



Phone-based information services for farmers

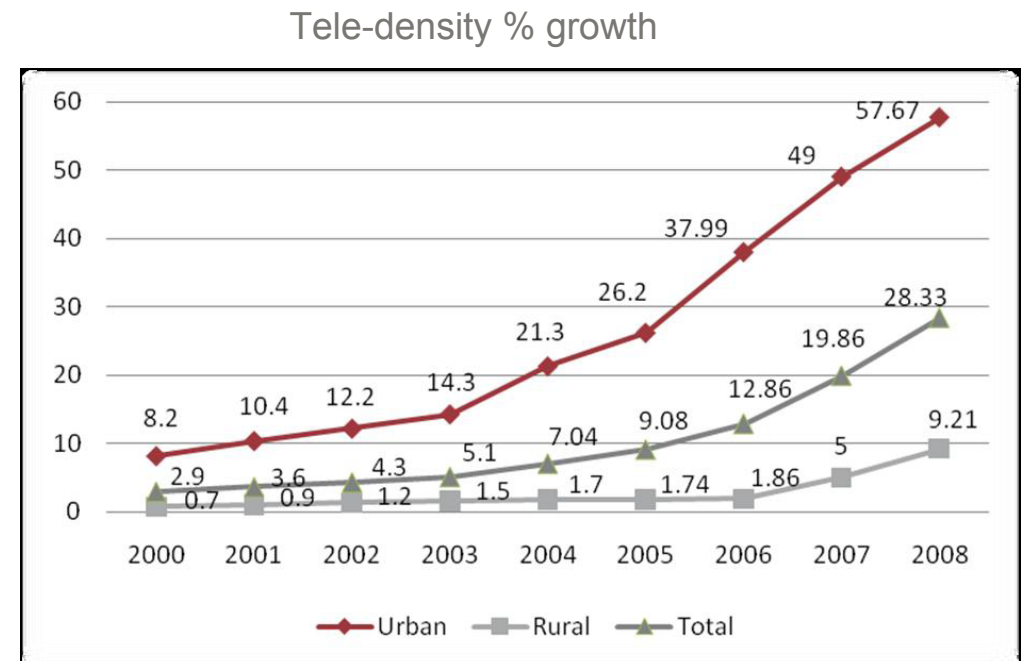
IAALD 2010
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Background

- Agriculture's significance:
 - ~20% of GDP
 - 60% of population directly/indirectly dependent
- ~127m growers in India, most on plots <5 acres
- Only 40% of farmer households access information about modern agricultural techniques
- Very wide (1:1000) extension worker : farmer ratio
- Mobiles: from a communication to a development and socialization tool

India telecom market

- ~500m subscribers (08/09)
- Tele-density ~42% (08/09)
- Year-on-year subscriber growth ~43% (06/08-06/09)
- Expected mobile subscriber base (2013) ~771m



