

“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





Hubei Radio Station

Hubei Ridge Media Cooperation

Focusing on building a professional agricultural channel in Hubei province--- Hubei radio and television Ridge on Channel and extended industry

Striving to make Ridge on Channel a large platform and brand to serve agriculture, farmer and rural area in Hubei and China



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



Our positioning



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



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.



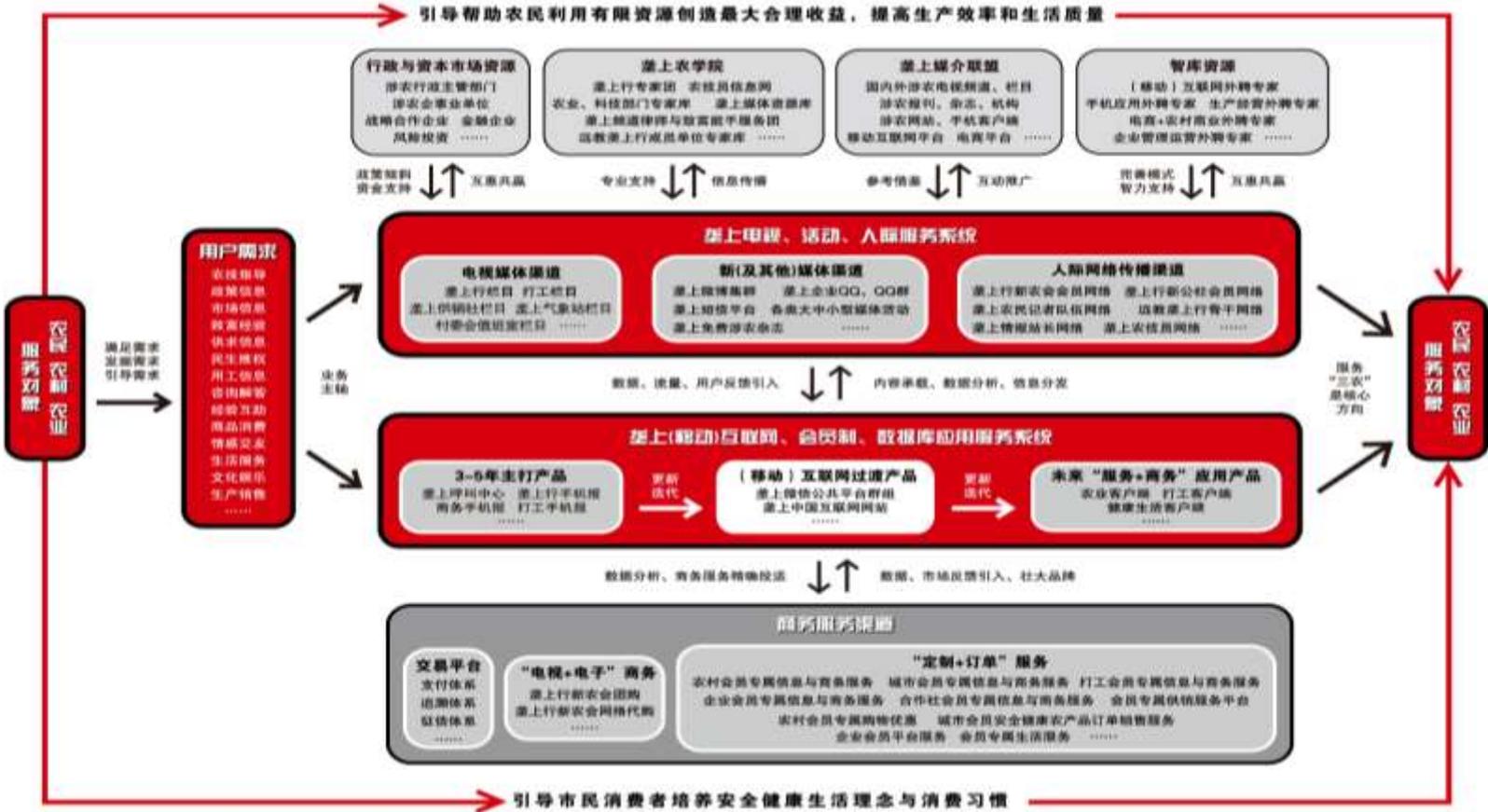
ICT construction



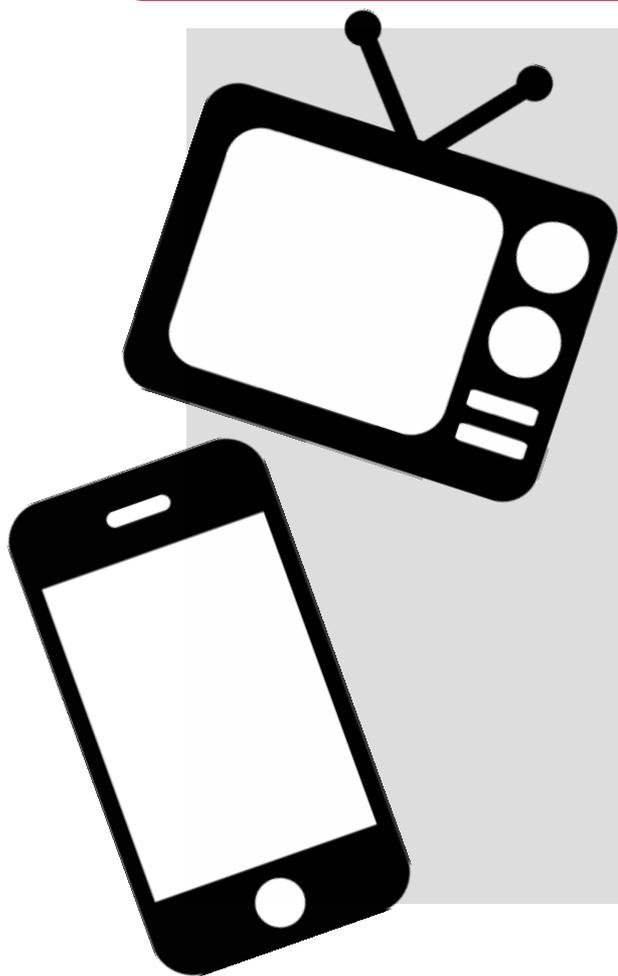
- Cooperating with the organization department of Hubei provincial party committee, and Hubei Agriculture Department, to initially establish a grassroots service