



# CaféMóvel



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Author  
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## Features of CaféMóvel

### What is CaféMóvel?

CaféMóvel is a Mobile Technology enablement Coffee Extension service. CaféMóvel will be maximizing the impact of extension services using mobile phone to connect researchers and extension workers with coffee growers in real time. It has these following features;

Customized mobile platform accessible from any kind of phone

Simple voice based interaction in regional language as well as English

An extension information knowledge repository repurposed for answering the Frequently Asked Questions of the coffee growers

Syndication of weather information, input availability, market prices for creating bulletins/alerts

Real-time farmer to expert consultation Real-time analytics and reports to help policy makers/ management in decision making

### What are the benefits of CaféMóvel?

Fast transfer of technology and research findings to large number of coffee growers by using mobile phones as extension tool.

Enabling extension specialists to reach large number of coffee growers in real time without being physically present everywhere

Enabling coffee growers to consult subject matter experts right from their farm anytime for solving their problems

Obtaining real time feedback from field for research and policy making purpose

### How to access CaféMóvel services?

Café Móvel service is available in Karnataka at the number **90-19-19-1000**

This is a local number for all dialing from Karnataka

This is **NOT a Toll Free Number**. The normal local call charges apply

### What is required to access CaféMóvel service?

An active mobile phone connection

The Café Móvel number has to be removed from the Do Not Disturb (DND) list of your operator

A call has to be made to the Café Móvel number (90-19-19-1000) and an Interactive Voice Response (IVR) will guide the caller to go to different sections by selecting key press.

### What are the different sections under Café Móvel for coffee growers?

These following sections are available under Café Móvel

Frequently Asked Questions

Alerts

Personal Question & Answer Section

Helpline

### What is the under Café Móvel for Coffee Board Experts?

Expert section, accessible by pressing 5. This section is not accessible to the growers

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## How to register with CaféMóvel

### Registration process for the coffee growers:

Dial 90-19-19-1000 from your phone

If you dialing for the first time, the IVR will play the following message:

Welcome to Café Móvel, the mobile extension service brought to you by Coffee Board of India and CABI. To continue in Kannada, press 1, to listen in English Press 2

After the language is selected, the IVR will play the following message: This is as per requirement by the Department of Telecommunications; you have to authorize Café Móvel to send you SMS alerts. **If you wish to receive regular SMS alerts from Café Móvel, please press 1, if you don't want then press 0**

If you press 1 then the following script will be played: **To confirm, please press 1 once again**

If you press 1 then the following message will be played. Thank you, kindly answer a few more question to help us to serve you better.

Press 1 if you are Male, Press 2 if you are Female ( for gender profiling)

Please enter the PIN code of your nearest Post Office (for location identification)

Press 1 if you grow Only Arabica, Press 2 if You Grow only Robusta and Press 3 if you grow both (for cropping pattern)

Please enter the total size of your farm in acre (for socio-economic profiling)

Once the above questions have been answered, the following message will be played: Thank you for your kind support. You are now registered with Café Móvel Service. You will receive all the SMS alerts.

In case you have not selected 1 for receiving SMS alerts and pressed 0 instead, then the following message will be played: Thank you for your kind support. You have not accepted the terms and conditions for sending SMS. Hence you will not receive SMS alerts form Café Móvel. However all the other services will be available to you. In case you want to receive SMS later, please contact the Coffee Board of India

What happens who choose not to receive SMS from Café Móvel? They do not get the SMS alters when the Coffee Board experts upload any message. They have to listen to all the alters one by one in the alert section till they get any particular alert

If someone chooses not to register in the beginning, how the parson can register alter on? The registration through IVR is available only once. Later on the person needs to send a mail to [direct2farm@cabi.org](mailto:direct2farm@cabi.org) with **subject line "Remove"** and the **mobile number where the SMS-s will be sent with full name, address with PIN code and alternate telephone number in the message body. After 48 hours the same will be removed from the DND list and the person will be able to receive SMS alerts.**

