

# eKrishok: A Sustainable Business Model

## *Harnessing ICTs to Improve Agricultural Extension*



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# Introduction of BIID

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 and consider 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 works 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

# Partners and Services of BIID



[www.ekrishok.com](http://www.ekrishok.com)



**USAID**  
FROM THE AMERICAN PEOPLE



grameenphone



**Farmbook**



গ্রীন ডেল্টা ইন্স্যুরেন্স কোম্পানী লিমিটেড  
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**ICT4D Journal**

**innova**

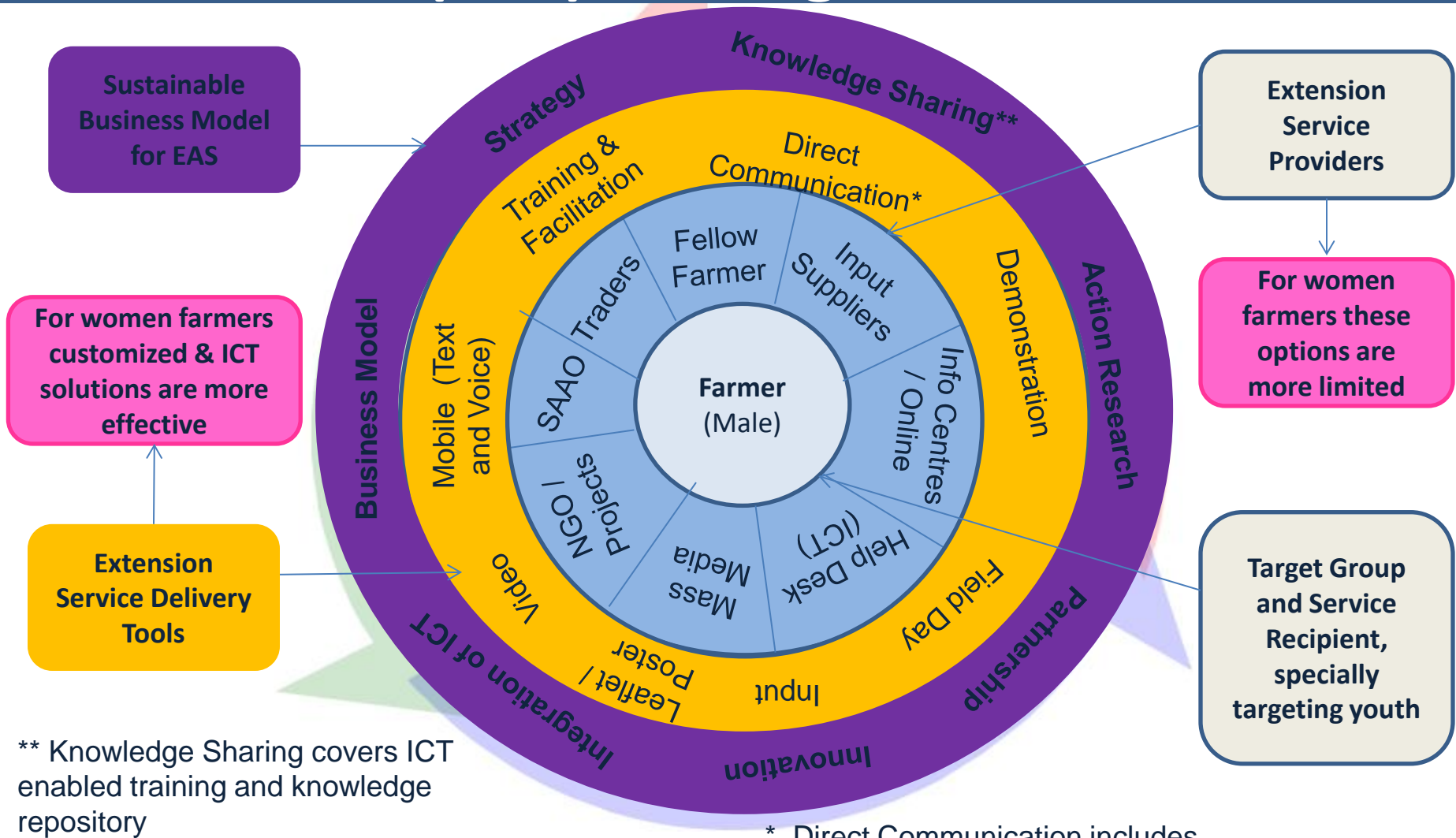
**Market Linkage Program**



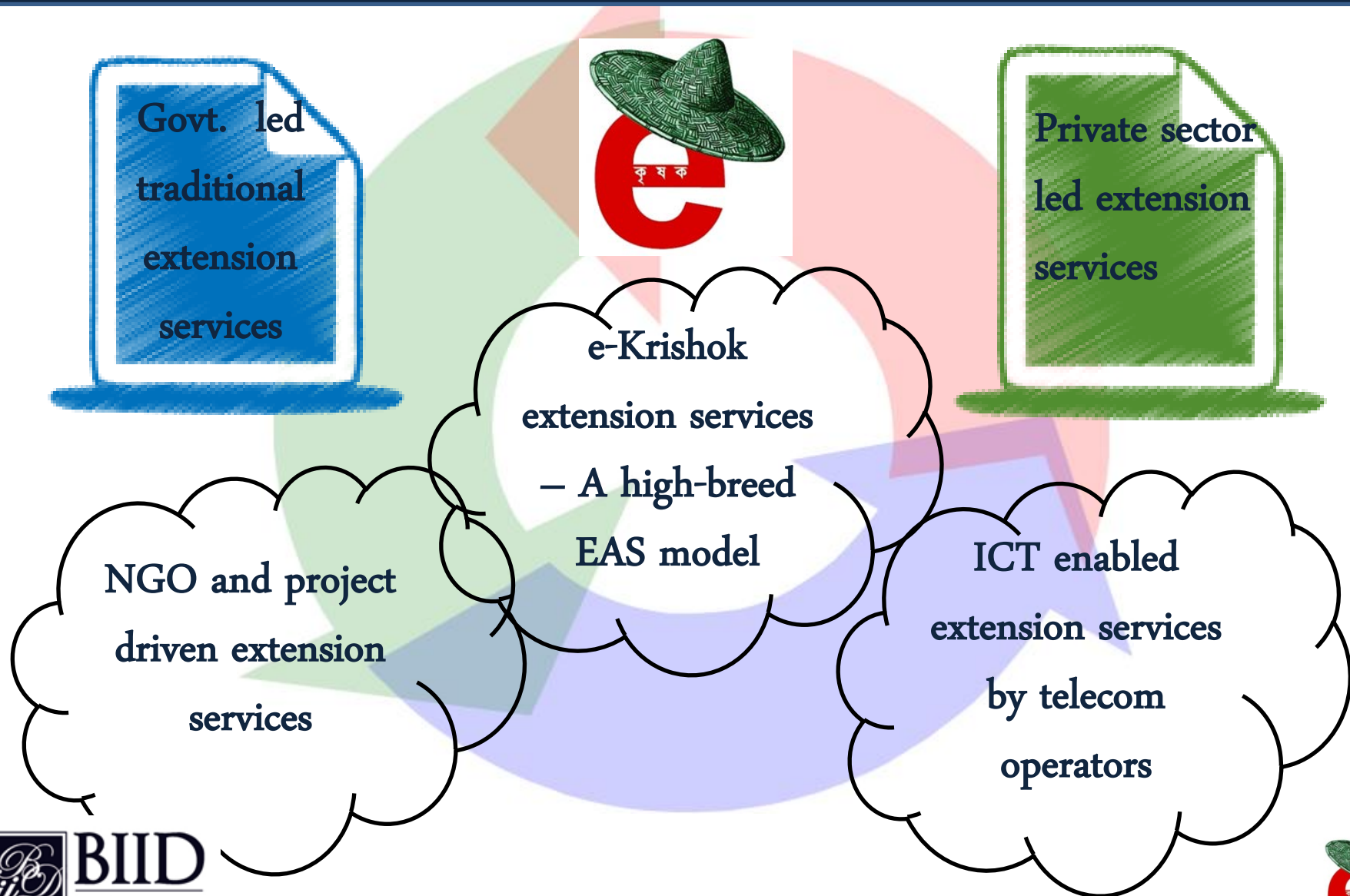
AccessAgriculture



# BIID Framework of the Existing Eco-system of (EAS) in Bangladesh



# Different Models of EAS



# Why e-Agriculture?: Constraint Addressed



## Access to Marketing

(Price Info, Options, Linkage, Payments)

