DIGITAL STRATEGIES FOR DEVELOPMENT SUMMIT 2015

Accelerating Inclusive Development through ICT Innovation

A Knowledge Exchange Forum for Asia-Pacific Region and Beyond

Leveraging Agriculture through ICT-GISB Approach

Grameen Intel Social Business Ltd.

Why we need sustainability in agriculture

Grameen Intel Social Business Ltd.

- Ensure food security
- 70 % of population employed in farming (smallholder, rural)
- 62% GDP impact of agriculture in developing countries

GISB Product Portfolio – *ICT solutions that address specific social problems such as low agriculture output, lack of pre-natal care and education*

	Agriculture		Early Learning	Health
Solution	**Mobile Compute – Tablet/PC**	**Phone-call-in**	**Mobile Compute – Tablet/PC**	**Web registration**
	eAgro apps for nutrient analysis and recommendations for seeds, fertilizers, and market linkage ankur mrittikā protikār vistār	Mobile based solution (voice, txt) using the key eAgro algorithms krishē	Pre-K learning tools customizable In any language gDraw gSlate English gSlate বাংলা gSlate عربي	Maternal and child health tracking And monitoring software shumātā dolnā
	For development agencies, government programs, social franchises and entrepreneurs.	2015: revenue sharing with telecom company with nationwide coverage.		In R&D stage
Direct Customer	Micro-Entrepreneurs and Agric. extension programs	Farmers directly call Krishi call center	Download for everyone	Expectant mothers, newborns and toddlers in rural areas
Cost	~$10/license	$0.10/query	Freely available for download on the Google Play Store	$10/license + $12 annual Web-hosting cost

Source: Grameen-Intel Social Business

ICT as leverage for agriculture sustainability - GISB approach

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- Bringing Expert advisory at farmers doorstep
  - Recommendation on seed, fertilizer, pest and disease control
- Introducing ICT enabled business model with
  - Micro entrepreneurs
  - Public and private sector partners
- Efficiency and transparency in market linkage;

GISB at a glance

Grameen Intel Social Business Ltd.

We provide **sustainable technology solutions and business models** to improve the livelihood at the base of the pyramid.

795 million without enough food
67.4 million children out of school
2.9 million newborns died in 2012

Our goals as a **social business** are:

- Sustainably improve livelihood through entrepreneurship
- Support capacity building
- Improve food security
- Better infant and maternal health
- Increase child literacy

