

# Fosholi- Potential of Digital Platforms in Reaching Technology to Last Mile in Agriculture

December 4, 2019

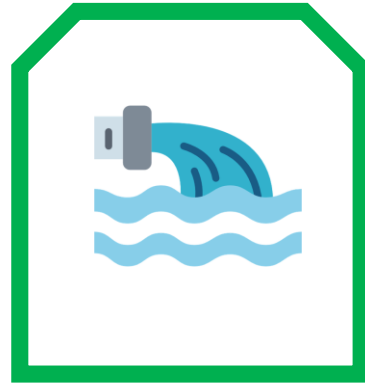


# Problems addressed by Fosholi



## LOW ADOPTION

- ✓ Despite the presence of more than 100 rice varieties, approximately 70% of agronomy farmers still stick to BRR1 28 & 29



## WASTAGE OF WATER

- ✓ Farmers take 800 litres of water extra to produce 1 kg of paddy. This increases production costs.
- ✓ Ground water usage remains at a staggering 75% instead of 60%.



## LACK OF AWARENESS REGARDING BEST PRACTICES

- ✓ At least 76% of the farming populace are unaware and to some extent, unwilling regarding: Optimal usage of inputs, optimal production technologies & farming techniques such as Line sowing, bed and furrow system

# Objectives of Fosholi



**Increase** efficiency of existing extension system (1 extension official for every 1071 farmers).

**Boost** productivity among farmers via disseminating farming best management practices(BMPs) and ensuring cost optimization.

**Enhance** adoption of mechanization of farming and key technologies(weather and pest alerts, digitized leaf color chart analysis) to boost productivity further.

**Enrich** retailer knowledge pertaining to critical agri-inputs so as to ensure faster troubleshooting of farmers' problems.



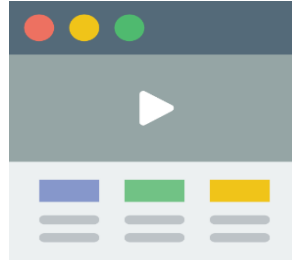
# Full spectrum coverage of Fosholi



Automated voice calls



Text Messages in Bangla



Web Application



Android & iOS



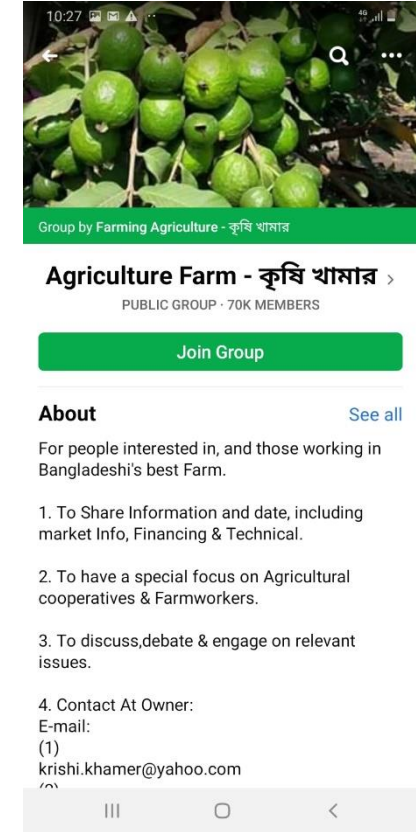
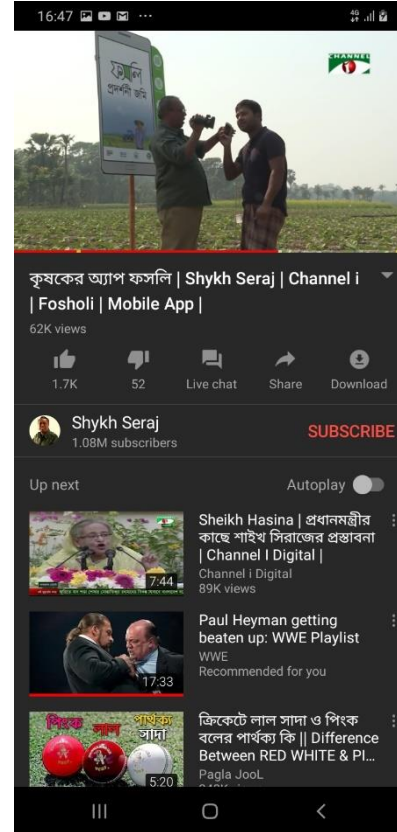
Social media