network of town agricultural technician team, Ridge on Channel farmer journalists, Ridge on Channel information center directors, distance 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.



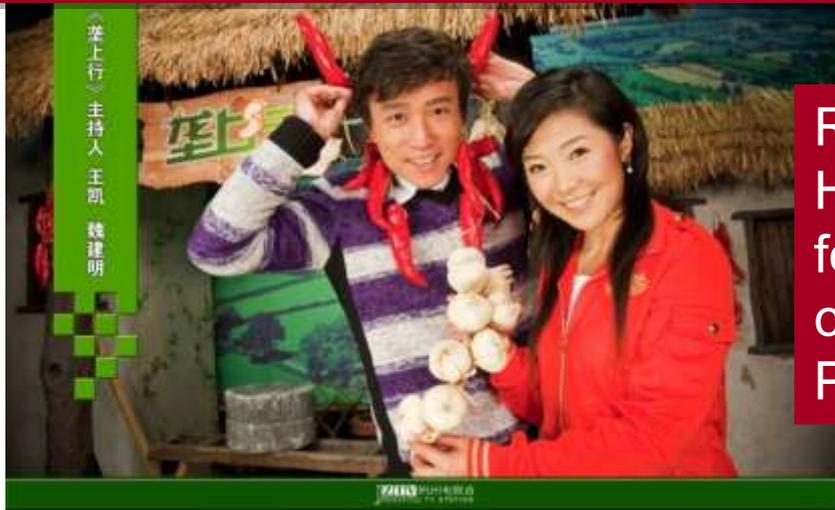
How we do it—Attracting and accumulating users by sound information services



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**



How we do it



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.



How we do it



Ridge on Channel opened various agricultural programs
The self-produced programs exceeds 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.



How we do it

Live programs +call center to lower the threshold for users to obtain and use information services

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

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.



