

CABI Direct2Farm

The transformational power of
mobile phones for the rural poor

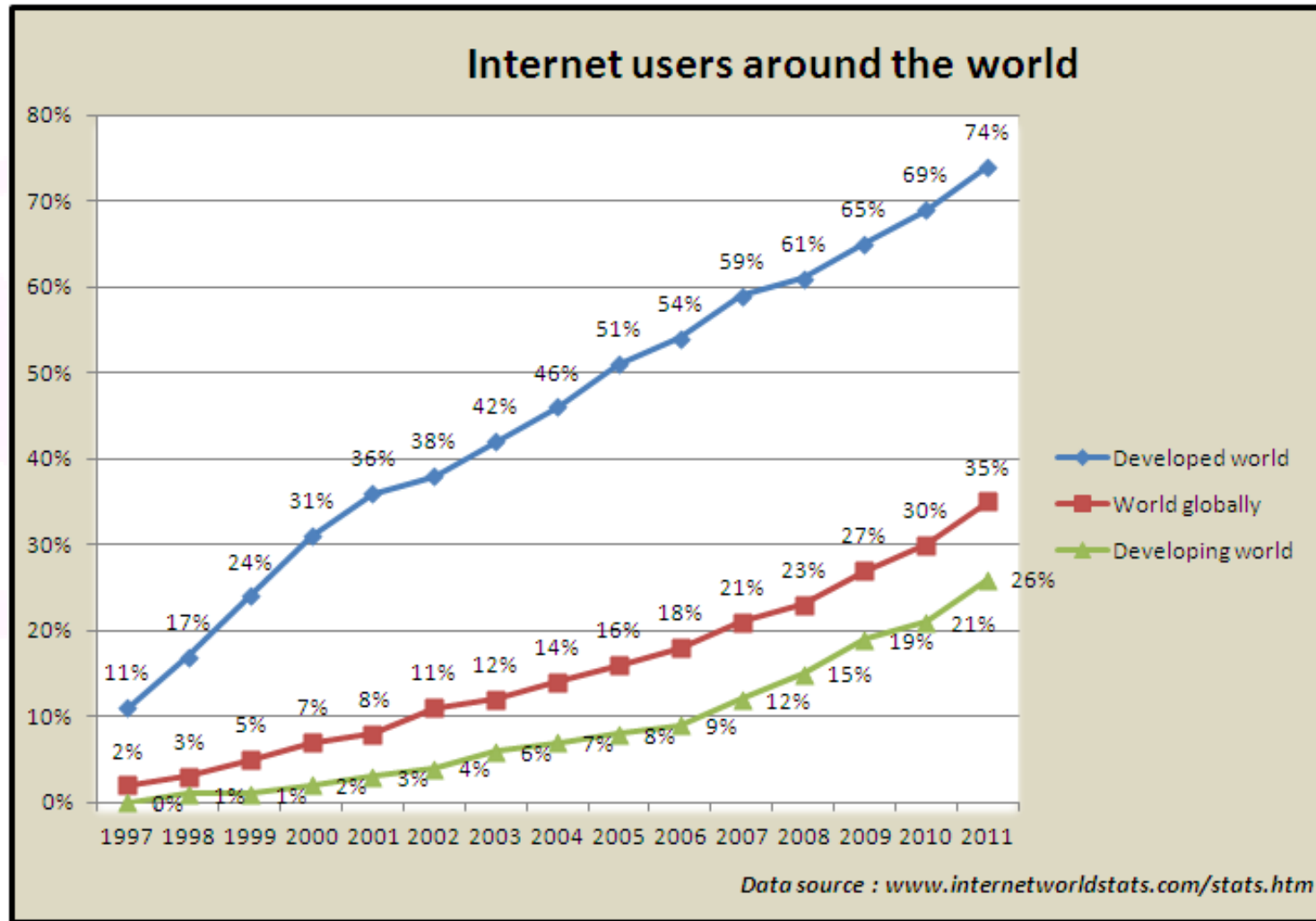
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International Association of
Scientific, Technical & Medical Publishers
The Voice of Academic and Professional Publishing

Bridging the Digital Divide?



Increasing Digital Exclusion?



