



DIGITAL STRATEGIES FOR  
DEVELOPMENT SUMMIT **2015**  
**Accelerating Inclusive Development through ICT Innovation**  
A Knowledge Exchange Forum for Asia-Pacific Region and Beyond

# **Zero Cost Extension Model**

A disruptive business model for EAS to  
serve small holder farmers through  
private sector partners powered by ICT

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[www.biid.org.bd](http://www.biid.org.bd)

**BIID is a private sector initiative that offers a range of services aimed at development and promotion of ICT based information and services market in Bangladesh**

**It's distinction lies in clear understanding of issues & opportunities to benefit the poor with the use of ICTs considering local dynamics**

## **Inclusive Business**

**BIID envisions in becoming a reliable and leading enterprise offering strategic planning, implementation assistance and consulting services to public, private and other initiatives in ICT based services market of Bangladesh and in other developing countries**

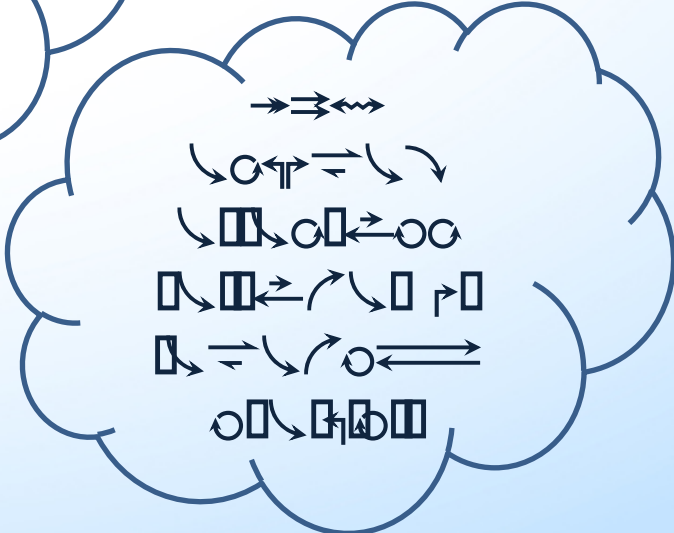
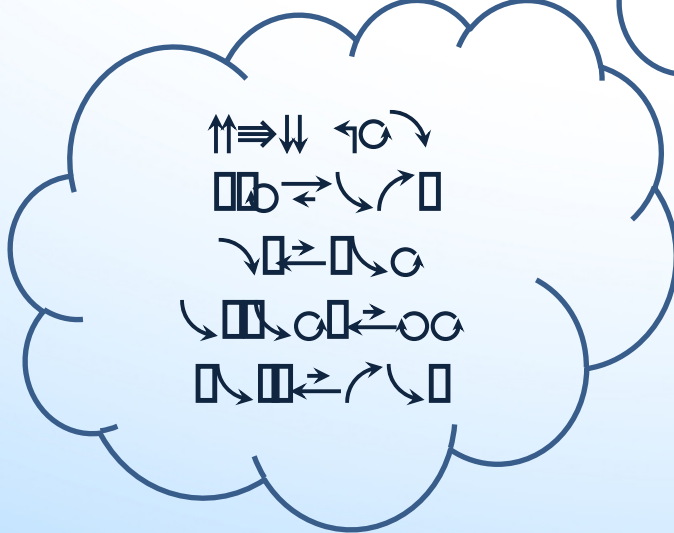
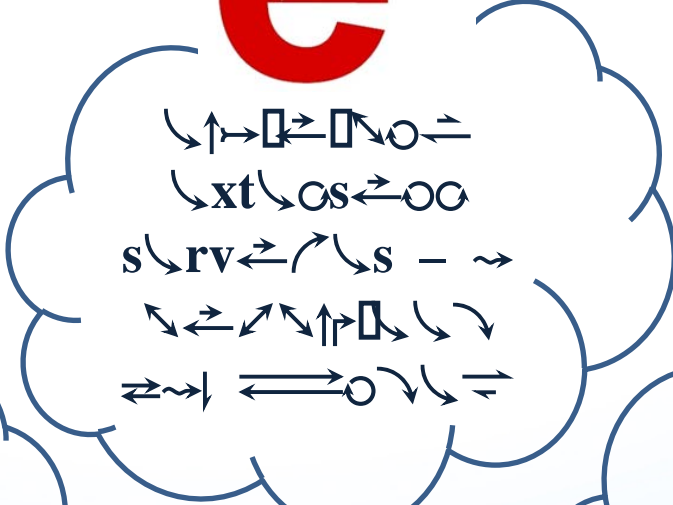
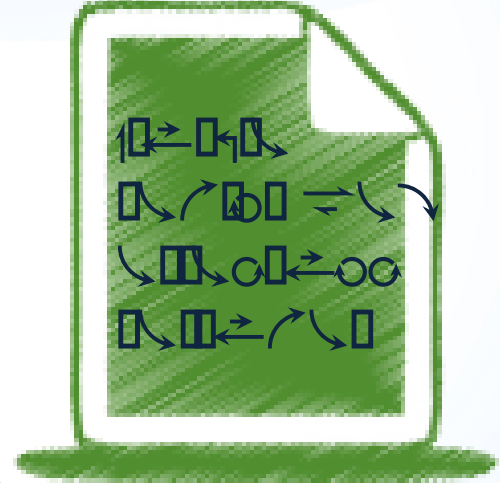
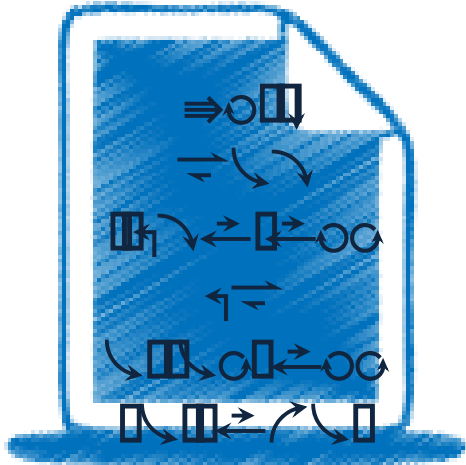
**BIID's key strategy is to ensure *Making ICT work for poor* as an effective tool & cross cutting issue. And build on the existing system and available as well as emerging technologies and potential users**



