CABI Direct2Farm

The transformational power of mobile phones for the rural poor
Bridging the Digital Divide?
Increasing Digital Exclusion?

![Graph showing internet users around the world from 1997 to 2011.](Data source: www.internetworldstats.com/stats.htm)
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

60% of the rural population in developing countries has subscribed to mobile services in 2012. The mobile industry has the opportunity to target an additional 1.8 billion 'unconnected' people over the next five years.
Direct2Farm: Digital Ecosystem for Agri-Value Chain

Information Aggregation → Content Development & Quality Assurance → Information Dissemination

Academia → Research → Third party info

Digitalization
- Ag. Extension Literature
- Repurposing
- CABI Factsheets
- Quality Assurance
  - SOP-s.
  - QC Workflow

CABI Direct2Farm KR

Research & Policy Framework → Analytics → Real-time data collection

Agri-Extensionists → Rural Service providers/NGO-s → Farmers (through Mobile Operators)
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
Farmer wants knowledge/info

Calls Direct2Farm 90-19-19-1000

Direct2Farm Pulls Information from the CABI Databases

CABI Database

Alerts/ Advisories
Agriculture Tips
Market Intelligence
Agrimet Advisories

Farmer decides what he/she wants

Farmer gets Knowledge/information

Seeks further information

Implements Solution

Interactive Learning
Direct2Farm: Interactive Knowledge Platform

Farmer wants knowledge/info

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Direct2Farm Pulls Information from the CABI Databases

CABI Database

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Market Intelligence

Agriculture Tips

Farmer decides what he/she wants

Farmer gets Knowledge/information

Interactive Learning

Seeks further information

Implements Solution
Mobile Phones foster social networking
Mobile Phones untether both the Market and the Consumer
Direct2Farm Agribusiness Services

Agribusinesses and Agro-service providers

D2F Web Service Platform

D2F Mobile Service Platform

Demand Forecast

Market Insight

Maps

Analytics

DS Tools

SMS

USSD

IVR

APPS

Seed

Fertilizer

Pest Control

Services

Products
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

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

Get Social
facebook  YouTube  twitter

IKSL’s Current Footprint

India

Rajasthan  Uttar Pradesh  Madhya Pradesh  Maharashtra
Karnataka  Tamil Nadu  Kerala  Andhra Pradesh
Bihar  Chhattisgarh  Odisha  West Bengal
Jharkhand  Bihar
Patna  Kolkata  Ranchi  Guwahati
Jaipur  Ajmer  Jodhpur  Chandigarh
Indore  Bhopal  Gwalior  Varanasi
Bhubaneswar  Cuttack  Guwahati
Visakhapatnam

Map

Sample Messages

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

Read more
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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