The world in 2012: ICT facts and figures

International Telecommunication Union (April 2013 estimates)

- 6.4 billion mobile-cellular subscriptions (91% penetration)
- Developing world is driving this growth, with 86% of **new** mobile subscriptions in 2012
- Countries where mobile-cellular penetration increased the most in 2011 include Brazil, Botswana and Cambodia
- Mobile-broadband subscriptions have grown 270% since 2008 and now there are more than twice as many mobile-broadband as fixed broadband subscriptions; however, there are huge disparities between the developed and developing world (63% penetration vs. 13%)

In India alone....

- Rural areas accounted for around 38-40% of the total mobile handset sales in 2010
- 142 million mobile-cellular subscriptions were added, twice as many as the whole of Africa, and more than the Arab States, CIS and Europe together
- Mobile value added services market size is currently estimated at \$4.9 billion; by 2015 will grow to \$9.5 billion
- The same pattern of penetration of use of mobile phones is seen throughout the developing world

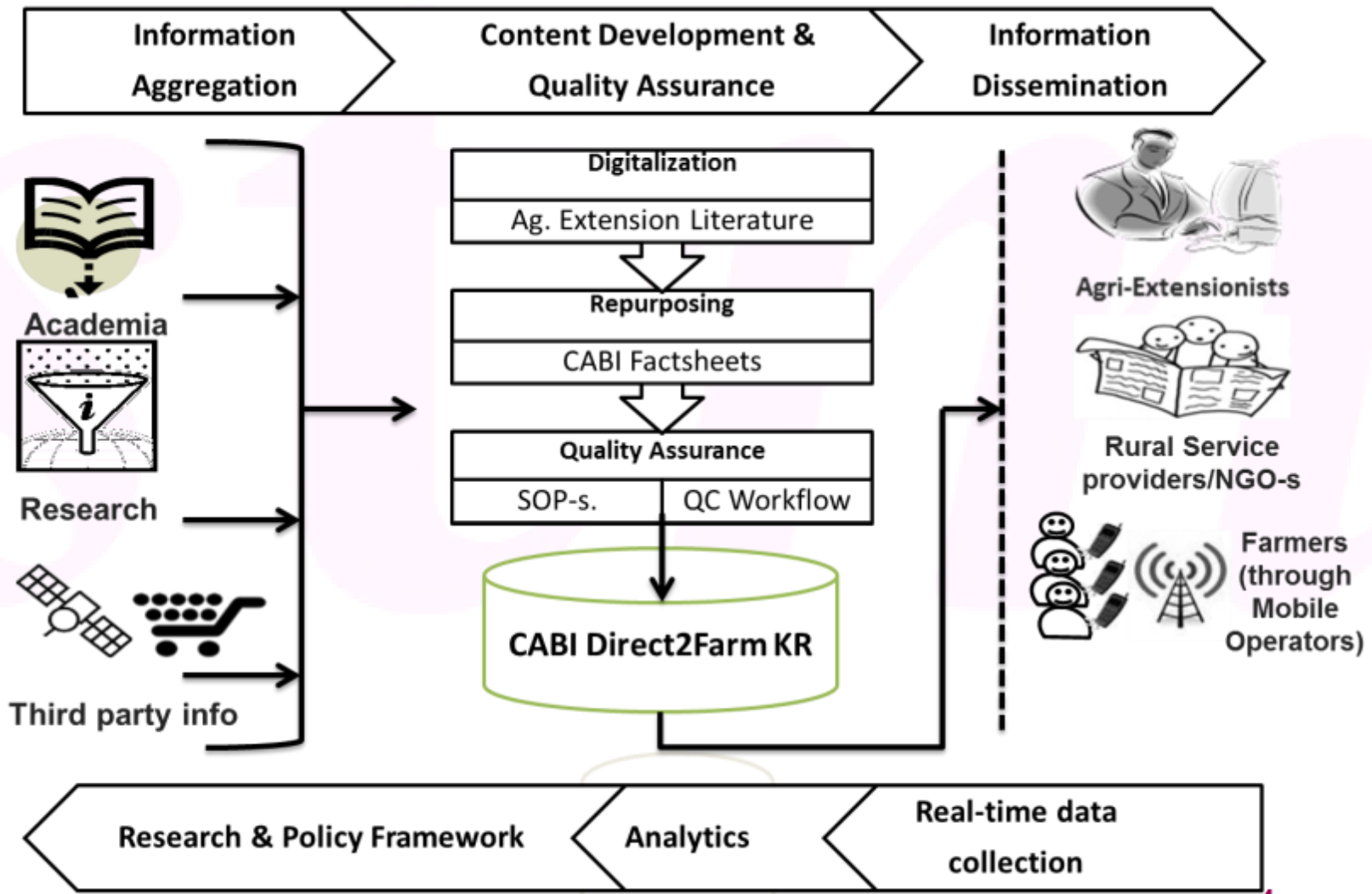
For the Rural Poor, Mobile Phone is Information,
Communication & Entertainment; all-in-one



Direct2Farm: empowering the smallholder farmer in the agri-business supply chain



Direct2Farm: Digital Ecosystem for Agri-Value Chain



In simple terms....