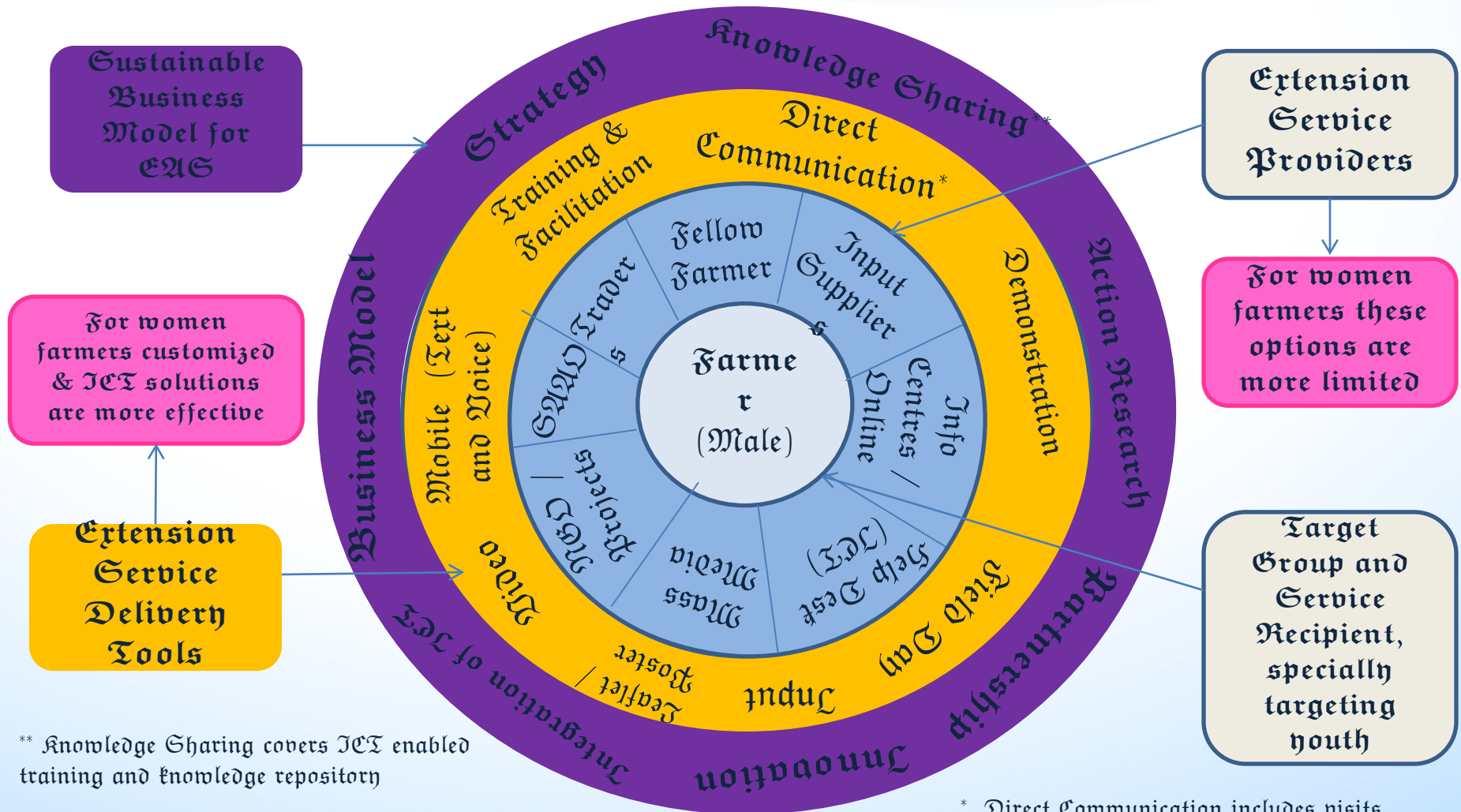
www.sme.com.bd



# Different Models of EAS



# BIID Framework of the existing eco-system of Extension Advisory Services (EAS) in Bangladesh



\*\* Knowledge Sharing covers ICT enabled training and knowledge repository

\* Direct Communication includes visits, Court Yard Meeting, and Group Meeting

# e-Krishok Guiding Principles

**Consider social  
benefits**



**Think  
Outside  
The Box**

**Guiding  
Principles**

**Private  
Sector led  
approach**

**Farmers are  
Entrepreneurs**

# e—Krishok : A service basket approach

e—Krishok – Extension, Business Planning (Farmbook)

eXtension Portal: Knowledge Repository

Extension Process Outsourcing (EPO)