How we do it

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



Website of Ridge on Channel in China

Weibo of Ridge on Channel

Public Wechat of Ridge on Channel



How we do it

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

Information Processing Interconnection System of Ridge on Channel New Farmers' Association Agricultural Information Service Platform

信息处理互联系统

全心全意为乡亲服务

亲农 暖农 惠农

垄上行新农会

湖北长江垄上传媒集团 湖北垄上频道

服务热线 965333

12316 建设中



How we do it——Collecting information through various channels, unified processing and downlinks through different channels.

The platform establishes a basic application database based on the collected information and data on agricultural personnel, agricultural enterprises, and agriculture related problems.



盤架極極極通聯通

新闻信息处理平台

2013年08月15日 星期四 欢迎您, 王杰琼!

首页 修改密码 退出平台

农副产品供求信息

提示:直接单击检索按钮将得到本栏目下所有信息!

普通 信息类别 采用反馈 责任人 联系人 电话 关键字 来电内容 起始日期 截止日期

省、直辖市 自治州、市 区、县 乡、镇

检索

关键字	区域	联系人	电话	内容	时间	责任人	操作
货车	湖北省 荆州市 沙市区	潘师傅	15272578560	类小型货车。	2013-08-15 15:08	韩珍娟	详情 采用
吊车	湖北省 武汉市 蔡甸区	刘师傅	13871138093	类徐工16吨吊车。	2013-08-15 14:44	谢珍妮	详情 采用
装谷的机器	湖北省 荆门市 沙洋县 曾集镇	李师傅	13385247558	买装谷的机器。	2013-08-15 13:24	谢珍妮	详情 采用
火鸡	湖北省 荆州市 荆州开发区 渔桥镇	冉师傅	15272482711	类35只火鸡。	2013-08-15 10:26	张晓娟	详情 采用

月后就死了, 用什么药治?
湖北

建议请兽医现场诊断后再采取对应措施。A



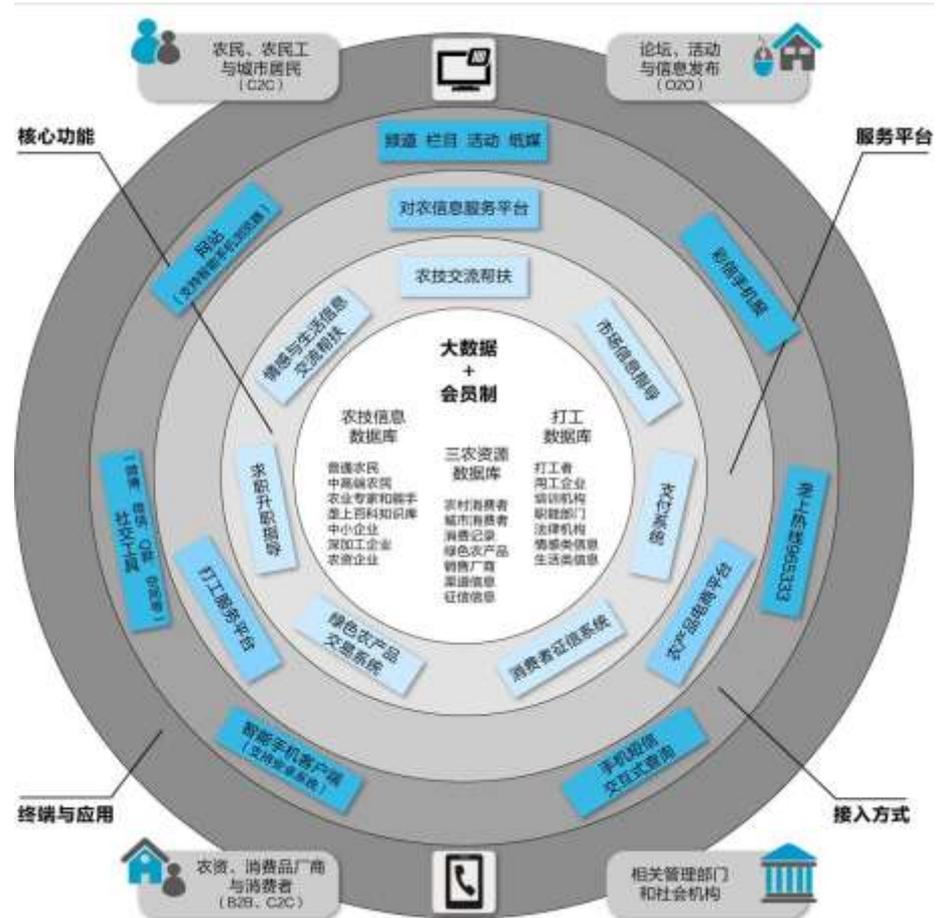
How we do it——Establishing database to provide precise services for large data analysis