Extension Agents of 21st Century



with thanks to: let's go mobile

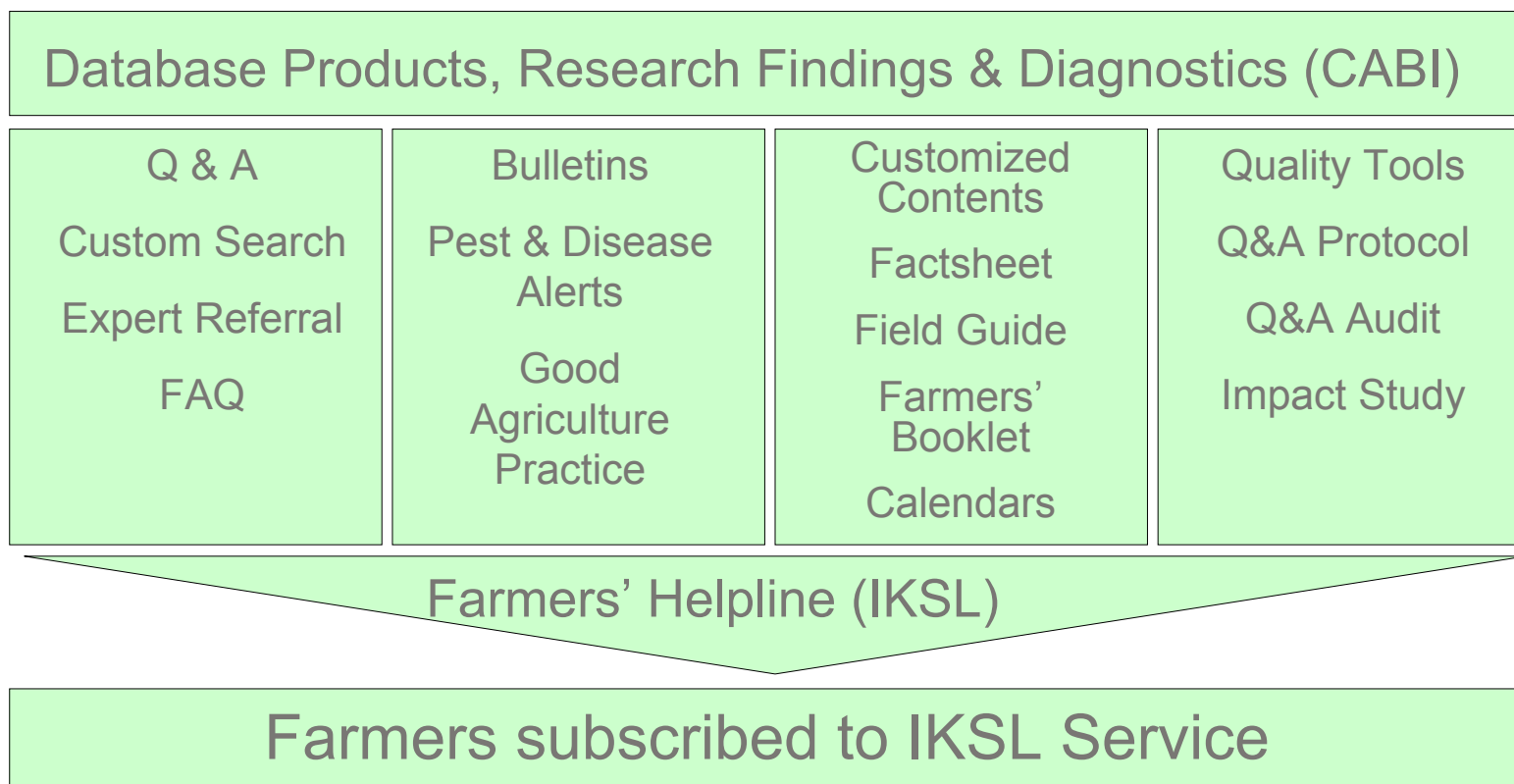
IFFCO KissanSanchar Ltd and CABI



- IFFCO and Bharti Airtel JV
 - >1.5m farmer subscribers in 18 states
- Each farmer gets a daily local language voice mail on crop protection, agronomy, animal husbandry and govt schemes etc
- Helpline for farmer queries manned by locally based content manager who consults with experts and provides solutions
- CABI provides scientific backstopping and solves difficult/complex farmer problems through its global knowledge base and scientific resources
- We help IKSL generate contents for knowledge dissemination
- We develop a crop protection database based on the farmers' questions and the solutions provided

