The Application of Information Technology in the Area of Rural Scientific Extension Service

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Content

- Background
- The Project
- Progress at Present
- Plan for Future
The Influence of WTO on Chinese Agriculture

Farmer's average infield area in Beijing is 0.04ha; Contribution Rate of Agricultural Science and Technology is about 50%. It is difficult for them to compete with foreign farmers.

Education and information service is one way to help them.
Farmers’ Urgent Needs for Continuing Learning

Farmers’s average educated level is 9.6 years in Beijing, which is much shorter than the farmers in developed countries.
The focus of Chinese government

How to solve the problem of “Agriculture, Countryside, Farmer” is the focus of government recent year. It is the key of steady economic increase of China, and also is very important to the social stability.
The Project of Beijing Agriculture Distance Service for Rural Area

- **Mission:**
  To extend agricultural science and technology, improve the science and technology diathesis of farmers.

- **the Developing Process of the Project**
  2000: experiment demonstration in Huairou and Miyun County
  2001: 100 distance service station was constructed
  2002: Beijing Distance Information Service Engineering Center
  2003: finished the 320 stations of Beijing; 50 stations through China
What’s the project

- Construction of the wide-band network platform
- Construction of information resources for rural
- Administration of the system
一、satellite receiver+ projector
二、satellite receiver + LAN
三、 satellite receiver + multimedia teaching system
四、 satellite receiver + cable TV system
五、satellite bi-directional system
Photo of the stations
Photo of the stations
Collect Table of Distance Education Stations in Beijing Rural Area

Up to now, 320 stations have been constructed in the 14 districts/counties in Beijing rural area.
Collect Table of Distance Education
Stations in other Provinces

50 stations have been constructed in other 14 Provinces/Cities
Extending in other Area in China

Hebei
Tibet
Jilin
Hunan
SinKiang
Fujian
农村远程信息服务平台需求情况调查表

尊敬的远程信息服务系统负责人，感谢您对农村远程信息服务平台长期的关爱和支持，为了增强本系统与基层站点的交流和沟通，以便北京农村远程工程得到更好的服务于农村，农业和农民，我们特进行此次信息服务内容需求调查，您的参与是为我们共同事业的支持。

<table>
<thead>
<tr>
<th>姓名</th>
<th>刘明华</th>
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<tr>
<td>单位名称</td>
<td>北京市粮农科情技术</td>
</tr>
<tr>
<td>电话</td>
<td>8091720</td>
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<tr>
<td>传真</td>
<td>8091729</td>
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<tr>
<th>信息类别</th>
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| 农业技术 | 瓜果蔬菜
大田作物
畜禽养殖
水产养殖
果树栽培
花卉园艺
食用菌
特种经济
就业培训
市场信息
农业经济
农业科技
政策法规
卫生医疗
宏观发展
计算机与网络 |