Agricultural technology information database

Resource database on agriculture, farmer and rural area

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.

Functions of Ridge on Channel New Farmers' Association Agricultural Information Service Platform



Results—Gained farmers' trust through precise and quality services and enhanced user viscosity



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 famers, 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

**Famous
brand**

Practical, easy and
engaging

Very effective

The best integration, promotion,
and broadcasting station for
information services

advantages

Largest collection center and
service hub for farmers'
demands

**Large
influence**

Mature information service
model tested by practice

Mature model

The system framework has been
forged. All the applications in the
system are in steady construction.

Framework



Results- farmers' trust, pleasant user experience, high user rate and viscosity

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.



Achievements



The onsite scene of Spring Ridge on Channel of 10 years' success: even rain could not stop enthusiastic farmers to participate.



· 送文化 · 送服务 · 送温暖

2013 春天垄上行

咸宁
随州
武汉

返回首页 活动介绍 视频点播 活动直播 活动新闻报道 图片集锦 活动安排

荆州新闻网
绿色通山春风暖
4月16日上午8点

2013春天垄上行 活动报道

- 新洲春垄回顾：舞台好戏连连乐乡亲 04-12
- 新洲春垄回顾：万名乡亲赶大集 04-12
- 八一八新洲春垄上的八种表情 04-11
- 新洲春天垄上行 温暖送到家 04-11

周百“通”

Spring Ridge on Channel was held on April 2, 10, 15, 2013 in Xihe of Suizhou, Xinzhou of Wuhan, Tongshan of Xianning.