Cost of reach going down

Increasing reach

Increased Credibility

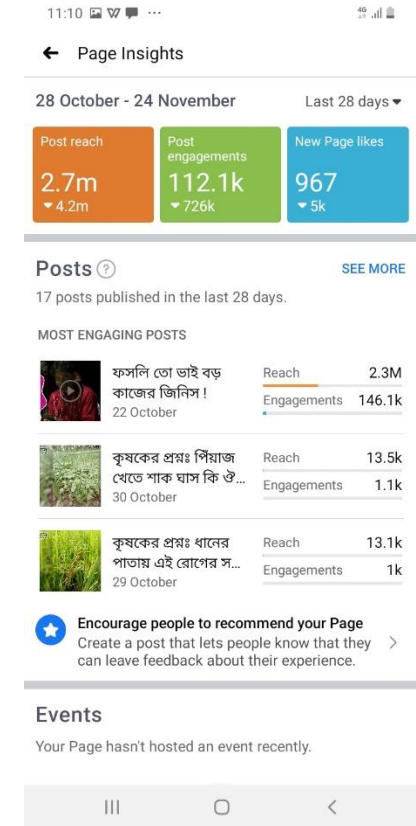
# Power of social media



- Reach to the farmer's community is made possible via social media's intuitive targeting mechanism. This makes transfer of information effective and efficient.
- Once a community is built, it is easy to influence that community and build presence on top of TG's mind.