~250 Entrepreneurs

serving 22964 Farmers

We work with Governments, Development Funds, and International Organizations

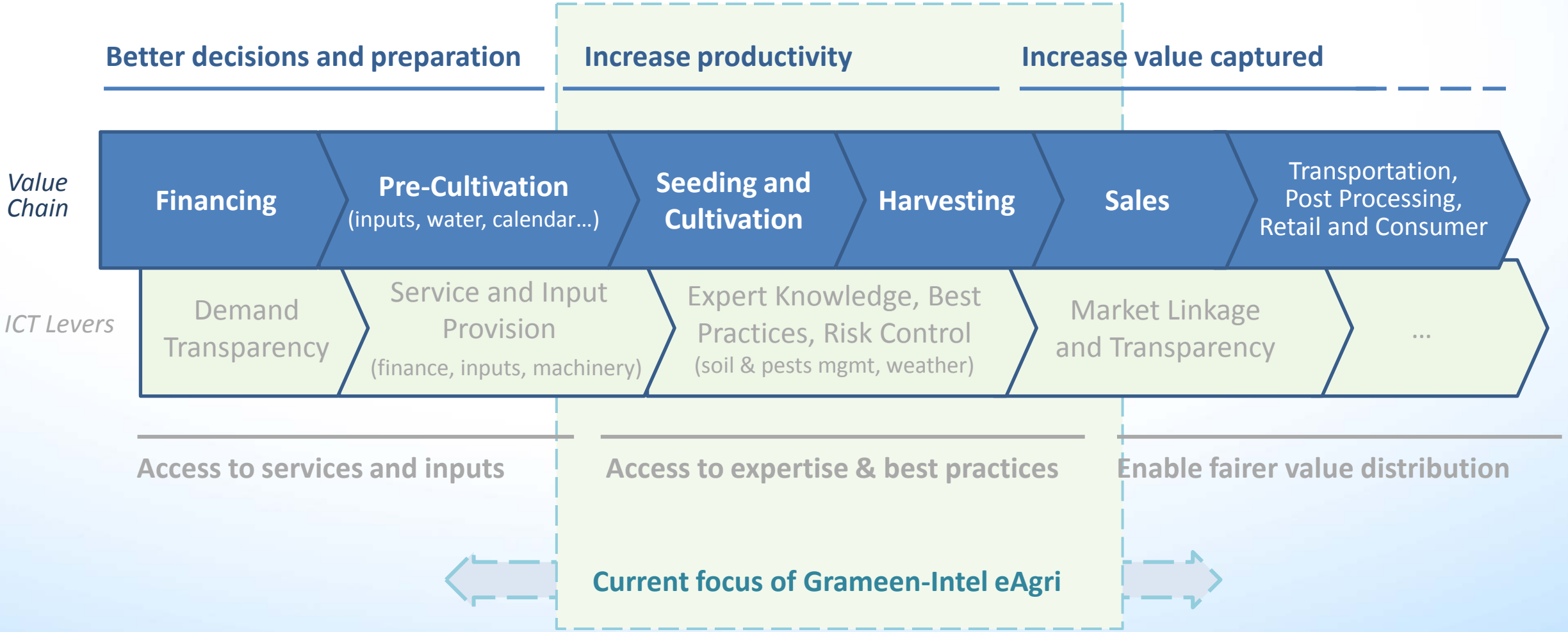
OUR SOLUTIONS

Easily **Scalable**, Globally **Replicable**.

ankur — Seed recommendation app to identify best seed options, improve input cost and increase yield.	**vistār** — Harvest management application to link buyers with farmers and create market transparency.
mrittikā — Soil analysis solution to identify optimum fertilizer, improve input cost and increase yield.	**krishē** — Telecommunication based solution to leverage the high coverage of mobile network to benefit farmers.
protikār — Solution to prevent, control, and fight plant diseases, weeds and pests based on best practices.	**dolnā** — Vaccine scheduling and tracking software for newborns and toddlers.