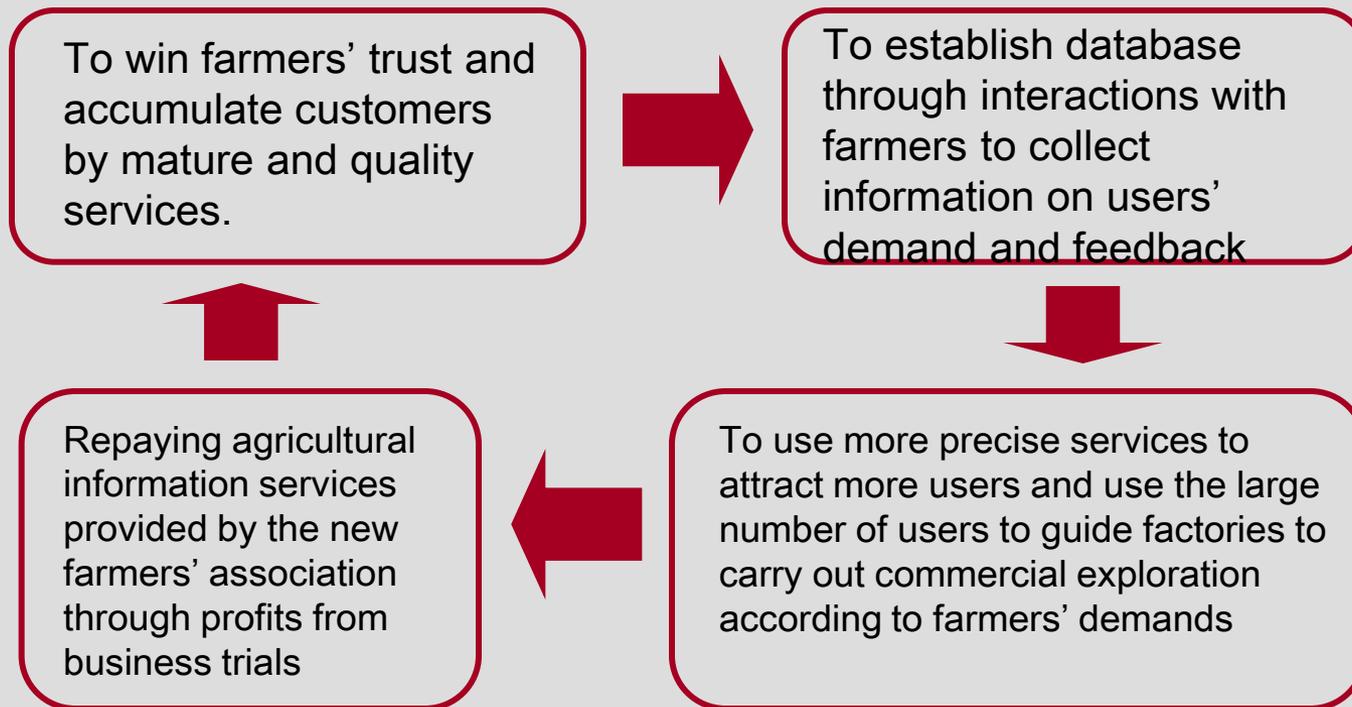


Achievements

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.

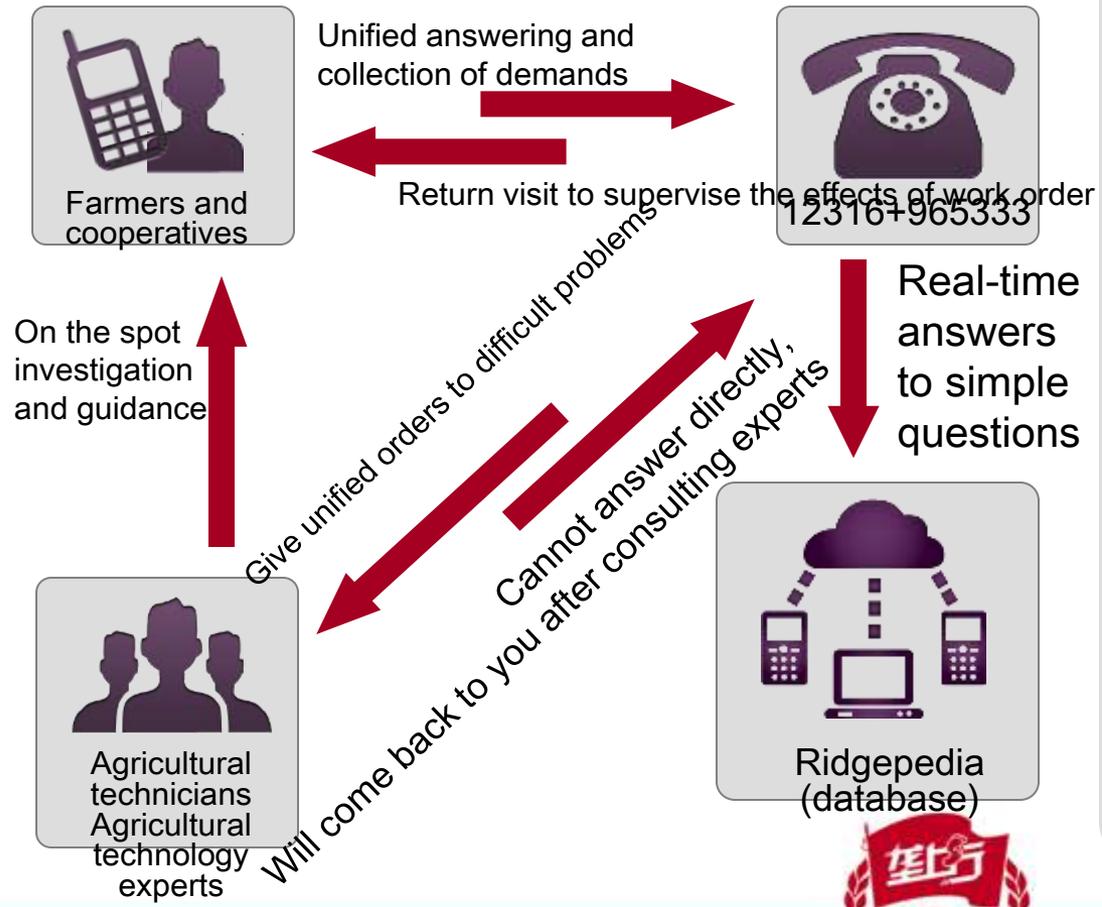


Our operation and development principle



Our exploration ①——work order model for agricultural technology services

2316 Ridge call center Exploration of “work order module” of agricultural technology experts



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.