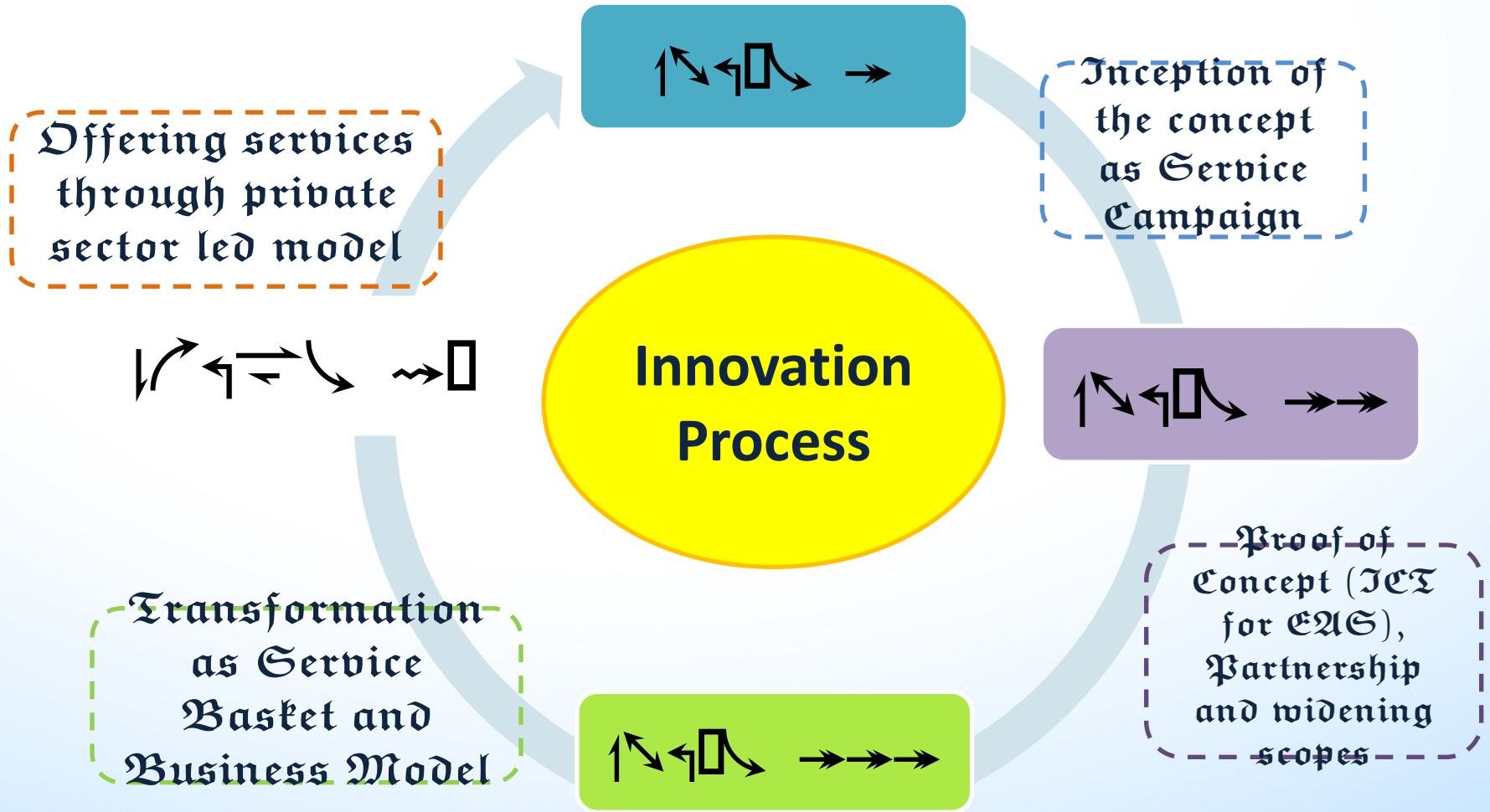
Agricultural (Crop and Floriculture) Insurance

Batighar : Shared Access Points for all

16250 Short Code : Voice and SMS service

Market Linkage Program (MLP)

# Evolution Phases of e-Krishok





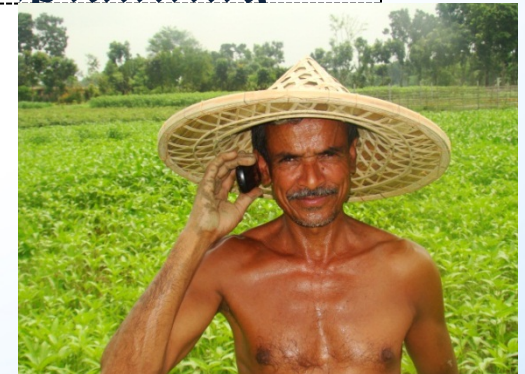
# 360 degree solution for Farmers

**Pre —  
Production**

Crop Selection  
& Management,  
Land  
Preparation,  
Business  
Planning

Post Harvest  
Management,  
Market  
Linkages

**e—Krishok**



**Post—  
Production**

Extension  
Services  
(Training,  
Informatio  
n)

**Production**

We assume and feel satisfied..