If someone registers for SMS alerts but chooses not to receive SMS alerts later, what the person should do? The registration through IVR is available only once. Later on the person needs to send a mail to [direct2farm@cabi.org](mailto:direct2farm@cabi.org) with **subject line "DND"** and the **mobile number where the SMS-s was being sent with full name, address with PIN code and alternate telephone number in the message body. After 48 hours the same will be added to the DND list and the person will not receive SMS alerts.**

### Registration process for the Coffee Board Experts

The Coffee Board experts who wish to be registered to the Café Móvel service needs to

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contact  
Director Research or  
Joint Director Research and their numbers will be registered.

## Functions available to All.

### Section 1: Frequently Asked Questions:

Press 1 to select this option after selecting language option in the welcome menu

This section has the following sub sections

Press 1 for Insect and Disease

Press 2 for Crop Production

Press 3 for Coffee Varieties

Press 4 for Coffee Quality

Press 5 for Coffee Board services

Press 0 for going back to previous menu

What happens after user .selects 1/2/3/4/5

The IVR plays the following message: in this section you will find the frequently asked questions and their answers. The questions will be played one by one, Press 2 to listen to the answer of a question, Press 1 to go back to previous question, press 9 to ask a question and Press 0 to go back to previous menu

After this Questions are played one by one (example what are the favorable factors for increased borer incidence?)

If 2 is pressed, the detail answer to this question will be played (example; Dear Planter, The coffee plants exposed to sunlight due to inadequate overhead shade cover and plants severely defoliated due to leaf rust disease are more vulnerable to borer attacks. The adult beetles which emerge during April to May and October to December require humid weather with longer periods of bright sunshine for being active. Heavy and continuous monsoon rains inhibit the activity of adult beetles and reduce the active period of egg lying.)

What to do if the listener wants to ask a question related to this particular FAQ: just like a real interaction with the experts, the listener can anytime choose to ask a question while listening to the FAQ. **To ask a question, the listener has to Press 9**

What happens after the listener presses 9? The IVR will play a **Beep Sound and the listener has to record the question after the beep.** The IVR will then playback the recording. If it is fine, the listener has to **Press 1 to confirm else Press 0 to record Again**

After listener press 1, the IVR plays the following message: Your question has been recorded and soon our expert will answer it. You will receive a SMS with a token ID which you have to input for listening to the answer to your query in the Question Answer Section of CaféMóvel. Please share your token ID with others to so that they can also listen to the answer and benefit.

**What happens to questions recorded?** The recorded query is sent to the particular expert who has provided the answer to the FAQ. When the expert answers the question, it is uploaded in the Question & Answer section and the user gets a SMS with a token ID to listen to it.

**What is a Token ID?** See the Question & Answer Section.

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## Section 2: Alerts

What are the alerts: These are special bulletins which come from the Coffee Board. The alerts may be on topics such as pest outbreak, weather conditions, Coffee Board Schemes, market price alert etc.

How to listen to the alerts? **In the main menu, after selecting language option, Press 2 for selecting Alert section**

The IVR plays the following message: in this section you will find the frequently asked Alerts and their answers. The Alerts will be played one by one, Press 2 to listen to the answer of a Alert, Press 1 to go back to previous Alert, press 9 to ask a Alert and Press 0 to go back to previous menu

After this Alerts are played one by one (example there is a forecast for borer incidence?)

If 2 is pressed, the IVR will play the message; "the detail information about this Alert is....".

What to do if the listener wants to ask a question related to this particular Alert: just like a real interaction with the experts, the listener can anytime choose to ask a question while listening to the Alerts. **To ask a Question, the listener has to Press 9**

What happens after the listener presses 9? The IVR will play a **Beep Sound and the listener has to record the Question after the beep**. The IVR will then playback the recording. If it is fine, the listener has to **Press 1 to confirm else Press 0 to record Again**

After listener press 1, the IVR plays the following message: Your question has been recorded and soon our expert will answer it. You will receive a SMS with a token ID which you have to input for listening to the answer to your query in the Question Answer Section of CaféMóvel. Please share your token ID with others to so that they can also listen to the answer and benefit.

