Scaling technology in Agriculture

A few case studies
Meteorological data collection, analysis and dissemination
- Accurate
- User-friendly
  - Timely
  - Localized
  - Delivered to a simple mobile phone
- Actionable
Impact: Bandhu Desai of Sangli

- SMS warning: "Weather turning humid"
- Bought pesticides
- Crop worth `4.5 Lakh saved
- Neighbour lost significant portion of crop
Impact: Sasikumar of Pondicherry

- SMS alert: "Thunderstorms at sea"
- The day was clear
- Headed back to shore with other fishermen
- Avoided loss of life, damage to boats and nets
Skymet operations

- Remote data collection and transmittal device
- Data analysis organization
- Partnered with data distributors
  - Crop insurance
  - Media companies
  - Telecom companies
  - Commodity traders
  - FMCG companies
Vernacular voice and mobile solutions
- Biometrics
  - Rural banking correspondents
- Voice recognition in 11 Indian languages
- Mobile applications for different mobile platforms
- Contract farming
- Information dissemination
  - Outbound messages
  - Answers to inbound queries
- Rural banking and savings
- Enabling a mobile workforce
Impact: Manivannan

- Sugarcane farmer supplying cane to sugar manufacturer
- Previously: two trips to factory to confirm receipt, get payment
- Now receives calls in local language
- Also receives crop advisories from manufacturer
Impact: Gurinder Singh

- Tracks the price of Basmati
- Elimination of information asymmetry increased annual earnings by `50,000
Challenges in Scaling
Talent
Organization competencies

- Tech Innovation
  - Technology centric
  - Urban
  - Aspirational
  - Scale: small-medium
  - Concentrated

- Field operations
  - Operations centric
  - Rural
  - Not aspirational
  - Scale: enormous
  - Distributed

Partnerships are the key
Deliver value
Sustainable business model
Thank you