“Program + Channel” New Exploration of Media for Farmers

Practice and Experience of Hubei Ridge on the Channel New Farmers Association for Agriculture, Farmer and Rural Areas

“频道+渠道” · 媒体惠农新探索

湖北垄上行新农会深度服务三农的实践与体会

Hubei Ridge on the Channel New Farmers’ Association Information Technology Co., Ltd

湖北垄上行新农会信息科技有限公司
Started in 2002, serving farmers for over 10 years. Praised by leaders, recognized by the industry and welcomed by farmers. Extended Ridge on Channel and several service industries for agriculture.
Engaged in new type rural and agricultural ICT services exploration and practice

Integrating agricultural information broadcasting service resources under “ridge on channel”

Fully cooperation with social resources

Serving farmers closely

Innovation information service module for agriculture
Integration of program and channel
Combination of flooding and trickle irrigation
Mutual support of information and business
One stop practical service platform

- Focusing on serving agriculture, farmer and rural areas, covering migrant workers, rural residents, providing services on agricultural technology, methods to get rich, supply and demand, legal rights, group purchase, and healthy life to more than 40 million farmers in the province

- More than 300,000 members of Ridge on Channel new farmers’ association. Daily posting of 2000 pieces of agriculture information with more than 100,000 words. Providing agricultural information services to about 75 million people each year.

Information on agriculture: thorough
Channels for agriculture: thorough
Solving problems for farmers: thorough
What we do

ICT construction

- Covering all rural and urban areas in Hubei province, 24 hours broadcasting, setting up a Ridge on Channel with various agricultural programs and establishing a complete information communication and sharing system.
- 60 seats, 7*24 ridge call center with suitable hardware and software, 965333 ridge hotline. Piloting the joint construction with the agricultural department in Jinzhou to establish 12316 technology service hotline and giving assignments, coordination, return visits, publicity and promotion to 500 agricultural technicians in different towns.
- Cooperating with Hubei Mobile, and sending more than 300,000 “ridge on channel” mobile phone newspapers per day in the province with different contents for different agricultural production regions.
Cooperating with the organization department of Hubei provincial party committee, and Hubei Agriculture Department, to initially establish a grassroots service network of town agricultural technician team, Ridge on Channel farmer journalists, Ridge on Channel information center directors, distance Ridge on Channel upward backbone team.

Established 1 agricultural comprehensive information service internet station—“Ridge China”, and opened mobile internet interaction products such as weibo, wechat, enterprise QQ, mobile internet WAP website, and mobile customer terminal software.

Initially established 1 agricultural comprehensive information service platform basic application database and began to explore the business service “TV+ internet” for agriculture.
Ridge on Channel comprehensive agricultural information service platform operation framework
High ownership and usage rate of “TV + mobile phone” by farmers in rural areas

“Program + channel” “broadcasting + service”
Prompt and effective delivery of agricultural technological public information services

Using call center, TV programs, mobile phone newspaper, mobile phone user terminals, website, weibo and wechat to build an effective information entrance through various methods such as multi-channel broadcasting, three-screen interaction, and three-network convergence.

Two way interaction with farmers

Providing practical and useful information services to farmers in an all-round way, such as agricultural science and technology, policy interpretation, getting rich opportunities, market demand and supply, complaints and legal rights, group purchase, healthy life, contract farming.
Close and cross-over information channels are provided to solve the "last mile dilemma" in the rural information broadcasting environment to achieve seamless coverage and effective arrival of information.
Ridge on channel
Have served farmers wholeheartedly for ten years and gained trust from the cadres and the masses in Hubei Province

Case 1 in 2005 live broadcasting of “rice machinery seedling slinging” technology in 2005, which popularized the new technology 3-5 years in advance. This new technology was believed to need many years for wide promotion.

Case 2 in 2006 a once-in-one-hundred year rice plant hopper disaster in Jianghang Plain
Various programs invited experts to give on site guidance for prevention and treatment, which avoided larger disaster and reducing losses of nearly 100 million RMB.

Case 3 in 2008 Poor sales of orange due to maggot incident in Jinzhou
Hosts and journalists helped farmers to sell more than 10 million kg oranges through various charity sales.