# Thank You



...  $\rightarrow$   $\curvearrowright$   $\Rightarrow$   $\Leftarrow$   $\nabla$   $\searrow$   $\nwarrow$   $\llcorner$   $\leftrightarrow$   $\rightarrow$   $\curvearrowright$   $\searrow$   $\swarrow$   $\lrcorner$   
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# .... What went wrong ?

Farmers are still not using the e—  
Krishok EAS

Businesses yet to  
adopt the model

Both transacted  
/ free ICT  
enabled EAS  
model also not  
scaled up



Keep the  
innovation  
process and  
advocacy  
continue ...



Keep moving and innovate ....

# Innovation Process for new EAS service model to serve farmers better

- BIID conducted research on the existing models practiced private sectors (globally and locally) to facilitate EAS to farmers and framed a new model
- Initiate consultation with the input suppliers and other stakeholders like business associations
- Bangladesh Seed Association (BSA) expressed their interest to collaborate with BIID on new EAS model

# The Concept - Zero Cost EAS

Facilitate free extension related information and advisory services for the clients (farmers) which will be bundled with input packages.

The information package will be delivered according to the input package purchased by the customer. Thus, every farmer who buys an input package will be entitled to receive the information package. Service package will depend on the value of products. While serving the clients, BIID will also ensure promotion and R&D support to the input company by providing different customer experiences on their products as well as markets.

# Zero Cost Extension Model

BIID in collaboration with private sectors, mainly partnering with the input companies developed the win-win business proposition for all the stakeholders to serve the farmers with quality EAS by using ICT tools.

**Driven by Business Model**

Accessibility to quality EAS is still a challenge in developing countries and use of ICT is limited. BIID introduced the Zero Cost Extension Model to serve the farmers in a sustainable approach.

**Main Theme**

# 3 Steps in Zero Cost EAS

**Zero Cost EAS (e-Krishok  
Extension Service)**

## **Step 1**

Farmers buy input and receive the help desk no.

## **Step 2**

Farmers give a missed call from own mobile no.