Science backstopping

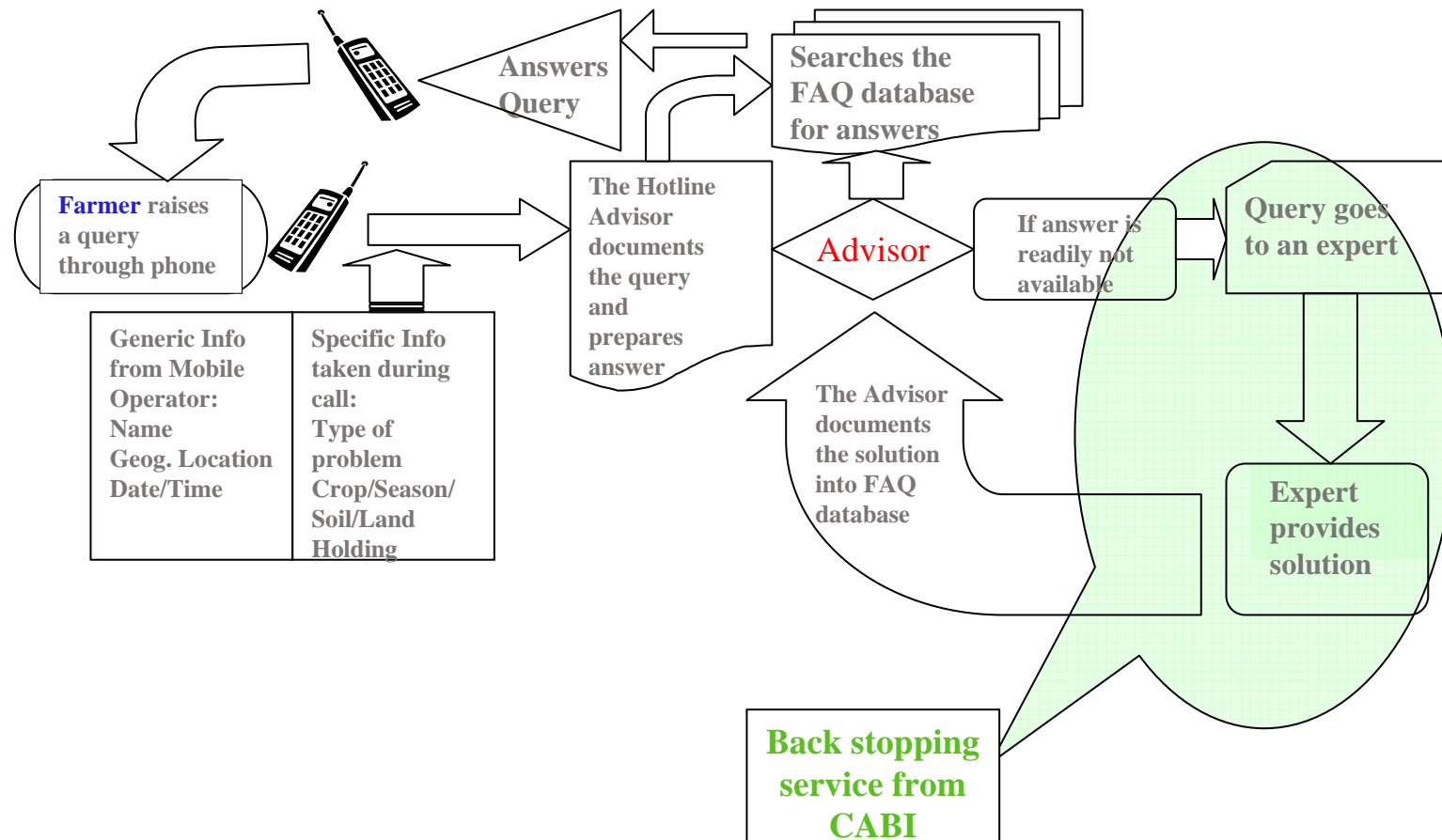
- Latest knowledge, contents and training tools supplied to/via IKSL advisors



Proactive messaging

- Selection
 - Question trends, farmer feedback, seasonal, critical crop stages
- Production
 - Topics prepared 7 days in advance
 - Message text from local/national expert panel
 - Vetted by IKSL Expert Panel/CABI
 - Vernacular verbal translation prepared & disseminated to subscribers

Schematic



Sample recommendation

Type	Early Blight
Cased by	Alterneria sp
Symptoms	Round spots with rings inside, spots combine together and give burnt appearance. It spreads by wind
Cultural control	Remove diseased plants from fields and destroy. Remove solanaceous weeds as these will act as alternative hosts. All Solanaceous crops are susceptible, use disease-free seed and resistant varieties if available. Do not have different age plants in fields at same time; old plants can infect young plants rapidly. Keep nursery away from main growing area. No overhead irrigation if disease is present (spreads fungus and washes off fungicide)
Chemical Control measures	Spray Redomil MZ 2 gms/lit, if infestation is more repeat the spray in 12-15 days interval. Carbamates, clorotalonil, cupric fungicides can be effective.

Sample success

Name of farmer	Shivashankar
District	Chamarajanagara
Phone No.	XXXXXXXXXX
Crop/Category	Coconut & animal husbandry
Details	<p>Owens coconut orchard with 40 trees. Rears 35 sheep & 5 cows. Used [IKSL] “green sim” card for 8m; 75% of the messages are useful</p> <ul style="list-style-type: none"> - Mite attack on trees - >Rps25k on pesticides but no solution - Adopted voice message advice <i>(Integrated fertilizer application with potash application to root zone)</i> - Plants recovering - Has also adopted balanced feed advice <i>(Soaked maize, broken grain feeding to increase milk yield)</i> - Milk yield increased from 2.0 to 3.5 ltrs/day/cow - He said that because he gave sheep vaccination at right time, his sheep are healthier & sold for 15% more

IKSL Factsheet



Content managers	18
Experts on panel	52
Total messages delivered	95,000
Questions on Helpline	61,500
Feedbacks from farmers	4,200
<i>Plus, Phone-In Expert Programmes</i>	155
Quizzes	267



Thank you. For questions, contact

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