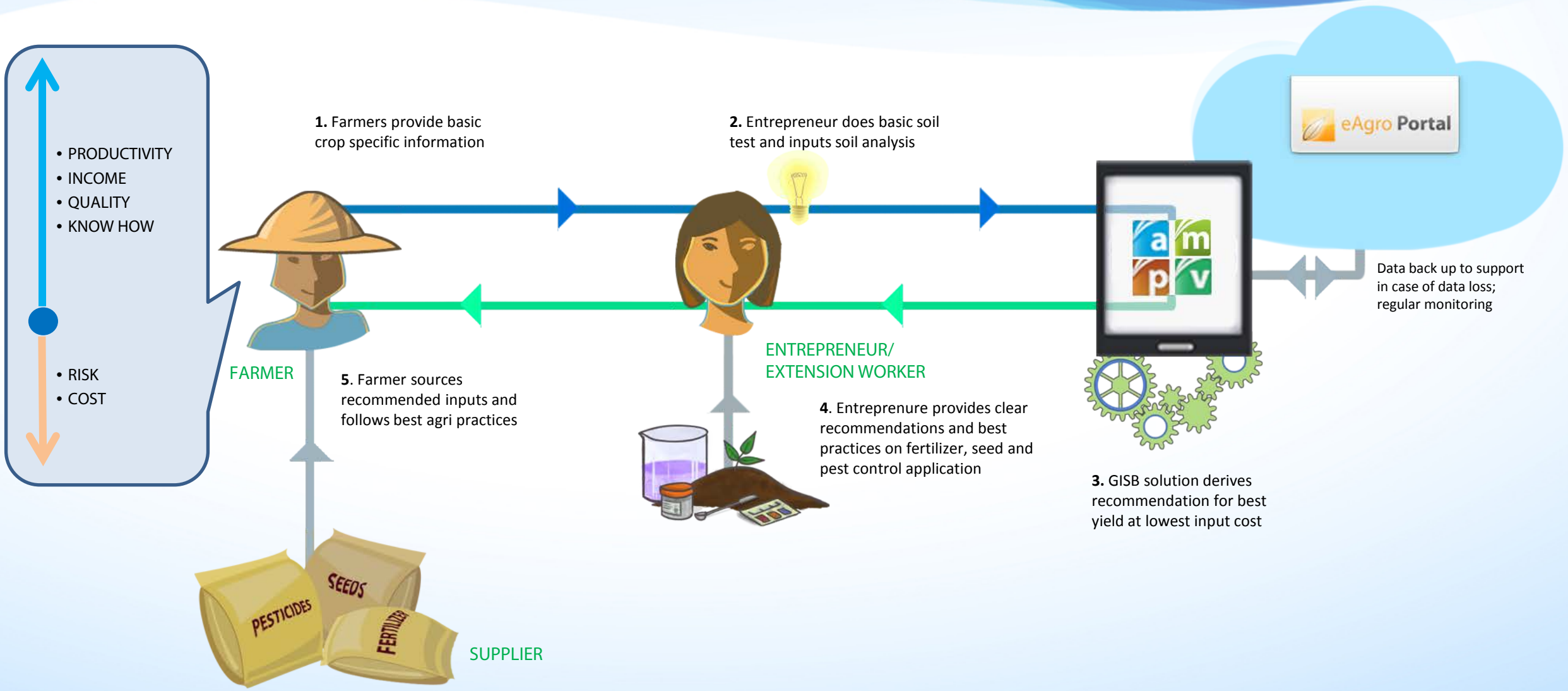
qSlate — Educational app for pre-school children to learn the basic foundations of language. (Currently available in English, Arabic, and Bangla)	
qDraw — Drawing app to encourage creativity and cognitive development among young children	
shumātā — Antenatal care monitoring software for pregnant women to help identify high risk pregnancies early on for appropriate follow up.	

ICT driving agriculture impact across the value chain



Source: Grameen-Intel Social Business

eAgriculture Working Model



Partnership and collaboration for sustainable agriculture development

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HVAP in **Nepal**

Partnership with eKutir in Odisha, **India**

Project Harvest in **Bangladesh**- local entrepreneur and institutional partners

krishē – Call-center based fertilizer reommendation service launched in **Bangladesh**