## Access to Information and input

(Timely, Relevant, Quality, Easily)



# Myth vs Reality in e-Agriculture

ICT can solve everything

Farmers are not 'smart'

ICT is for the 'Elites'

Important

1. ICT is only a tool and can become an effective enabler
2. Services has to be need based rather than supply driven
3. Focusing more on services not in 'technology'

# Brief on e-Krishok

Service Brand  
of BIID



Launched in  
2009

ICT supported information, advisory services & market linkage targeted to farmers and agro-businesses

Utilize ICT as a development enabler to contribute to income growth and better living conditions of the farmers, agro-entrepreneurs and other potential income generating groups in rural Bangladesh

More details are available at [www.ekrishok.com](http://www.ekrishok.com)



# e-Krishok Vision & Mission

**Empower**

*Empower farmers through bringing the benefits of ICT to the*

**Enable**

Making ICT work for farmers as development Enabler

**Enhance**

Enhance livelihoods through increased productivity and income growth

**Efficient**

Effectively reach farmers and increase their efficiency

# e-Krishok Service Basket

**e-Krishok Extension and Advisory Service (EAS)**

**Farmbook Business Planning Tool**

**Zero Cost EAS & 16250 Short Code: Voice & SMS Service**

**Ground Cover App for Irrigation Scheduling**

**Batighar : Shared Access Points**

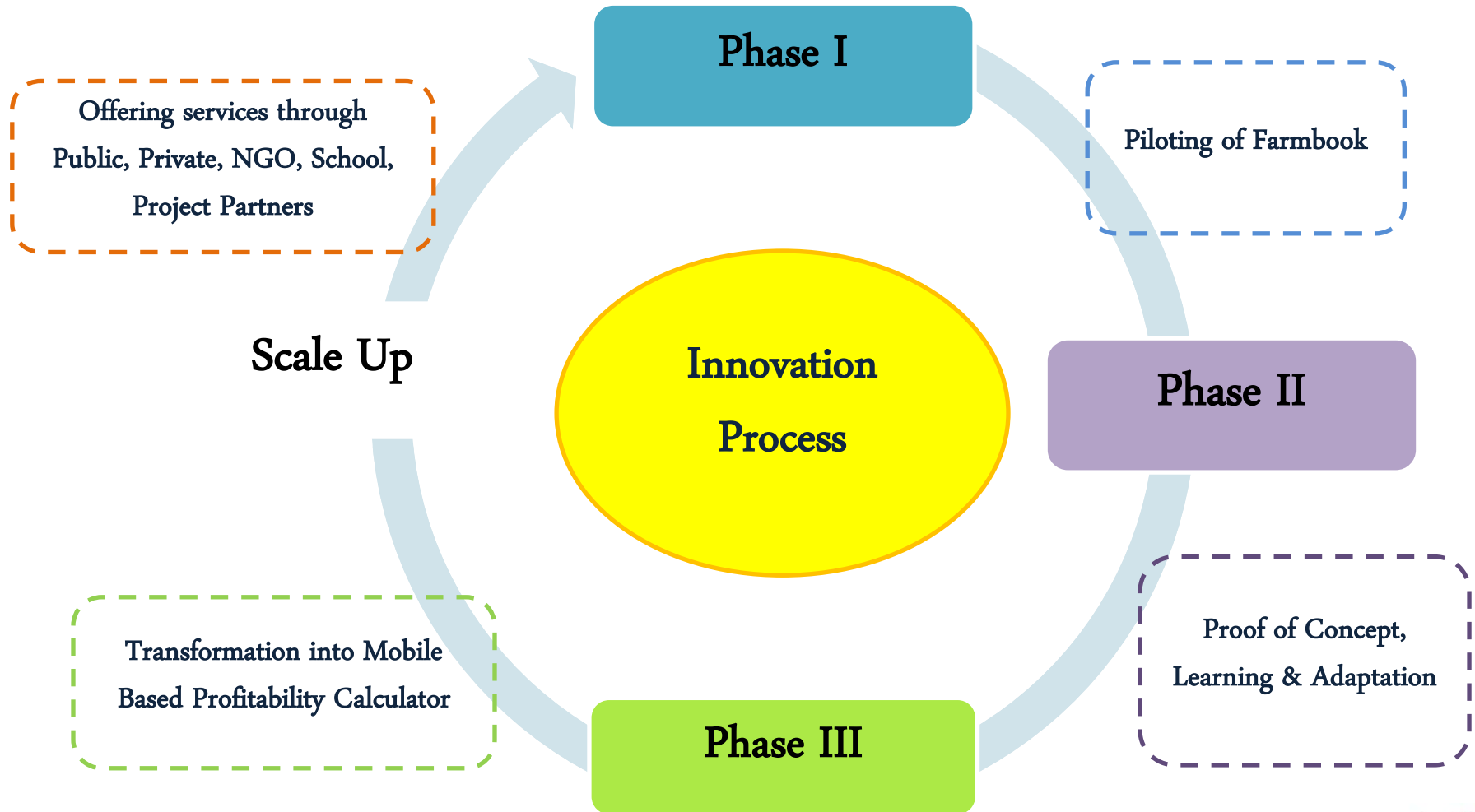
**eXtension Portal: Knowledge Repository**