Those who have selected **SMS Alert Option while registering (see registration section)** will receive a SMS whenever an alert is uploaded. They don't have to go to the alert section for listening to the alert. They can go to the Question & Answer Section and key in the Token ID to listen to the alert.

For those who have not selected **SMS Alert Option while registering (see registration section)**, will have to listen to the alert one by one and select the one which they want to listen in detail.

## Section 3: Question & Answer (Q&A):

What is available in the Q&A section? The Q&A section is like a spoken version of a Discussion Forum (e.g. Facebook wall). Here each individual user can find the question they have asked tot the experts either while listening to the FAQ-s or alerts or questions recorded in the helpline.

How to access the answer to the questions? Whenever an expert answers a question, the user receives a SMS (From the user ID LM-CABISA) containing a unique Token ID (e.g. 1234). The user has to Press 3 in the main menu after selecting language and will be taken to the Q&A section by the IVR.

After reaching the Q&A section, the IVR will request the user to enter the Token ID followed by the "#"(Hash) sign on the phone's keypad.

After the user enters the Token ID, the IVR will play the message: Thank you , the discussion headlines will be now played one by one in detail, To listen to the discussion press 2, to go to the previous headline press 1, to go back to the previous menu press 0, to ask another question Press 9

The last question asked will be played first, followed by other questions in the reverse order.

If the user Press 2 after listening any headline, the detail answer to the question will be

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player.

What to do if the listener wants to ask another question related to this particular Answer: just like a real interaction with the experts, the listener can anytime choose to ask a question while listening to the Q&A. To ask a Question, the listener has to Press 9

What happens after the listener presses 9? The IVR will play a Beep Sound and the listener has to record the Question after the beep. The IVR will then playback the recording. If it is fine, the listener has to Press 1 to confirm else Press 0 to record Again

After listener press 1, the IVR plays the following message: Your question has been recorded and soon our expert will answer it. You will receive a SMS with a token ID which you have to input for listening to the answer to your query in the Question & Answer Section of CaféMóvel. Please share your token ID with others so that they can also listen to the answer and benefit.

**Users will receive a SMS with Token ID irrespective of whether they have opted for SMS alert during registration or not.**

**How to Share the Question & Answer thread to others?** In Café Móvel the users has an in-built facility to share knowledge with the community. Just like it happens in Twitter, where people can Twit important information to others. Similarly, users can share the token ID with others so that they can listen to the answer to the questions put up by the user. **Thus an user can become a community resource for taking up topics concerning the community and obtain solutions from the experts and share the same back to the community.**

Can anyone else listen to the questions put up by one user? **Q&A section in Café Móvel is designed for maintaining complete privacy. No one else can listen to questions and answers of others unless the specific person concerned shares his/her Token ID with others.**

#### **Section 4: Helpline**

Café Móvel service offers a **24x7 helpline for the coffee growers**

To access the helpline, **Press 4 in the main menu after language selection**

The automatic voice response will ask you which subject matter you would like to consult with the experts. Currently there are 6 subject matters available

**Press 1 for Insect and Disease:** This contains the experts in the following subjects

Entomology: Dr PK Vinod Kumar

Plant Pathology : Dr Sudhakar S Bhat

**Press 2 for Coffee Production:** This contains the experts in the following subjects

Agronomy & Soil Science:

1. Dr Jayarama
2. Dr Y Raghuramulu
3. Dr Maria Violet D'Souza

Plant Physiology: Dr CG Anand

**Press 3 for Coffee Varieties:** This contains the expert in the following subject:

Plant Breeding: Dr N Suryaprakash Rao

**Press 4 for Coffee Quality:** This contains the experts in the following subject

Coffee Quality: Dr K Basavaraj

Agriculture Chemistry: Dr Maria Violet D'Souza

**Press 5 for Coffee Board Services:** This contains the experts in the following subjects

Agronomy & Soil Science:

4. Dr Jayarama
5. Dr Y Raghuramulu

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Extension:

6. Joint Director, Extension

**Press 6 for Market Information:** This contains the expert in the following subject  
Market Research: Dr Babu Reddy

What happens after the subject matter is chosen? The system calls all the experts in the selected subject matters and puts the caller on hold. If anyone of the experts, picks up the call (**from Phone Number +91-11-30980800**), the caller is connected to the respective expert.