ePADEE in **Cambodia** funded and supported by IFAD, SNV, iDE

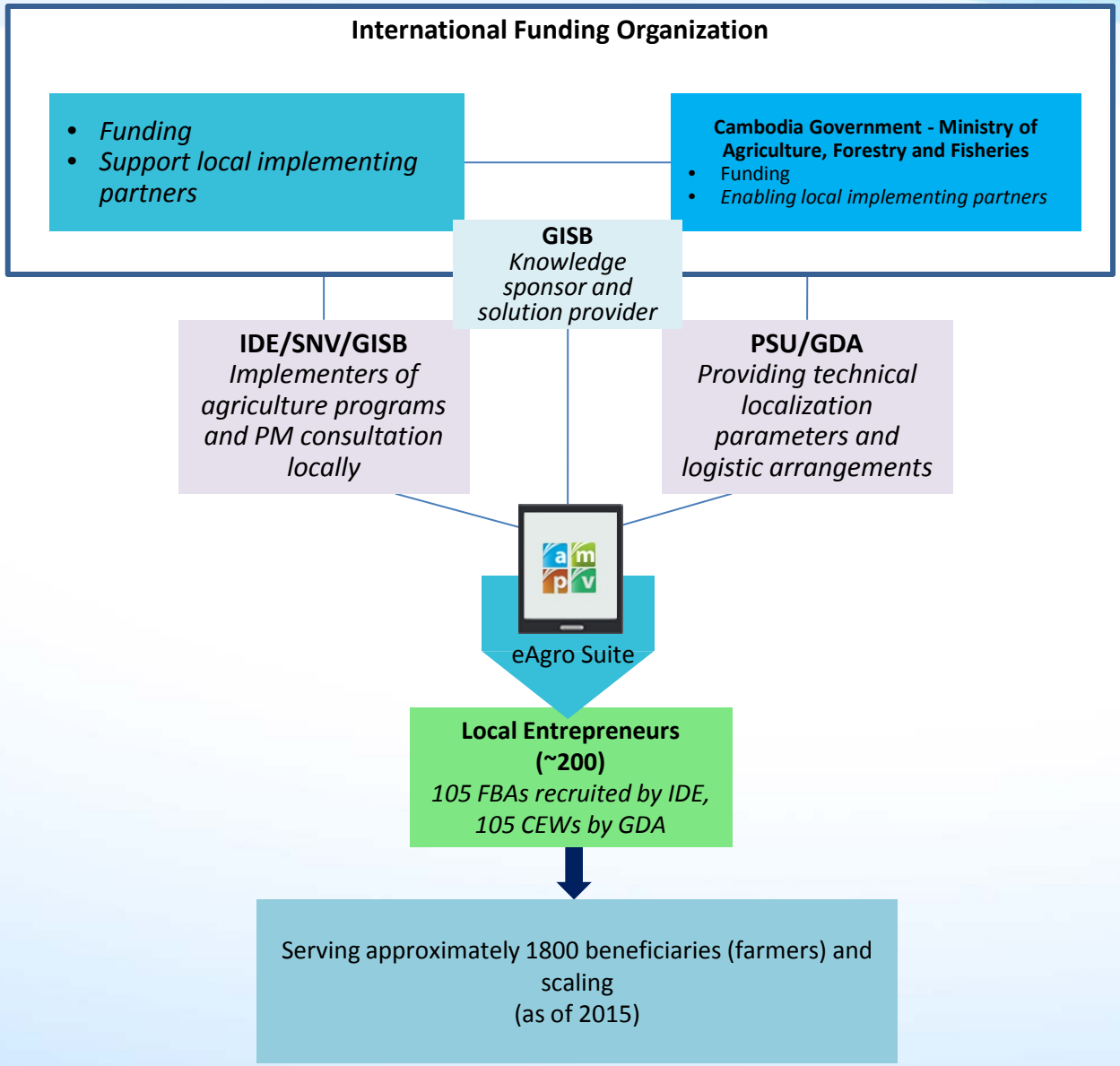
Offering:
- *Capacity building*
- *Expert agro knowledge*
- *Leveraging access to ICT tools*

Positive changes in:
- *Livelihood development*
- *Food security*
- *Income generation*
- *Soil health maintenance*

Sustainable development by:
- *Reduced barrier in ICT education*
- *Entrepreneur creation*
- *Reducing environmental impact*

ICT partnerships (with entrepreneurs) are integral to the GISB eAgro model

e-PADEE – an example



eAgronomy suite is a mobile solution (Tablet, Notebook) that brings affordable expert advisory services for crop and soil management to small holder farmers to maximize yields and improve the quality of the harvest. The SW suite comprises of

- seed selection and recommendation - **ānkur**
- soil nutrient analysis and fertilizer recommendation - **mrittikā**
- crop protection recommendation - **protikār**
- direct market or buyer information to farmers - **vistār**

PADEE Goal

- introducing information and communication technology (ICT) to **increase rice productivity to become a net exporter**, highlighting importance of rice experts, knowledge based agro expert system and the usage of ICT for enabling rural development
- Enable small holder farmers to achieve **sustainable high yield on crops**

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