**Market Linkage Program (MLP)**

# Farmbook

- Farmbook is a field based application developed by CRS, designed to understand the cost elements, technology, input support services and monitoring the profits that different types of farmers gain from using technologies and linking to markets.
- It is a tool to enable field agents to help farmers plan their farm businesses more effectively and evaluate their productivity and profitability.
- BIID has introduced Farmbook in Bangladesh in 2013

# Evolution of Farmbook



# Evolution of Farmbook

## Phase 1

Piloting of Farmbook

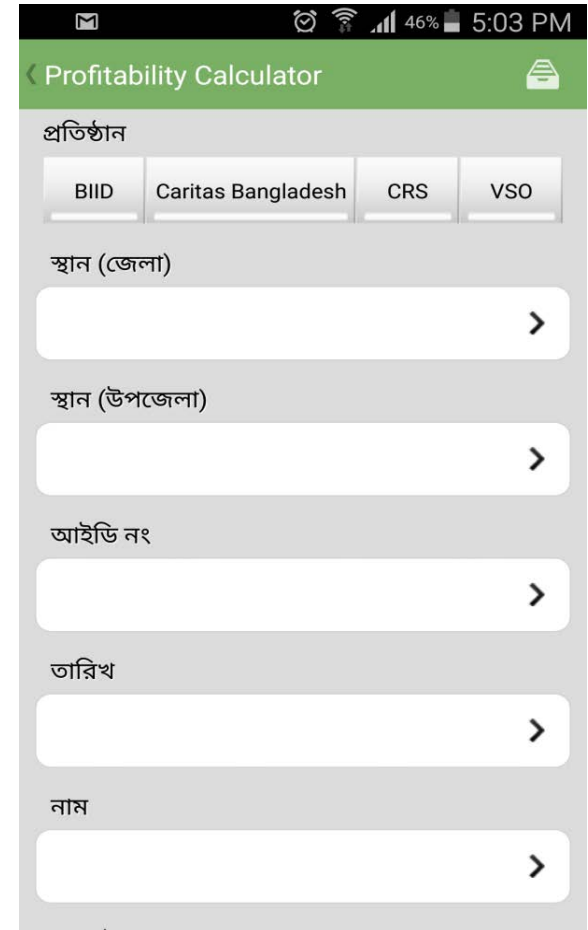
## Phase 2

Development of Profitability Calculator (Paper based and Mobile Application)

Translation of 5 Skill Sets Modules and Development of Factsheets

## Phase 3

e-Krishok Business Planning Application



The screenshot shows the 'Profitability Calculator' app interface on a mobile device. The status bar at the top indicates the time is 5:03 PM and the battery is at 46%. The app title 'Profitability Calculator' is displayed in a green header bar. Below the header, there are several input fields for user information:

- প্রতিষ্ঠান (Institution):** A row of four buttons labeled 'BIID', 'Caritas Bangladesh', 'CRS', and 'VSO'.
- স্থান (জেলা) (Location (District)):** A white input field with a right-pointing arrow.
- স্থান (উপজেলা) (Location (Upazila)):** A white input field with a right-pointing arrow.
- আইডি নং (ID No.):** A white input field with a right-pointing arrow.
- তারিখ (Date):** A white input field with a right-pointing arrow.
- নাম (Name):** A white input field with a right-pointing arrow.