What happens if none of the experts picks up the call? In that case system asks the caller to record his query **by pressing 9. Once user presses 9, a “Beep” sound is played. He query after this “Beep” sound. To end recording, Star (\*) button has to be pressed. After this, the system replays the recorded question and asks the caller to confirm by pressing 1 or re-record by pressing 0. After the caller confirms the recording (that it is OK), then the system sends the recorded query to any of the respective expert in the subject matter. Whenever the expert answers the query, the caller gets an SMS alert with a Token Number. The caller then access the Q&A section and listen to the answer of his/her query.**

### **Function available only to the Coffee Board Experts.**

The Café Móvel has a special **Expert Section, where the designated Coffee Board Experts can perform the following actions;**

Record messages in the FAQ or Alert Section

Listen to the messages that has been declined by the moderator (a moderator is a senior officer designated by the Coffee Board to approve any message that goes to Café Móvel)

Listen to the recorded queries from the coffee growers and answer the same.

It is important to note that the **experts have to call from their registered mobile number to access this section. If they call from any other number, this option will not be available to them.** To register mobile number, please contact The Joint Director Research, Coffee Board

### **How the experts can record messages in Café Móvel**

In the main menu, after selecting language, **Press 5 to select expert section**

In the expert section **Press 1 to select message recording option**

In the message recording option, press the following for:

Press 1 for recording messages in the FAQ section

Press 2 for recording messages in the Alert section

In the FAQ Section, the following subjects are available:

Press 1 for Insect & Disease

Press 2 for Coffee Production

Press 3 for Coffee Varieties

Press 4 for Coffee Quality

Press 5 for Coffee Board Services

In the Alert Section, the following subjects are available

Press 1 for Insect & Disease

Press 2 for Coffee Production

Press 3 for Coffee Varieties

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Press 4 for Market Price

Press 5 for Weather Alert

After the subject is selected **Press 1 for first recording a Short Headline (for alert) and a Question for the FAQ section**

System will play a “Beep” sound, to begin recording

To end recording press Star (\*) button

The system will play back the recorded message

Press 1 to confirm that the recording is fine

After pressing 1, the system will request to record the **Detail Alert (for alert section) and Answer (for FAQ section)**

System will play a “Beep” sound, to begin recording

To end recording press Star (\*) button

The system will play back the recorded message

Press 1 to confirm that the recording is fine

System will confirm that the recorded FAQ or Alert has been sent to the moderator for approval and **will only be made available in Café Móvel if the moderator approves it.**

System will also ask if another FAQ or Alert to be recorded.

### **How to edit messages that are declined by the moderator**

In the main menu, after selecting language, **Press 5 to select expert section**

In the expert section **Press 2 to select message editing option**

In the main menu, after selecting language, **Press 5 to select expert section**

In the expert section **Press 1 to select message recording option**

In the message editing option, press the following for:

Press 1 for editing messages in the FAQ section

Press 2 for editing messages in the Alert section

When the message editing option is selected, the system will play the heading (for Alert) or Question (for FAQ) section one by one

To listen to the detail content (Alert) or Answer to the Question (FAQ), **Press 2:**

The detail content will be played

Press 9 to re-record

System will play a “Beep” sound, to begin recording

To end recording press Star (\*) button

The system will play back the recorded message

Press 1 to confirm that the recording is fine

System will confirm that the recorded FAQ or Alert has been sent to the moderator for approval and **will only be made available in Café Móvel if the moderator approves it.**

System will automatically play the next headline or question as the case may be

### **How to listen to the recorded queries**

Each time a question is asked by a caller the designated expert will receive a Text Message from the user ID LM-CABISA alerting the expert that a question has been assigned to her/him.

