

WITFOR DELHI APRIL 18 2012

Will the Pilots ever fly? "Scaling up and Commercialising ICT-Agriculture models"

Srinivas Garudachar
Director, eAgriculture
Grameen Intel Social Business Pvt Ltd &
Intel Corporation- World Ahead Program

Grameen Intel Social Business Ltd. An Intel Capital Portfolio Company

- Funded by Intel Capital and Grameen Trust
- A BoP focused Social business:
 Impact, Sustainable approach &
 Scalability prime considerations
- Developing appropriate easy to use software
- " Bottom-up Biz model : Social micro-entrepreneur led, community focus.



Vision: digital solutions for the world s social problems





What are we doing in Agriculture?

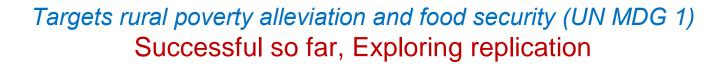
Via ICT, Bringing the *entire agriculture ecosystem players* (inputs, advisers, markets, finance..) and their modular offerings together to the farmer's village: in a single window, convenient, cost-effective, transparent manner so as to improve productivity, mitigate risks and enrich the farmer.

This improved livelihood results in spurring achievement of other unfulfilled basic aspirations eg. food, education, health, water, energy, clothing, transport!

Socio Economic Growth: Creation of Entrepreneurial activity, Local Job Opportunities

Qualitative Impact: Improved Quality of Life, Localised Decison making, Self Reliance, Dignity, Increased pride, Local Community Empowerment & Participation!

"Rural Inclusion" of the "First mile" —BoP farmer becoming a key contributing stakeholder in society-at-large...with potential of <u>doing away</u> with the <u>subsidy regime</u>!







ICT-Agro Pilots

- There are innumerable pilots, several %uccessful ones+
 - . They may have shown social impact and trend towards sustainability
- "How can these be scaled or replicated in a scalable way.
- " What are the factors: both enablers and blocks
- "How can these be overcome?





Challenges for scaling

Significant impediments that need to be sorted out for the benefits to reach macro-socio-economic proportions.

- Active involvement of agro ecosystem players (value chain dynamics)
- Biz model issues (eg. franchising models, employee-run vs entrepreneur run, subsidy vs for-profit/PPP,)
- "Functional Literacy: IT & basic biz literacy at grass roots,
- Community mobilization & active participation crucial to the long term sustainability of any such bottom-up initiative.
- The Tech bottlenecks such as availability of rural connectivity, power
- "Systemic empowerment related to funding (micro funding for VLEs, farmers, social biz fund /exchange) & Advocacy

Each challenge -an opportunity for players to target, overcome \tilde{o} . Huge benefits \tilde{o} .involves risks, but has significant rewards

Challenges: Ecosystem

- " Agriculture stakeholders operating in disconnected mode
- "Farmer pop large, fragmented, illiterate, poor & bereft of choice
- Non-transparence in chain=> last mile imbalances: Need to empower the powerless to break the stranglehold of the powerful!
- "ICT apps can help bridge gaps, bring transparency, costeffectiveness and enable a robust value chain, with a value for value exchangeo ensuring that all stakeholders are involved & engaged to deliver and benefit
- Next key issues are biz model, funding & people related: village operator & community empowerment/ engagement/acceptance



Challenges: Biz model & Value Chain

- Dedicated to Agro/livelihoods vs Shared services (eg CSC)
- "Own vs Franchise operations vs Govt Run/Subsidized (?)
- " Profit Maximizing Biz vs Social Biz
- " Franchising model seems only way to scale
 - . R & R should be very clear,
 - . Clear and fair : gives & gets
 - Programs to address community participation
- Operator should have local strengths, credibility and have social dev focus => profit only being the route to sustainability
- Value chain participation is key
 - Continual Value exchange & monitoring of this essential
 - . As strong as the weakest link!





First Mile skills: The %ight+village entrepreneur

Necessary Qualities

- Local person
- Understands the domain
- Acceptable to community
- Previous experience, esp if feled useful.
- Somewhat literate
- ar NO of Villages 600K A risk taker (might estmer capacity)
- Biz acur
- ct of the

- nip skills

Capacity Au ration

- Drilling in
- management
 - Tunity & Group
 - obilization
 - **Public speaking**
 - ICT usage skills
 - Domain skills update





- A sense of biz alignmentaring authority self reliance.

 A sense of biz alignmentaring authority self reliance.

 A sense of biz alignmentaring authority self reliance.

 Community self reliance.



Technical Issues

- Connectivity Infra in rural areas found wanting
 - . Energize USO Fund out of dormancy?
 - . Push TELCOs for enabling rural data connectivity
 - Lower cost connectivity options (eg LD WiFi)
- " ICT Literacyo a challenge and an opportunity
- "Vocational literacyo ICT can be huge game changer
- " IT Rural Support
- " Power (less of an issue due to battery backup)





Financial /Institutional Impetus

- Advocacy with Financial Regulators, Dev agencies & Grass-roots dev finance
- PPP Facilitation with govt and pvt agencies on ecosystem energization
- Platform to showcase impact to Policy makers/Peoples reps (eg MPs/MLAs)
 - . Devise easy mechanisms to explore pilot & scaling options in each constituency
 - . Blueprint the process for reps to take forward (MP funds, NGO specs, Purchase facilitation etc)
- Co-participation in pilot initiatives to explore, expand and scale
 - Facilitation of seed funding for first scaleups
 - Fund Action Research, Assessment, Adaptations
 - Blueprints of sustainable financial products to aid farmers
 - Replicate and scale massively
- Involvement in Rural Entrepreneur Capacity Building & Community Collectives Empowerment





ICT is a great enabler! And scaling is surely possible,

But!

It takes far more than just ICT!

Do we have the allround will to tackle & Enable GrassRoots Transformation!





Backup





For Scaling/replicating to maximize impact:

What Grameen-Intel, Intel & partners have:

"Good opportunity to demonstrate & showcase how IT can help enable achieve MDGs

"Implementation Experience & Methodologies (social engineering- groups, sustainable businesses, social entrepreneurship)

"ICT4D Solutions

"Global Brand & reach

"Can collaborate globally to build required visibility to help scale the fruits of ICT4D impact