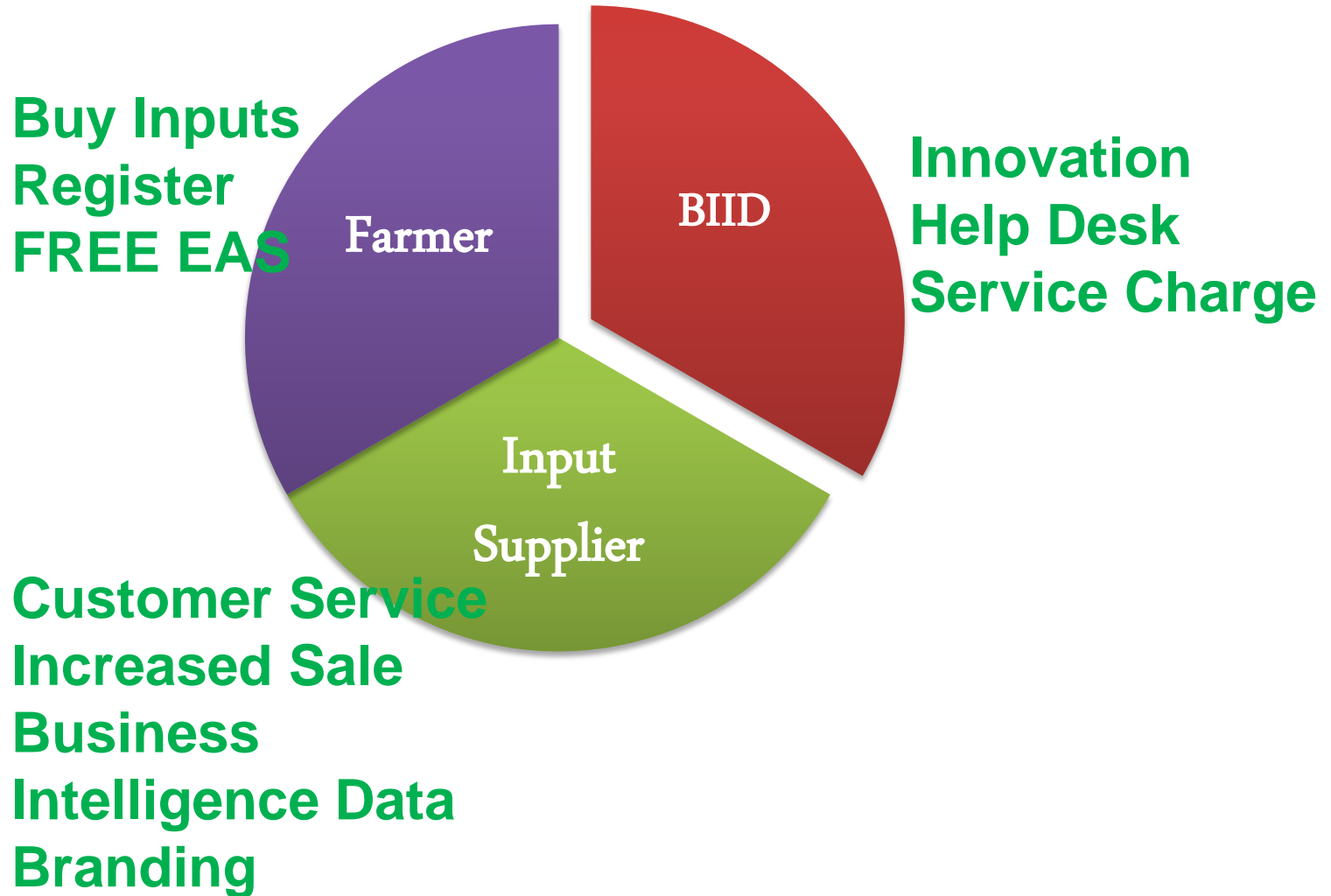
**Profitability Calculator**

# Zero Cost EAS

Facilitate free extension related information and advisory services for the clients (farmers) which is **bundled with input packages** (like seed, pesticide, fertilizer, credit etc.)