# Fosholi in social media



Prescribing Solutions

Agronomy Practice

Solving queries

2.7mn ppl reached in <1 month

# Application of Technologies-Needs vs Services



Target Group



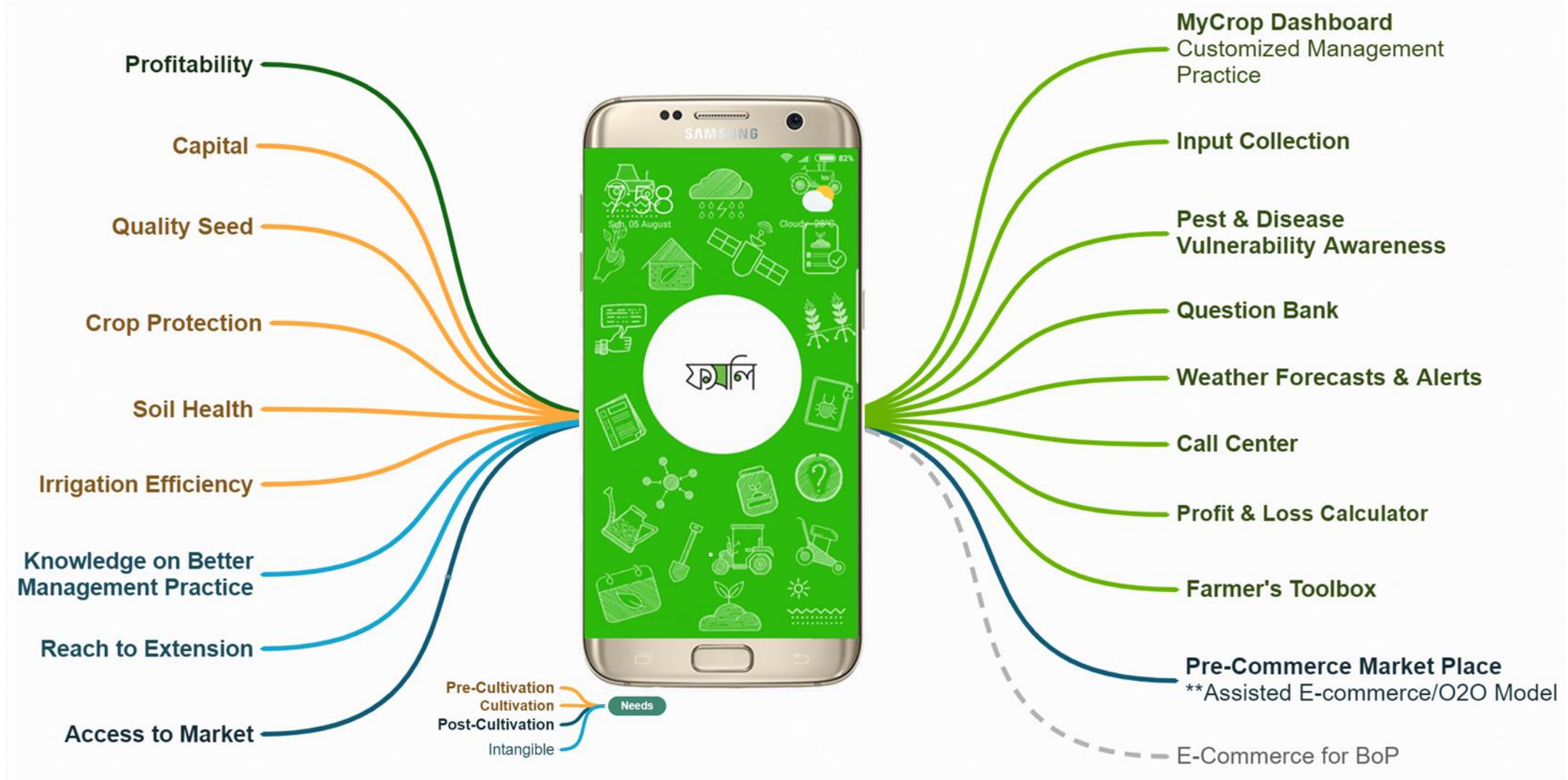
Farmers



Local service provider

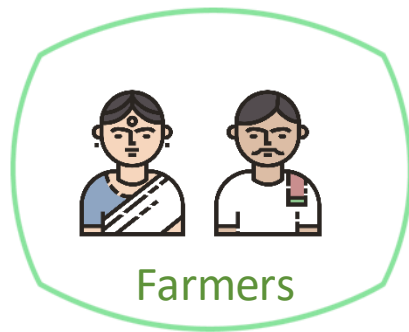


Extension worker



# Conceptual Framework- Business Model

Value Creation through establishing reliable source of information for Farming Community  
Revenue Sharing from Input Distributors; Loyalty + Inclusive Model.



