

# Case Study

Samsung  
Smart TVs

## Targus Facilitates Government Initiatives in Empowering Farmers & Strengthening Grassroots Connections

*Targus Technologies has been at the forefront of empowering farmers and establishing vital connections at the grassroots level through its collaboration with the government. One notable accomplishment is securing the project to install 57,000 43-inch Smart TVs in Pradhan Mantri Kisan Samridhi Kendra (PMKSK) centers across India.*

### About IFFCO

The esteemed customer, Indian Farmers Fertiliser Cooperative Limited (IFFCO), is a multi-state cooperative society headquartered in New Delhi, India. With around 35,000 member cooperatives reaching over 50 million Indian farmers, IFFCO is actively contributing to India's self-reliance in food grain production. The organization is dedicated to fostering farmer prosperity through advanced agricultural practices and increased efficiency with modern technology.

### PMKSK Project

The PMKSK project, initiated by the Department of Fertilizers in August 2022, is guided by the principles of "One Nation One Fertiliser" and the establishment of "Model Fertiliser Retail Shops." It aims to transform existing village, block/sub-districts, and district-level fertilizer retail shops into comprehensive Model Fertilizer Retail Shops, serving as a unified hub for all agricultural inputs and services. The ambitious goal is to establish 3.3 lakh PMKSKs across the country.

*Targus Technologies partnered with the government to empower farmers by installing 57,000 Smart TVs in PMKSK centers across India.*

### Samsung & Targus collaboration for Kisan Ki Baat

In collaboration with Samsung, Targus Technologies played a pivotal role in the Kisan Ki Baat initiative. This government-led effort sought to install Smart TVs with internet facilities in PMKSKs. IFFCO envisioned using information and communication technology to disseminate crucial updates on agricultural advancements, crop practices, innovative technologies, weather forecasting, crop pest infestation warnings, and mandi rates through these Smart TVs

### Implementation of Model Fertilizer Retail Shops

The implementation of Model Fertilizer Retail Shops involved meticulous planning and execution. Targus Technologies and Samsung successfully secured the project to install 57,000 43-inch Smart TVs, addressing the specific size and infrastructure requirements at different PMKSK levels. IFFCO's detailed brief included Smart TVs with internet facilities, linkage with common service centers, seating arrangements, POS machines, QR code/barcode scanners, and uniform design and color combinations for display boards in front of the shops.

The Smart TVs have proven instrumental in showcasing informative films on best agricultural practices, success stories of progressive farmers, and the latest technology/products with their scientific applications. In some locations, the Smart TVs have facilitated a Tele Fertilizer Information System, connecting agricultural experts with farmers in regional languages.

Overcoming challenges such as obtaining accurate addresses of PMKSKs, coordination, documentation, and installation in remote locations, Samsung and Targus Technologies successfully implemented the project. This accomplishment reflects a commendable commitment to leveraging technology for the betterment of Indian farmers and contributing to the nation's agricultural self-sufficiency