# Business Model of Zero Cost EAS

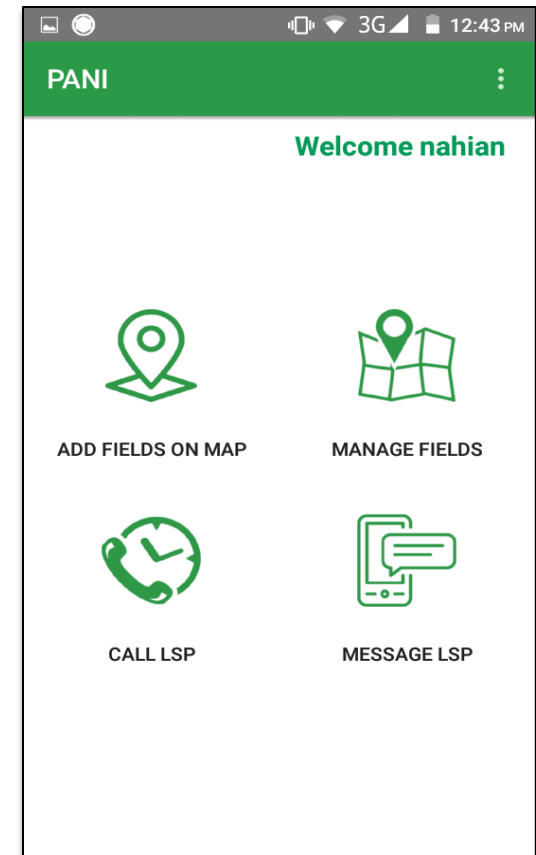
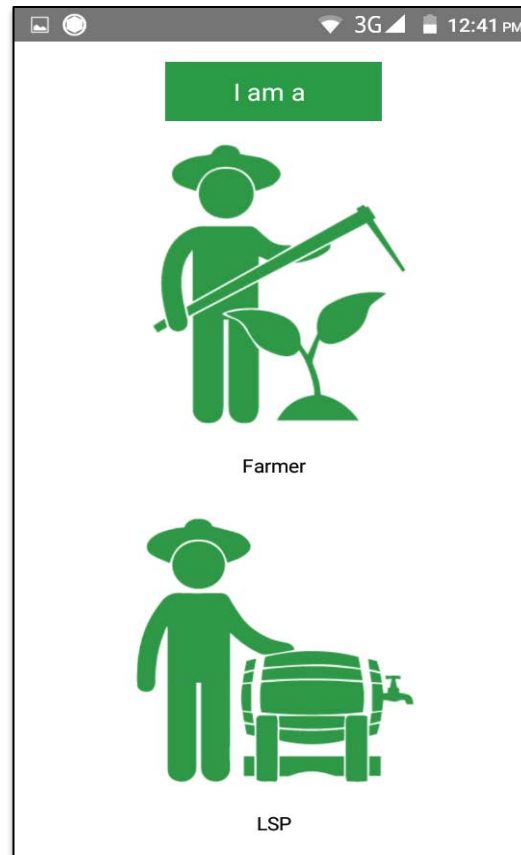
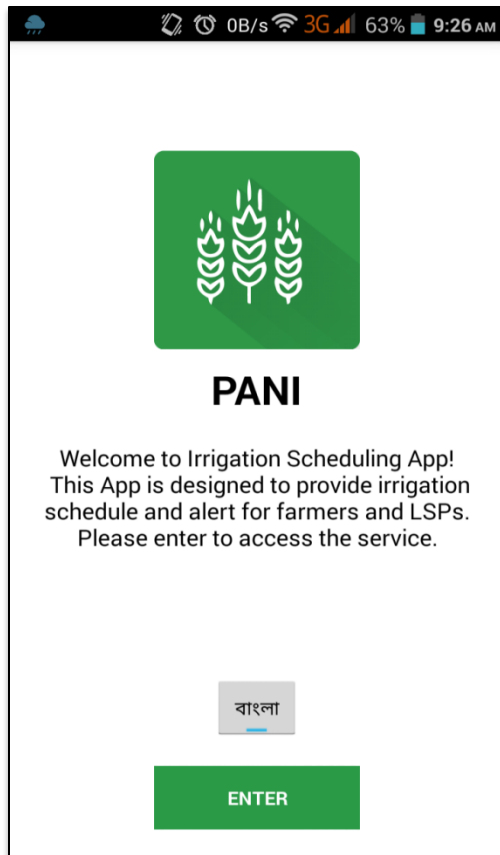