Agronomic Advisory



Reduced Risk & Uncertainty  
Increased Productivity & Efficiency



Information & Insights



Better Advisory/Service Delivery  
Effective & Efficient Planning



Product Knowledge



Cost Optimization in Marketing  
Recommendation & Referral

Value Creation

Value Capture



# Conceptual Framework- Value Creation

## ACI Seeds

Rice Growth Stages  
Field data collection

## ACI Fertilizer

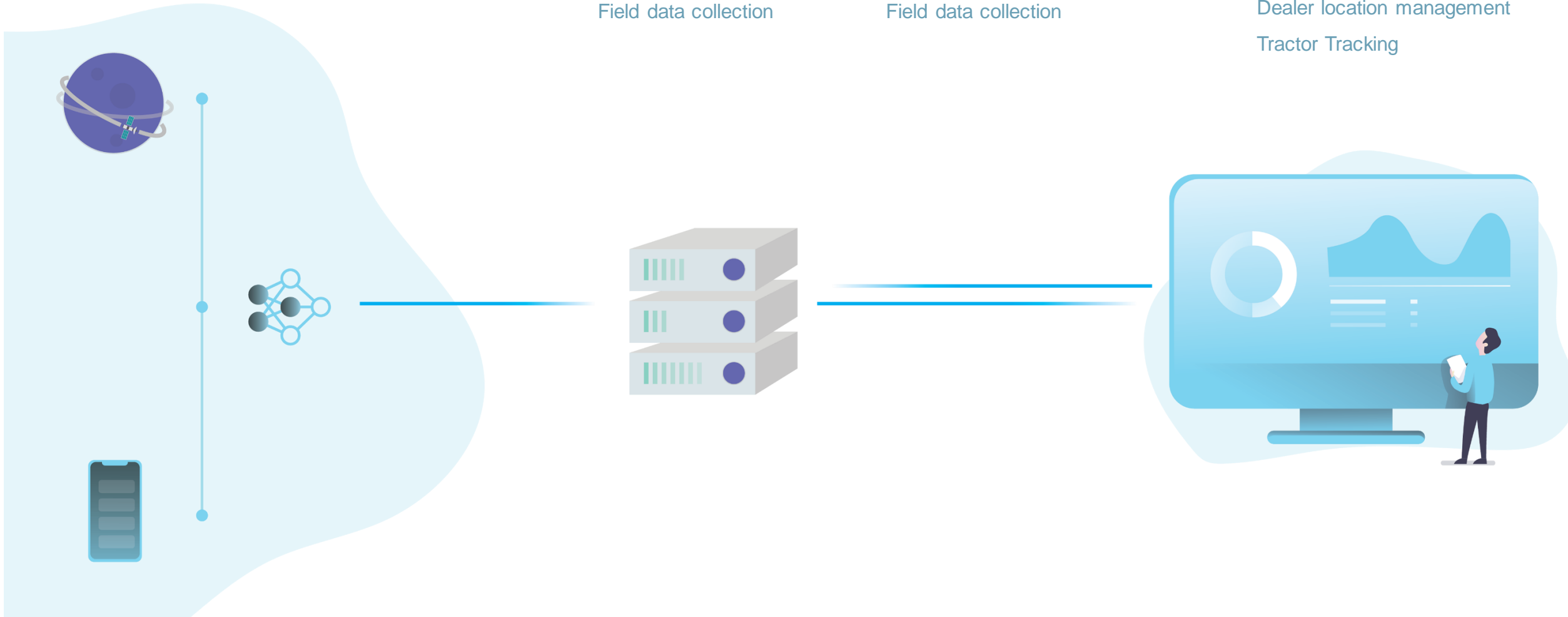
Rice Growth Stages  
Weather Forecast  
Field data collection

## Crop Care and Public Health

Pest & Disease Forecast  
Weather Forecast  
Field data collection

## ACI Motors

Rice Growth Stages  
Field data collection  
Dealer location management  
Tractor Tracking



# Conceptual Framework- Value Capture

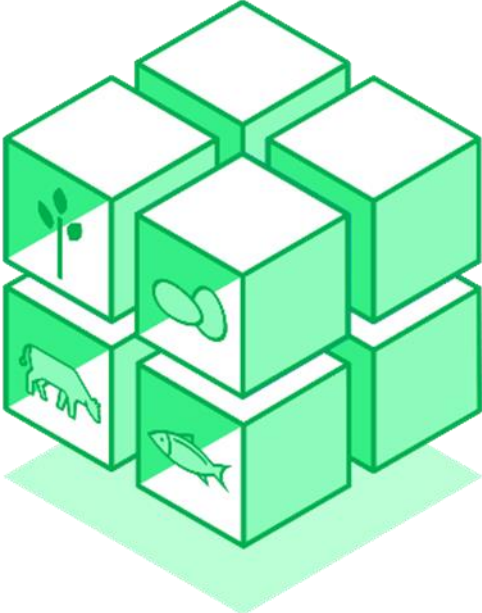


Farmers

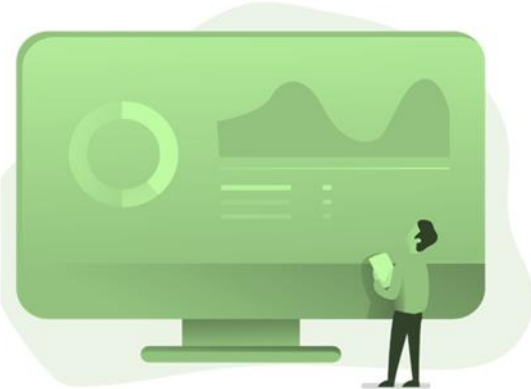


Infopreneurs

Lead Generation  
Product Review



Connecting Dealers/  
Retailers



Reporting for Product Manager  
Location Intelligence/Notification/Summary Report

