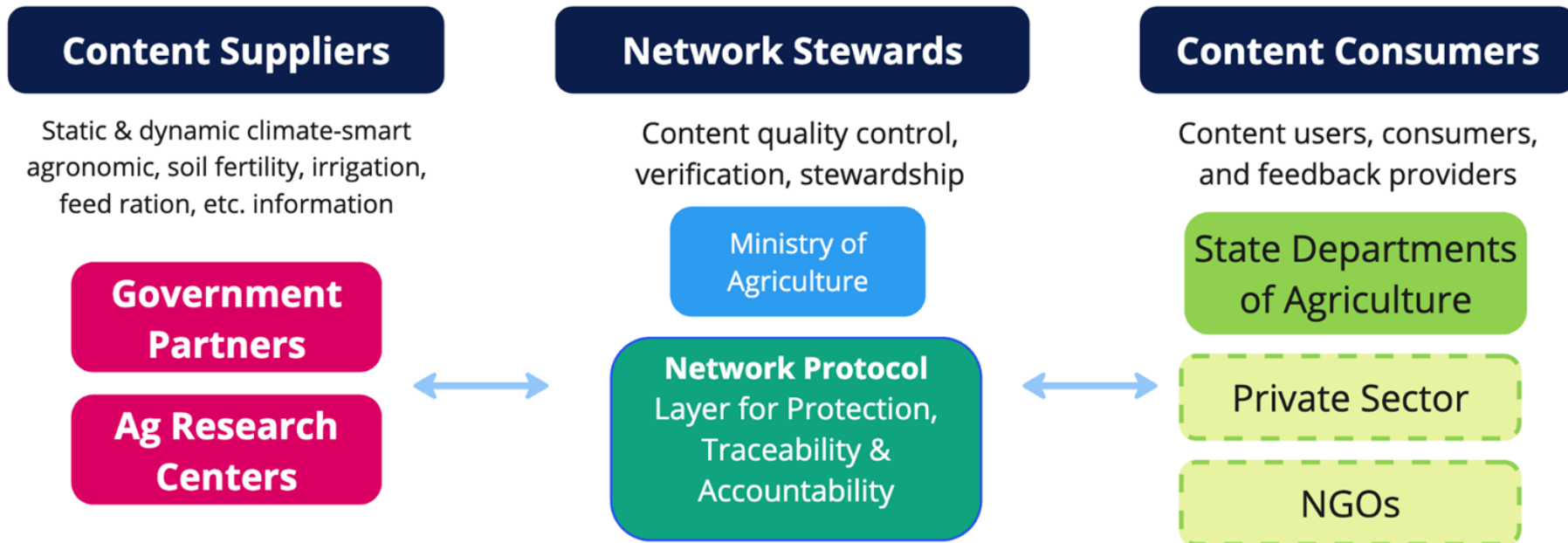
**5,000 Extension Agents**

**500,000 farmers**

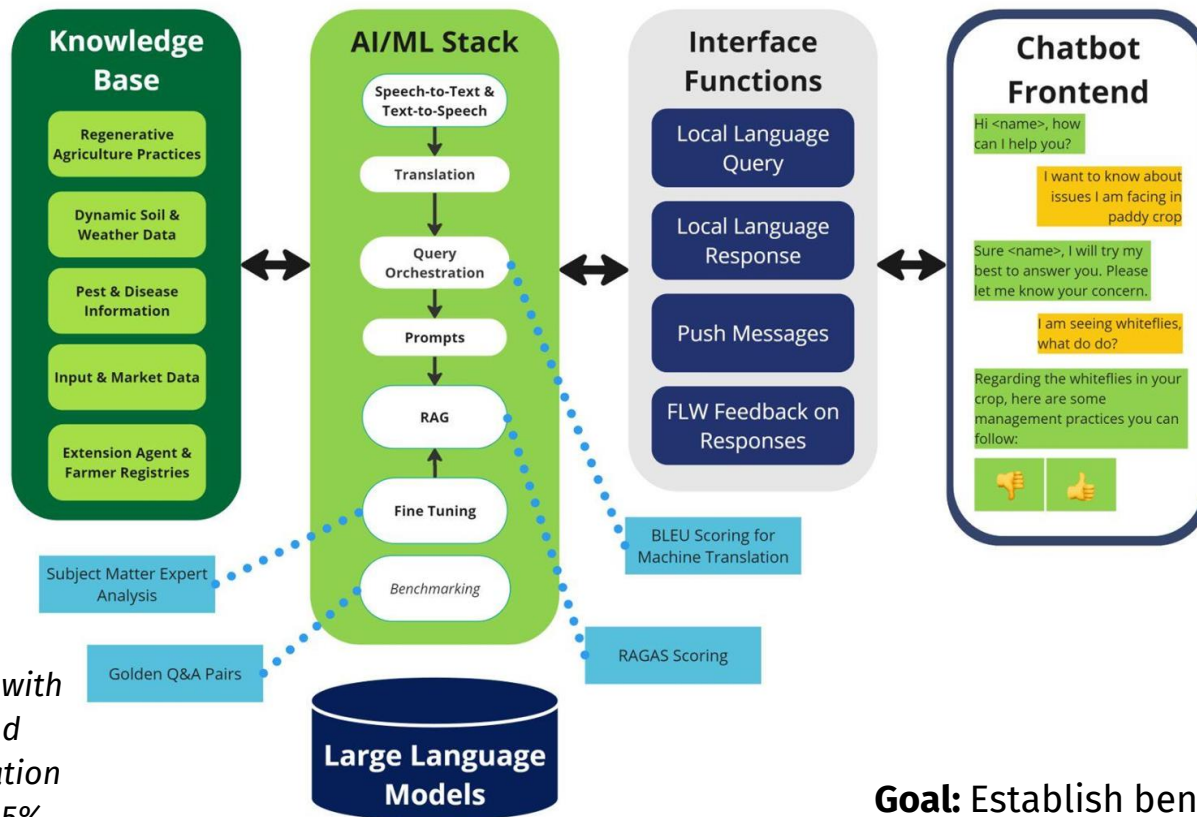
**20 commodities**

**Goal:** \$35 → \$0.35 per farmer adoption  
100x more cost effective

# VISTAAR NETWORK GOVERNANCE



**Goal:** Establish national & state-level governance model for content protection and exchange



*In recent tests using GPT4-Turbo reranking, we reduced responses with hallucinations from 23% to 0% and responses with irrelevant information from 37% to 3%; responses were 65% faster but cost 6x more.*

**Goal:** Establish benchmark and achieve 90%+ performance scores

# VISTAAR GENDER AND CLIMATE LENS



1. Develop an inclusive knowledge base that considers the needs of women, climate, and marginalized populations
1. Establish quality benchmarks for accuracy, gender bias, and climate focus
1. Support stewards and partners to develop their own gender and climate-smart content pipelines

8:41 / 10:41

How may I help you?

How to water nursery beds?

To water nursery beds, you can use a smaller bucket to fetch water from a larger container or use a hose. Carefully pour the water onto the nursery bed, ensuring that the soil receives adequate moisture for plant growth. Repeat this action methodically to maintain the necessary hydration for the plants or seeds in the beds.

See Detailed Answer

Enter your query

# CONNECTING INSIGHTS

## FROM FIELD



*“In a self-help group meeting, I used the chatbot among the women. One farmer asked a question... In the next meeting, she said that her field is free from pests.”*  
- Woman extension worker, Bihar



## TO PARTNERS

### LINKING CONTENT/ SERVICES

*Plug-in content/ services into  
[vistaar.da.gov.in](https://vistaar.da.gov.in)*

### BUILD-YOUR-'OWN' BOT

*Built as open source to  
enable others to build their  
own bots, end-to-end*

**BUILD YOUR OWN: [HTTPS://VISTAAR.DA.GOV.IN](https://vistaar.da.gov.in)**