In the main menu, after selecting language, **Press 5 to select expert section**

In the expert section **Press 3 to select message editing option**

The system will play the questions one by one, playing the **oldest question first**

Press 9 to answer the question

System will play a “Beep” sound, to begin recording

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To end recording press Star (\*) button  
The system will play back the recorded message  
Press 1 to confirm that the recording is fine  
System will confirm that the answer has been posted in the Q&A section of Café Móvel.

## Common Troubleshooting in Café Móvel

### Registration related:

- **What are the languages in which Café Móvel is available?** Currently Café Móvel is available in Kannada and English
- **Is Café Móvel service be accessed from all the mobile operators?** Yes, Café Móvel is available with all the mobile network operators in India.
- **Do I have to pay any registration fee to Café Móvel?** No you don't have to pay any fee to call Café Móvel. However, you must register yourself at Café Móvel. However the normal local call rates will be applicable for calling Café Móvel.
- **Can I call Café Móvel from Abroad/travelling?** Yes, you can always be in touch with the farmers by using Cafe Móvel. There is no restriction to the operators and experts.
- **Can I switch language while I am in call?** No, you cannot change language, once you have selected language in the main menu. However, you can disconnect and call again and choose a different language
- **I am not able to register through IVR:** The registration module is available only the first time any number calls Café Móvel. So if there are calls made to Café Móvel in the past by the mobile number you are using now, it must have been already registered, hence the it is not possible to register again
- **What happens if I want to change my registration details:** You have to send a mail with Subject Line "Change Detail" to [direct2farm@cabi.org](mailto:direct2farm@cabi.org) with your full name, PIN Code and registered mobile number and what detail you want to change. The details will be updated.
- **What happens if I choose not to receive SMS alerts after I opted for it during registration?** You have to send a mail with **Subject Line "DND" to [direct2farm@cabi.org](mailto:direct2farm@cabi.org)** with your full name, PIN Code and registered mobile number. Your number will be moved to DND (Do Not Disturb) list and you will not receive the SMS Alerts
- **What to do if I want to receive SMS alerts at a later date, although I choose not to receive alerts while registering?** You have to send a mail with **Subject Line "Remove DND" to [direct2farm@cabi.org](mailto:direct2farm@cabi.org)** with your full name, PIN Code and registered mobile number. **You also have to clearly mention in the mail that you have given permission to Café Móvel for sending you promotional SMS.** After this, your number will be removed from DND (Do Not Disturb) list and you will receive the SMS Alerts.
- **How many numbers I can register in Café Móvel?** You can register as many numbers you wish.
- **What happens if my numbers get changed after I register in Café Móvel?** You have to register again with full detail by dialling Café Móvel from the new Number.
- **What happens if I want my number to be removed from Café Móvel?** You have to send a mail with **Subject Line "Unsubscribe" to [direct2farm@cabi.org](mailto:direct2farm@cabi.org)** with your full name, PIN Code and registered mobile number. **You also have to mention in the mail**

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**why you have decided to unsubscribe from Café Móvel.** After this, your number will be removed from Café Móvel list and you will not receive the SMS Alerts.

#### **FAQ Section related:**

- **Do I have to always listen to the old FAQ-s every time?** No, the latest FAQs are always played in the beginning. So if you are a regular listener, you will not have to listen to the old FAQ-s every time.
- **Can I ask a question in the FAQ section?** Yes, you can ask a question. For this, first you have to listen to the answer for the FAQ, and then you can **Press 9 to ask a question. (see the FAQ section for detail)**
- **How I will get the answer to my question?** Answers to the questions asked by the callers, either in FAQ, Alerts or Helpline sections is posted in the Q&A section. This is so that callers do not have to search different sections to find the answers. (See Q&A section for detail)

#### **Alert Section related:**

- **How do I receive the Alerts?** If you have approved Café Móvel to send SMS to your number every time an alert is posted, you will get a SMS with a Token Number. You can go the Q&A section of Cafe Móvel and get to listen to the alert directly by entering the token number.
- **How I can listen to the alerts if I have not approved Café Móvel to send SMS to my number?** In that case you will have to go the alert section and choose the topic. You will find the latest alert for that topic at the beginning. You can further browse for other alerts.

