

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

uniphore

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