Case 4 in 2011, once-in-50-year drought
All the programs acted actively, organized experts to go to countryside for over 30 times and gave aided materials worth of 500,000 RMB.
Ridge on Channel opened various agricultural programs. The self-produced programs exceed 200 minutes per day. The audience rating of most programs rank on top in the rural market in Hubei province. Leading position among the national media of the same category. Fully satisfying information demands of rural audience.
The Village Committee Duty Room is about 50 minutes, which is live broadcasted through “ridge on channel” and “Hubei rural radio FM 91.2” from 11:50 am to 12:40 pm at noon every day. It is connected with the background service of the call center, relies on the support from experts and functional departments to provide policy consultancy, support, help, agricultural technology information, emotion mediation, reasoning for disputes, so that troubles and problems of rural cadres and farmers can be responded real-time online.

How we do it

Live programs + call center to lower the threshold for users to obtain and use information services
Ridge on Channel call center provides users with answers according to their needs through one to one communication. It delivers our closest services to users 24 hours. It handles more than 5000 calls per day.
Mobile phone newspaper is currently an important carrier for agricultural information in a peer-to-peer transmission way, which established an interconnection and mutual assistance platform for farmers. Ridge on Channel sends more than 300,000 mobile phone newspapers every day.
How we do it
【村委会值班室】
播出时间：日播50分钟

拨打热线参与互动：
点击拨打热线960335

短信参与互动：
点击发送短信到960335

村委会值班室：
点击发送短信到960335

【打工服务社】升级啦！

乡亲们，好消息，好消息！

湖北垄上频道《打工服务社》6月10号全新改版上市啦，每晚9点08分，开门迎客。

咱们《打工服务社》是湖北垄上频道新研发的一档情景式服务类栏目，主要服务全省农民工朋友，为大家找工作、技能培训、帮忙维权等。

为更好地服务农民工朋友，咱们《打工服务社》将整合社会资源，通过电视栏目、微博、微信、网站、手机报等服务手段，打造一个超值打工信息服务平台，成为你们最信任的朋友和工具。

一个站三个帮，有困难尽管说！
维权部，法律支撑，帮你维权。
信息部，为您发布各类消息，求职交友难题一网打尽！

培训部，帮您搜罗各类培训学校，学习考证上岗全包办！
183 agricultural technology experts
160 farmer journalists
More than 700 new commune store managers
More than 2800 information station directors
More than 30000 distance education backbone
Jointly support the platform.

Information messengers, enthusiastic attends, and agricultural technology promoters for farmers

How we do it
How we do it

Information Processing Interconnection System of Ridge on Channel New Farmers’ Association Agricultural Information Service Platform
The platform establishes a basic application database based on the collected information and data on agricultural personnel, agricultural enterprises, and agriculture related problems.
The platform establishes a basic application database based on the collected information and data on agricultural personnel, agricultural enterprises, and agriculture related problems. It gives consultation and answers through the unified information processing and distribution system based on the platform database and distribute information services through various terminals, channels, and media.
Focusing on service targets, using the most convenient method for the majority of farmers so that they can obtain information in a fast, simple, direct and inexpensive way, and help them to acquire and use information actively and enjoy information services. It satisfies various information demands of farmers, and accelerates the application and development of the new media in rural areas.

Mobile phone 15272314742: Thanks for Ridge on Channel New Farmers’ Association. You taught me technologies. This year I had a big harvest. You are really a good teacher.
Mobile phone 13687233186: I am from Qiangjiang. I am 43. I sent a few messages in the mobile phone newspaper and found a wife. She is from Gong’an. We are married. Thank you, the mobile phone newspaper of Ridge on Channel.
Mobile phone 13872380984: Thanks for the Ridge on Channel call center platform. All of my selling and buying deals are done. Thanks!
Mobile phone 15090739151: I am a migrant worker in Hainan. Ridge on Channel always accompanies me. I wish Ridge on Channel will be more successfully in the New Year and be closer to people’s heart.
Achievements

10 years thoughtful services gained farmers’ trust
Practical, easy and engaging
The best integration, promotion, and broadcasting station for information services
Largest collection center and service hub for farmers’ demands
Mature information service model tested by practice
The system framework has been forged. All the applications in the system are in steady construction.

