WITFOR ’12 Agriculture Panel, New Delhi, April 18th, 2012

Nokia Life
Agriculture services

Jawahar Kanjilal
Global Head, Nokia Life.
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
Nokia Life Service Portfolio

Agriculture

- News/Tips
- Agri Weather
- Market Prices

Education

- Learn English
- Exam Tips
- General Knowledge

Healthcare

- Mother & Child Health
- Health & Fitness
- Health Topics

Entertainment

- Ringtones
- Comics
- Jokes

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
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

Nokia Life Features:
- Agriculture
  - Market prices
  - News & advice
  - Weather
Nokia Life Agriculture Services
Brining information on mobiles to farmers in emerging markets

Agriculture
- Market Prices
- Weather
- News and Advice

Market Prices
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>स्थलतम</td>
<td>150</td>
</tr>
<tr>
<td>अधिकतम</td>
<td>600</td>
</tr>
<tr>
<td>प्रबंधित</td>
<td>375</td>
</tr>
<tr>
<td>सामना - 620 कुंडल</td>
<td>स्रोत: MSAMB</td>
</tr>
</tbody>
</table>

Crop Tips
- गेहूँ
- यदि एक्सिड द्वारा फसल में नुकसान पहुँचाया जा रहा हो तो प्रति एकड़ 50 याम शयामेयोक्तेम की आपूर्ति करें।
- स्रोत: सिंजेटा

Weather
- साफ आसमान युक गर्म व नम दिन।
- तापमान: 17 ...33 डि. से.
- नमी: 50%...91%
- हवा: 5. प. 10 फि. घ.
- वर्षा: 0 मि. मि.
- वर्षेण: 0%
# Nokia Life Agriculture Service

## National Coverage

<table>
<thead>
<tr>
<th>Country</th>
<th>Crops /Commodities</th>
<th>Markets /Traders</th>
<th>Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIA</td>
<td>300</td>
<td>5000+</td>
<td>12</td>
</tr>
<tr>
<td>CHINA</td>
<td>100</td>
<td>2000+</td>
<td>Chinese</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>165</td>
<td>201+</td>
<td>Bahasa</td>
</tr>
<tr>
<td>NIGERIA</td>
<td>25</td>
<td>111</td>
<td>3</td>
</tr>
</tbody>
</table>

18 Operators across 4 Countries
Nokia Life Agriculture Services
Brining Social on mobiles to farmers in emerging markets

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

Corp Tips
- Share
- 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
- 409567 responses
- Once a year (63%)
- Once in two years (18%)
- Never do (19%)
Nokia Life

Know more, Live more.