- Farmer subscribes to the Direct2Farm service via his/her mobile phone company's branded Value-Added Service (VAS)
- Farmer receives 5 local language voice messages a day on crop protection, agronomy, animal husbandry etc
- Further support is provided by a local language helpline
- One service alone, IKSL, has 4 million subscribers, with 60% "pick-up rate"

CABI's role:

- Scientific backstopping service to the local experts
- Developing content & knowledge management resources
- Information Quality Assurance (SOP & Audits)
- Other added value tools such as plant health diagnostics

Mobile Phones are “Personal Knowledge Tools”



Mobile Phones Facilitate Interactive Learning

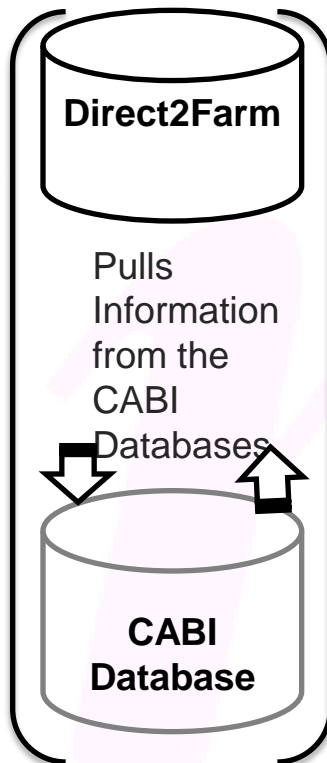


Direct2Farm: Interactive Knowledge Platform



Farmer wants knowledge/info

Calls Direct2Farm
90-19-19-1000



Agriculture Tips



Alerts/ Advisories



Market Intelligence



Agrimet Advisories

Farmer decides what he/she wants



Farmer gets Knowledge/information

Implements Solution

Seeks further information

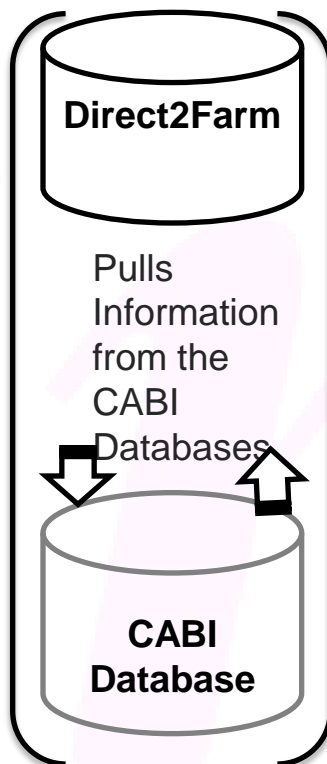
Interactive Learning

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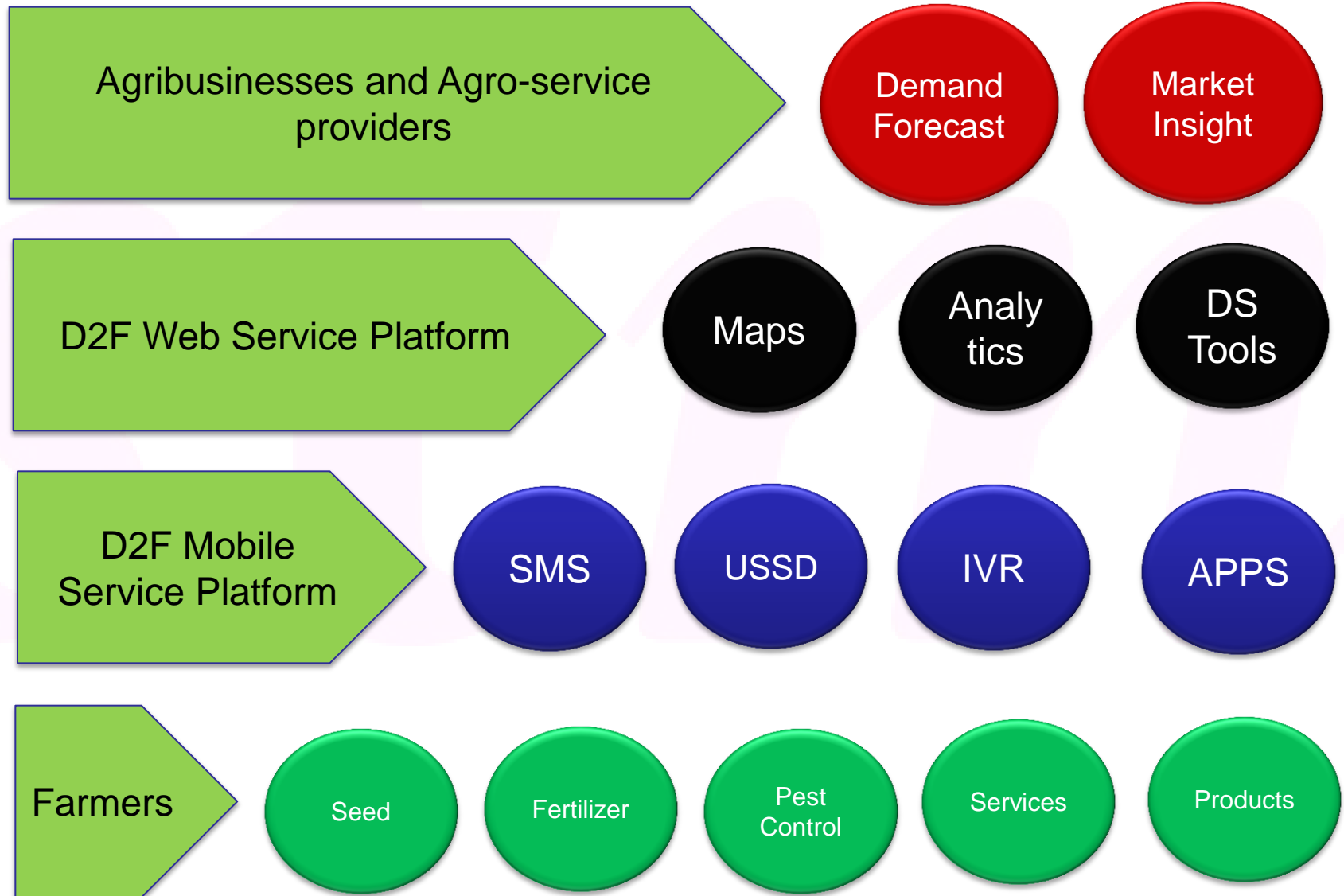
Mobile Phones foster social networking



Mobile Phones untether both the Market and the Consumer



Direct2Farm Agribusiness Services



Mobile is “front and centre” of CABI’s business strategy

- Combination of information management skills and development mission
- Ability to deliver knowledge directly into the hands of the smallholder farmer
- CABI’s impact around the world can be increased exponentially
- International donors understand the transformational nature of mobile technology and are supporting many projects

Mobile is CABI's new Global Theme

CABI DIRECT2FARM



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What the project is Doing?

- * Bringing dispersed agri-extension information under a single window digital repository
- * Enabling farmers to access information on demand by using their mobile phones
- * Fostering a digital ecosystem of agriculture research, agri-business, policy makers and development organizations through partnerships, alliances and linkages

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IKSL Success Stories

Problem faced: intercropping of Black gram (Urd beans) in autumn

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Sample Messages

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IKSL's Current Foot print



[View IKSL Offices India in a larger map](#)

KNOWLEDGE FOR LIFE

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Direct2Farm in Action

- GSMA mAgri Program
- 1 million farmers in India, 2012-2014
 - In consortium with ILRI, Digital Green, Handygo (India), FVR Int,, Airtel (Kenya)
- CaféMóvel
 - mExtension for **150 thousand Coffee Growers in India**
 - Funded by Coffee Board of India & International Coffee Organization, CFC
 - Pilot 2012-2013
- IFFCO Kisan Sanchar Limited (IKSL) & Airtel (India)
 - Content provision since 2009
 - Current reach ~ **4 million farmers in India**



Time's Up!



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