# Irrigation Scheduling Application

- Irrigation in Bangladesh is managed in a very traditional manner without considering scientific data on soil and weather which increase cost of farming and also lower productivity
- Remote sensing data can be translated as advice to farmers on the ground to help inform their decisions about farming methods which can lead to better crop yields, higher quality produce and possibly more sustainable practices for the farming communities.
- CIMMYT, ITC and BIID collaborated to integrate a mobile app to make the service more easy to access by the relevant actors (LSP, Farmers etc.) since access to mobile phone is very high
- Transformation from research to extension at field



# Irrigation Scheduling Application



## User Interface of Ground Cover Application

# Market Price Information

- An automated Market Price Information delivery mechanism via SMS has been developed
- Traders quote the price which is directly sent to relevant group of farmers with contact info of the traders
- It has been successfully piloted in three locations with farmer beneficiaries in three sectors (maize, chili and dairy) of Oxfam
- Can be scaled to any number of farmers and traders and implemented for any product
- The price trend of products can be analyzed for a particular market

# Future Directions



**Wheel of Facilitation and Key Pillars in market development approach**

- Achieve Precision in applying the wheel of market development facilitation in e-agriculture
- Test and document the methodologies for service development, delivery and promotion.
- Develop models and customize to the needs of different service areas as in extension and market linkage
- Promote services, delivery models and community engagement strategies to private, social and public entities as model for ICT adoption in their respective ventures / initiatives
- Document processes, challenges and success stories and disseminate for ICT4D practitioners and researchers home and abroad.

# Achievements

- e-Krishok has been established as a service brand of eAgriculture
- Partnerships with multi-stakeholders
- Private sector driven approach
- Served 500,000 (Approx.) farmers
- Bundling of services (Extension to market linkages) as a Business Model

# Access Points of e-Krishok: Few snapshots





এখানে কৃষি ও অন্যান্য তথ্যপ্রযুক্তি সেবা পাওয়া যায়

৬, দারোগা মার্কেট (বিসমিল্লাহ মার্কেট), শায়রা বাজার, সিংগাইর, মানিকগঞ্জ | ফোনঃ ০১৭৩ ০১৯ ১৩৯৯

এখানে কৃষি বিষয়ক  
তথ্য ও পরামর্শ  
পাওয়া যায়

এখানে কৃষি বিষয়ক  
তথ্য ও পরামর্শ  
পাওয়া যায়

কৃষি তথ্য নেয় যারা  
কৃষি কাজে সফল তারা



এখানে কৃষি তথ্য  
পাওয়া যায়

বাত্তঘরের সেবা সমূহ

- কৃষি ও অন্যান্য তথ্য
- ই-মেইল ও ইন্টারনেট
- ৫ মিনিটে ছবি
- মোবাইল থেকে ছবি প্রিন্ট
- লানিং পেম
- চাকরির খবর ও পরীক্ষার ফল
- কম্পিউটার ট্রেনিং
- পাসপোর্ট স্ক্যানিং

আরও আছে

ফোন ফোল্ডার, গেশনারী, বেমিনোটিং  
সিডি রাইট মোবাইল যন্ত্রাংশ, গান ও রিং  
টোন ডাউনলোড ওয়ালপেপার ইত্যাদি  
বোড করা হয়

অসচে

কম্পিউটার টেস্ট, খন বিষয়ক সেবা  
এবং আরও অনেক কিছু



Thank You গ্রামীণফোন

কমিউনিটি ইনফরমেশন সেন্টার

- দেশ-বিদেশের চাকুরির খবর
- সরকারি আবেদন
- বাজার দর
- প্রবাসী আপন
- চিকিৎসা তথ্য