ফার্মার্স    রপালি    মোনালি    থামারি

# Outcomes of the Project

7

Mn People Reached on Social Media at BDT 0.94/person

2000+

Farmers' Questions Answered

1.6

Mn alerts sent to farmers

4,200

Progressive farmers trained on app usage

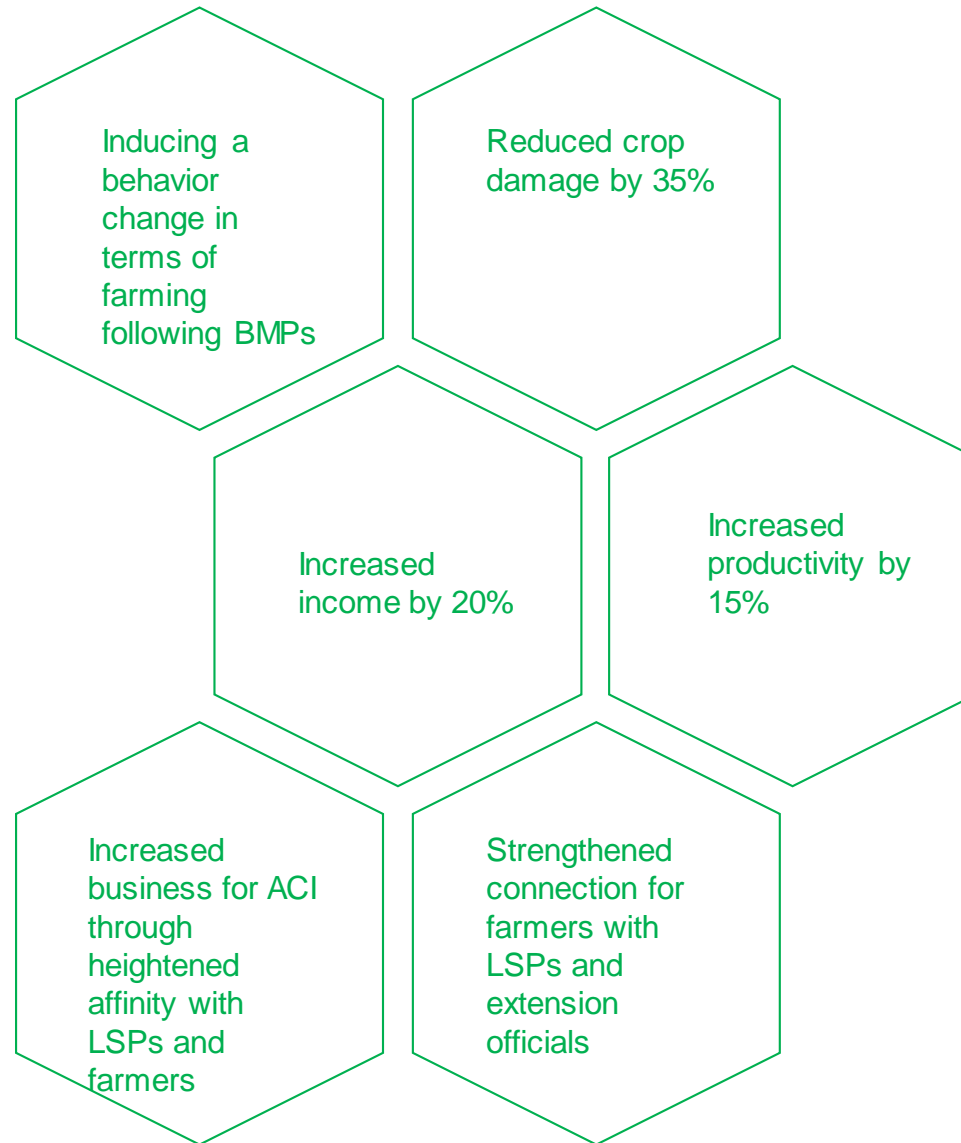
1200

Stakeholders(960 extension officials and 240 LSPs) trained

250k

App Users

# Potential Implications





# Thank You

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