Our exploration ②-- Speeding up the popularization of internet in rural areas through offline channels such as grassroots agricultural technology center



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



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.

数据分析、商务服务精确投送 ↓↑ 数据、市场反馈引入、壮大品牌

商务服务渠道

交易平台
 支付体系
 追溯体系
 征信体系

“电视+电子”商务
 垄上行新农会团购
 垄上行新农会网络代购

“定制+订单”服务
 农村会员专属信息与商务服务 城市会员专属信息与商务服务 打工会员专属信息与商务服务
 企业会员专属信息与商务服务 合作社会员专属信息与商务服务 会员专属供销服务平台
 农村会员专属购物优惠 城市会员安全健康农产品订单销售服务
 企业会员平台服务 会员专属生活服务



Our exploration③——Industrial products into village

“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.

星行 3.15 惠农大团购
时间：2013年3月9日~16日
贴心 放心 实惠 省心
原价 ¥3190 现价 ¥2390

返回首页 活动介绍 活动报道 图片集锦 维权小知识 奖项安排

活动背景
目前，市场上商品质量参差不齐，行业“潜规则”时有发生，在国际消费者权益日——3·15到来之际，星上行新农会联合电动车优质品牌星月神在全省共同发起以“贴心、放心、省心、实惠”为主题的“星上3·15惠农大团购”活动，星上中国网及湖北电视台星上频道、星上行手机报、楚天都市报、荆楚网将全程参与追踪报道。

团购热线 965333

- 3 **贴心**：联合各大媒体揭秘消费“陷阱”，教农民朋友如何正确选购商品；同时，星月神全省500多个网点提供免费咨询、检测等服务。
- + **放心**：星上行新农会对整场活动严把质量关，让农民朋友买得放心。
- 1 **实惠**：在保证质量的前提下，运用团购优势让各大知名厂商让利于广大农民朋友，让大家花更少的钱，买到更优质的商品，得到真正的实惠。
- 省心**：预付订金即可参与活动，参与方式简便；产品送货上门，售后服务有保障。



Our exploration③——industrial products into village



Calls and messages from users to ask about group purchase

15572096239 I paid more than 3000RMB for a moped two days ago. The same one is only 2390 RMB on the group purchase on Ridge on Channel Group Purchase. I regretted that I bought so early.
13227698762 Ridge on Channel Group Purchase certainly brings benefits to us and we trust it.
15572006285 You need to register for Ridge on Channel Group Purchase, where you can get a big bargain. Everyone like it. The businessmen smile and farmers are happy. We hope it will last.
13545783948 Thanks for the staff of the New Agriculture Association. Green Energy moped I bought in a group purchase has been delivered to me today.
15572573877 Wen Aihua, No.5 group, Gangkou village, Hougang Town, Shayang County, Jinmen City, is asking about account number and account name. In payment.
QQ: Like skirts Feb. 6, 2012 I want to buy an air conditioner in the group purchase. Now is the off-season period for air conditions. One can get a lower price. I want to buy Gree air conditioners in a group purchase.

“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.



Our exploration④——agricultural products into city

Quality product from Ridge on Channel

Hubei agricultural product brand incubator to explore and build the upward channels for quality agricultural and sideline products



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 exploration⑤——Commercial services to agricultural enterprises



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



Establishing B2B, B2C among agricultural related enterprises to promote and sell quality green agricultural products of those enterprises.



Increasing enterprise operation capacity, facilitating brand incubation of local agricultural products of Hubei province to enhance the publicity and reputation agricultural products of Hubei province in China.



Experience

Ridge-on-Channel Comprehensive Agricultural Information Service Platform

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 purchases 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!