

WITFOR '12 Agriculture Panel, New Delhi,  
April 18<sup>th</sup>, 2012



# Nokia Life

## Agriculture services

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Global Head, Nokia Life.

**NOKIA**



## *Nokia Life:*

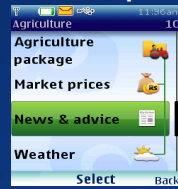
- Education, Health, **Agriculture**, Entertainment Services
- Live in **India, China, Indonesia & Nigeria**
- Services available in **17 Local Languages**
- Supported by over **75 Knowledge Partnerships**
- Over **50 Million** People benefited from Nokia Life
- Available on 35+ Low/Mid range Nokia Phones
- **Works on SMS** and does not need GPRS/3G

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# Nokia Life Service Portfolio

## Agriculture

### News/Tips



### Agri Weather



### Market Prices



## Education

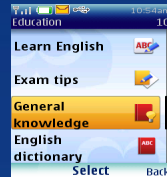
### Learn English



### Exam Tips



### General Knowledge

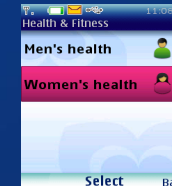


## Healthcare

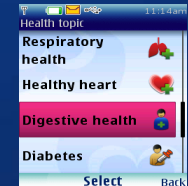
### Mother & Child care



### Health & Fitness

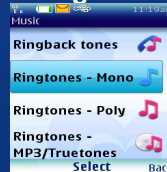


### Health Topics

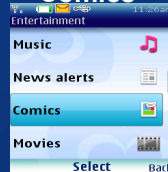


## Entertainment

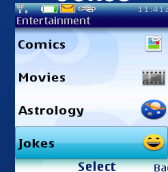
### Ringtones



### Comics



### Jokes



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Nokia Internal Use Only



## *Consumer Insights on Agri Information via mobiles:*

- “ Timely & Actionable Information from Trusted Sources
- “ Locally Relevant & in Local Language
- “ Storable & Referenceable
- “ Access to Experts

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# Bringing Real Life Experiences on Devices



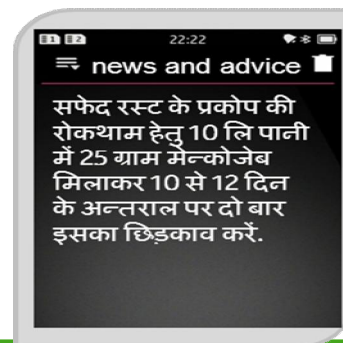
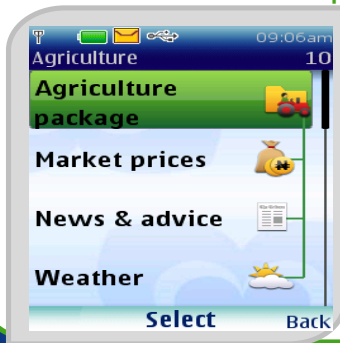
Today's Indian farmer constrained with:

- "Age old techniques
- "Access to market info
- "Middle men to sell produce



Nokia Life helps by providing:

- "Easy access to information
- "Relevant and hyper-local
- "Innovative user experience



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Nokia Internal Use Only

# Nokia Life Agriculture Services

Bringing information on mobiles to farmers in emerging markets

**Agriculture**

- Market Prices
- Weather
- News and Advice

**Market Prices**

पुणे  
फूल गोभी रु. / कुंतल

|         |     |
|---------|-----|
| न्यूनतम | 150 |
| अधिकतम  | 600 |
| प्रचलित | 375 |

मात्रा - 620 कुंतल  
स्रोत: MSAMB

**Crop Tips**

गेहूँ  
यदि एफिड द्वारा फसल में नुकसान पहुंचाया जा रहा हो तो प्रति एकड़ 50 ग्राम थायामेथोकजेम की आपूर्ति करें.  
स्रोत: सिंजेटा

INBOX

**Weather**

साफ आसमान युक्त गर्म व नम दिन.  
तापमान: 17 ...33 डि. से.  
नमी: 50%...91%  
हवा: उ. प. 10 कि. घ.  
वर्षा: 0 मि.मी.  
वर्षण: 0%



# Nokia Life Agriculture Service

## National Coverage

| <i>Country</i>   | <i>Crops<br/>/Commodities</i> | <i>Markets<br/>/Traders</i> | <i>Languages</i> |
|------------------|-------------------------------|-----------------------------|------------------|
| <b>INDIA</b>     | 300                           | 5000+                       | 12               |
| <b>CHINA</b>     | 100                           | 2000+                       | Chinese          |
| <b>INDONESIA</b> | 165                           | 201+                        | Bahasa           |
| <b>NIGERIA</b>   | 25                            | 111                         | 3                |

*18 Operators across 4 Countries*



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# Nokia Life Agriculture Services

Bringing Social+ on mobiles to farmers in emerging markets

## Corp Tips

ಜೋಳ:  
ತನೆಯ ಕಾಳಿನ ಮಸಿ ರೋಗದ  
ಹತೋಟಿಗೆ, ಬಿತ್ತನೆ  
ಸಮಯದಲ್ಲಿ ಪ್ರತಿ ಕೆಜಿ  
ಬೀಜವನ್ನು 2 ಗ್ರಾಂ ಕಾರ್  
ಬೆಂಡಾಜಿಮ್ ನಿಂದ ಉಪಚರಿಸಿ  
ಬಿತ್ತಿ.  
ಮೂಲ: ವಿಕ್ರಿಸ್

SHARE

## Corp Tips

Jowar:  
For effective control of  
Grain Smut, Charcoal rot  
diseases, seed treatment  
with 2 gm Carbendazim  
per Kg of seeds before  
sowing is the best  
remedy.  
Source: Syngenta

Ask an Expert

## Poll

As a part of your crop  
rotation, do you cultivate  
leguminous crops?

One a year

One in two years

Never do

## Poll Result

As a part of your crop  
rotation, do you cultivate  
leguminous crops?

409567 responses

Once a year (63%)

Once in two years (18%)

Never do (19%)

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# Nokia Life



Know more, Live more.

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