#### **Question & Answer Section related:**

- **What is Token Number?** Token Numbers are unique identity numbers for identifying the caller and the questions they have asked. By doing this system can directly play the answer to the question, asked by a specific caller out of hundreds of question and answers that are recorded.
- **What is the benefit of having Token Number:** By having token number, your conversation with the experts always remains confidential. Because nobody else can listen to the answer to your question unless they have the token number. This way your privacy is always maintained.
- **How I can share the answers with my community?** Café Móvel has this unique twitter like feature, where you can just share the token number of any of the questions that you have asked to your community. They can enter the same and listen to the Q&A thread.
- **Can other ask questions on my Q&A thread?** Yes, if you have shared your Token number, they can listen to and ask questions on your Q7A thread.
- **Will I be able to listen to what questions others have asked on my question?** For this, you have to have their token number. However, you can always listen to all the questions that you have asked and all the answers

#### **Helpline related:**

- **What is the time period when the helpline is active?** The helpline is 24X7, so one can call anytime to the helpline.
- **How do I know that a caller is calling me through Café Móvel help line?** The caller's call will be forwarded to you from this number (+91-11-30980800). Please save this number as Café Móvel helpline in your phone so that you know that the call is coming from the helpline.

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- **Will there be experts available all the time?** Although our endeavour is to make the helpline effective for both the coffee growers and the experts, sometimes experts may be busy or unable to receive calls. In such case callers can always record their query, which will automatically be sent to the respective expert.
- **I am an expert and I am unable to discuss with the caller at length, so I want to put the caller at recording mode and I will listen to his/her query at later, what should I do?** You can tell the caller that after you disconnect, caller should wait for 30 second, then he/she will get an option to record query, which will be available to you for answering.
- **What should I do if I find that the caller need to talk to another expert in different subject matter (e.g. I am plant pathologist, but the problem of the caller is related to nutrition, hence the caller need to talk to Coffee Production experts; agronomy and soil science) to solve the problem;**
  1. You can ask the caller to disconnect, call again and choose the respective subject to talk the relevant subject matter expert. (e.g. the caller disconnects and select the option Coffee Production from the helpline menu to talk to agronomist or soil scientist)
  2. You can put the caller in recording (explained above) and alter on discuss with the expert concerned and record an answer for the caller, which he/she can listen to.
- **How do I know that there is a query assigned to me?** Whenever a caller records a question, you will get a SMS alert that a question has been assigned to you. You have to go the Expert Section of Café Móvel listen to the question and record your answer. (see Expert section for more detail)

**Expert Section related:**

- **I dialled the Café Móvel number but did not find the expert section option in the main menu (after selection of language):** The expert section is only available to the mobile numbers of the experts, assigned by the Coffee Board. Please contact Joint Director Research to update your number in the experts' list.
- **Can I switch languages in the expert section?** It is not possible to switch language once you have selected the language in the welcome menu. However you can always disconnect and redial Café Móvel for selecting another language.
- **Do I have to speak in the helpline in the same language, which I have selected in the Café Móvel?** In the helpline, you need to speak in the same language that the caller speaks and understand. Although this is not related to which language you choose in the welcome menu, it is expected that the caller will like to speak in the language, which they might have chosen in the welcome menu. Hence, ideally, the expert should speak in the same language which he/she would normally choose for Café Móvel.
- **Will I get a SMS alert, when messages posted by me are approved?** No you do not get a message alter when the messages uploaded by you are approved. However if you keep on listening to the relevant section of Café Móvel, time to time, you will be able to figure out whether your message has been approved or not?

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## **Café Móvel Web Log in:**