Famous brand
Very effective
advantages
Large influence
Mature model
Framework

10 years thoughtful services gained farmers’ trust
More than 100 large, medium and small activities are organized every year. Among them, the annual “Spring/ Autumn Ridge on Channel” is the largest. In the past two years, “Ridge on Channel rallies” were held about 50 times to deliver art, service and happiness to rural areas and have become big festivals for farmers.
The onsite scene of Spring Ridge on Channel of 10 years’ success: even rain could not stop enthusiastic farmers to participate.
Spring Ridge on Channel was held on April 2, 10, 15, 2013 in Xihe of Suizhou, Xinzhou of Wuhan, Tongshan of Xianning.
The previous Ridge on Channel New Farmers’ Association • Rallies sent arts, services and benefits to rural areas and formed a “chorus for the benefits of people” participated by various departments and formed rural festival market activities under new situations.
To win farmers’ trust and accumulate customers by mature and quality services.

To establish database through interactions with farmers to collect information on users’ demand and feedback.

Repaying agricultural information services provided by the new farmers’ association through profits from business trials.

To use more precise services to attract more users and use the large number of users to guide factories to carry out commercial exploration according to farmers’ demands.

Our operation and development principle
We have piloted the joint construction of 12316 agricultural hotline with the agricultural department in Jinzhou. We connect 12316 into ridge call center, and fully bring 12316 into play in the agricultural technology services. Meanwhile, we have piloted the “work order model” agricultural technologies services in Jinzhou and carried out unified arrangements, assignments, return visits and publicity. A phone call from a farmer can have the onsite guidance from a technician and the service will be supervised by return visits.
In order to better cultivate agricultural e-commerce market and the internet using habits of farmers, we set up grassroots agricultural technological stations in Xingou town, Jianli County, Jinzhou City, Hubei Province and other places, which were equipped with software and hardware equipment such as touch all-one-one PC, free wifi. We use public information services such as illustrations of agricultural technologies, public inquiry services and free internet to attract users to give detailed introductions to our e-commerce products and purchase methods.

Our exploration ②-- Speeding up the popularization of internet in rural areas through offline channels such as grassroots agricultural technology center.
Membership services Large data application “TV+ Internet” commerce
To help farmers to buy goods and services with cheap price and good quality
And guide farmers to plant and sell green and safe agricultural products.
“Ridge (public) group purchase” activities help farmers to save more than 9 million RMB, though various group purchase including home appliance, daily necessities, agricultural materials, heath care with the trade volume of more than 70,000 RMB.
“Ridge on Channel (public) group purchase” uses multi-channel to publicize such as mobile phone newspaper, TV advertising video, website, weibo, and wechat and gives answers to users’ inquires by call centers or sms.

We also cooperate with the post bank in the urban and rural areas. Farmers can pay a deposit at first and pay the rest upon the arrival of the goods to solve the payment difficulties to some rural users.

Ridge on Channel New Agriculture Association gives an effective trial of industrial products into households by “TV +e-commerce” according to rural ICT facts and achieved considerable results.
Ridge on Channel New Farmers’ Association… provide one to one information services to farmers and help them to obtain extra benefits apart from relevant national subsidies in health care, schooling, production and life materials purchase. On December 15, Ridge on Channel New Farmers’ Association organized a group purchase of washing machine. Apart from the home appliance subsidies for rural areas, farmers can save more than 400 RMB on each washing machine. About 900 orders were received in three days. Even the person in charge of the factory in the local area exclaimed, “We did not expect such a momentum. We can barely handle it.”

From TV Channel in This Way, Guangming Daily, December 21, 2011
In order to solve the selling problems of agricultural products, we also organized “Quality product from Ridge on Channel” program. Though in-depth cooperation with large plantation and cultivation family farms, specialized cooperatives, and small and medium enterprises, we sell quality green agricultural products to the city. Meanwhile, we actively explores the order agricultural and agricultural e-commerce sectors.
Our exploration — Commercial services to agricultural enterprises

Using media advantages to publicize quality green agricultural products from Hubei province.


Increasing enterprise operation capacity, facilitating brand incubation of local agricultural products of Hubei province to enhance the publicity and reputation of agricultural products of Hubei province in China.
Service as principle, demands as direction. We do whatever farmers need.

Close and thoughtful services for farmers

Our experience

Cultivating farmers' information consciousness and abilities

Providing purchasing channels for rural residents to buy green and safe agricultural products

Helping farmers to learn how to use information → benefits from information → willing to pay for information are the indispensable basis for the acceleration of rural ICT.
Thank you and your comment is welcome!