## **Step 3**

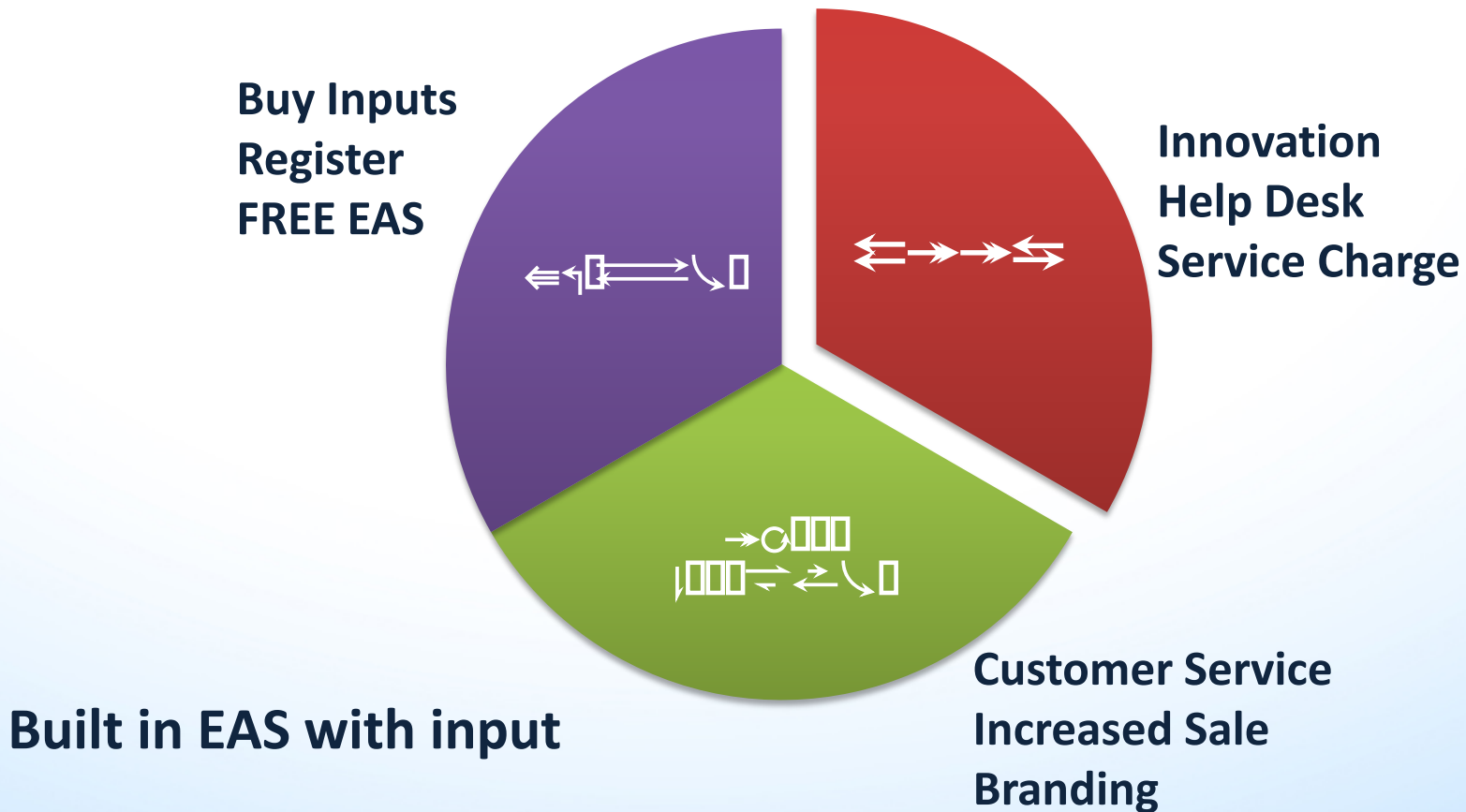
e-Krishok help desk call back and offer EAS



**Bundling the service with  
Seed Packet and  
communication materials at  
retailers shop**



# Business Model



# Short Term Plan and Present Status

- Led by Bangladesh Seed Association (BSA)
- 100,000 farmers by 2015 (Pre-Testing, ongoing)
- 4 Seed companies will partner during the pre-testing phase
- Proof of concept by BIID, BSA and input companies in 2015 and finalize business model
- Measuring the benefits from the farmers and input suppliers perspective

# Expected Outcome

- 20,000 farmers availed the service (By December '15)
- Partners identify areas of benefits (Customer care, Brand Loyalty, Marketing and Sales increase, if any)
- Frame the service delivery model and communication strategy
- Finalize business model

# Challenges

- Input suppliers are not optimistic to offer EAS
- Social behavior of farmers towards using ICT enabled EAS and Low awareness on using updated / specific technical information
- Availability of mobile phone while buying inputs
- Retailers incentive to promote the service
- Missed call perception may reduce registration

# Scopes

- Integration of Zero Cost EAS in wider input service providers :
  - Pesticide and Fertilizer (In addition to Seed)
  - Finance (Agri Credit and MFI)
  - Technology
- Strategic Partnership with diversified actors
- International market / projects

# Future Plan for Zero Cost EAS

- Scale up the model with more BSA Members and other input suppliers like pesticide, etc.
- More partners (non-input) will join the consortium
- Endorsement by the government stakeholders
- 1 Million farmers by 2017 (Commercialization)
- Introduce 'EAS Pack' with mobile operators to scale
- Positioning e-Krishok as the Quality EAS provider

# Happy Faces are Sustainability





# Thank You

For any further information

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