（如果您需求的信息不在上述类别中，请在右侧填写。）

填写时间：2002年9月13日
<table>
<thead>
<tr>
<th>classified</th>
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<tr>
<td><strong>Pasturage veterinary</strong></td>
<td>养蜂技术；牛粪综合利用技术、兽医知识。乌鸡、柴鸡、绿壳蛋鸡、蛋鸭、鹅饲养管理（繁殖、饲养、疫病防治、加工）；肉犬、小尾寒羊、绒山羊、奶山羊繁育、饲养与羊奶加工技术、舍饲养羊、养牛技术、獭兔的养殖、肉牛、奶牛胚胎移植；奶牛罹病手术；</td>
</tr>
<tr>
<td><strong>aquiculture</strong></td>
<td>围网养殖河蟹、鲟鱼、红头小中华长臂虾的方法；鲟鱼种苗的孵化技术和饲养技术、鳖养殖技术；</td>
</tr>
<tr>
<td><strong>vegetable</strong></td>
<td>姜的栽培技术、蔬菜等的品种、技术（露地、保护地栽培、管理等）；西瓜早熟高产栽培技术（日光温室、大棚）、西瓜合理施肥、嫁接技术、小型西瓜栽培技术、二茬瓜生产技术、西瓜病虫害防治技术、西瓜多层覆盖生产技术。彩色大椒、孢子甘蓝、黄瓜、菊苣、番茄栽培技术；蔬菜无土育苗技术；绿色无公害果品与蔬菜生产技术、马铃薯微型薯生产技术；大棚香椿栽培技术；</td>
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<td><strong>Fruit tree</strong></td>
<td>核桃、柿树的管理；林业育苗栽培管理；大樱桃的种植、加工及贮藏，樱桃丰产管理技术，葡萄优良品种介绍、葡萄园的建立方法，葡萄病虫害防治葡萄育苗技术，葡萄架式和整形修剪，葡萄的优质、丰产商品化生产配套管理，葡萄设施栽培新技术，美国黑提、红地球、里扎玛特、里奥林等葡萄栽培管理方法及贮藏方法，草莓栽培技术；杏、樱桃、李子的管理；日本、韩国梨的品种与栽培技术，苹果、大桃、枣（冬季修剪）；草莓繁殖、育苗、栽培及丰产技术，李子早春冻害的解决、李子的贮藏；板栗优质丰产栽培技术，板栗的冬季修剪，鲜食杏和仁用杏丰产栽培技术；</td>
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<tr>
<td><strong>landscape</strong></td>
<td>香石竹、金叶女贞、唐菖蒲、菊花、月季栽培技术，蝴蝶兰、大花蕙兰、杜鹃、牡丹；园林、花卉栽培技术与市场营销、插花艺术。牧草种植（苜蓿、田青）、加工方法；绿化隔离带的树种选择与养护、绿化林与经济林的结合，草坪草的品种选择与种植养护；</td>
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## Release of content

### Offer different content according to different users

<table>
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<tr>
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<tr>
<td>基层管理干部</td>
<td>农业经济、生产管理、农村社会发展、农产品贸易、WTO对策</td>
</tr>
<tr>
<td>科技推广人员</td>
<td>农业实用技术、生态农业、继续教育、职业教育</td>
</tr>
<tr>
<td>农业高科技示范园区</td>
<td>农业高新技术（组织培养、工厂化育苗、无土栽培、立体种植等）</td>
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<tr>
<td>生产大户、农民</td>
<td>农业实用技术、市场信息、科普知识、现代科学文化</td>
</tr>
<tr>
<td>农村富余劳动力</td>
<td>第三产业就业技能培训、普通教育、科学普及</td>
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Construction of the info. Resources

Agri. Tech. Multimedia database:
more than 3000 items of multimedia resources of special cultivation, special breeding, plant protection, farm produce storage and processing, etc.

Agri. Tech. Courseware: vegetable planting, fruit tree planting, WTO&Chinese agriculture, Aquaculture, Plant protection, Poultry breeding, Environment protection and so on, the total is 32 categories, and near 2000 units.

Experts team: Composed by the specialist of BAAFS, CAAS, CUA, BAC, and other local agriculture research Academy.
Info. Service Content

- broadcast of multimedia courseware
- experts’ e-lecture
- publish the feedback info. from stations
- push of other information
Database of Courseware
Training of station administrator
Farmer Training in Rural Area
Training cases
Experts’s lecture
Phase Effect of Project

Science and technology spread

a) Spread nearly 700 practical technic of agriculture

b) The amounts accepted training is up to 1 million persons and times

c) There are many representative enriched by the technic training and instruct their practice
The concern of the leader
The report of the media
Phase Effect of project

- Information receiving device

[Diagram showing network setup with LAN connection]
Phase Effect of project

The software of customization

NC terminal
Plan for future

- Enhancing the cooperation with the information unit throughout China and the world, to feed the different needs of the countryside.

- Expand our distance station to service for more farmers.

- Follow the new IT technic to improve the quality of training and lower the cost of the system.
The model of operation

北京市政府

Government instruction

B.D.I. Engineering Service Center For countryside

Farmer and industry association

Unit of countryside

Labor and certificate training

Business capital

Agriculture unit

Education unit

Sanitarian unit

农委

科委

卫生局

农民及协会

行业培训

劳动力和证书培训

Government instruction

Business capital
Welcome join and focus on our project

Thanks!