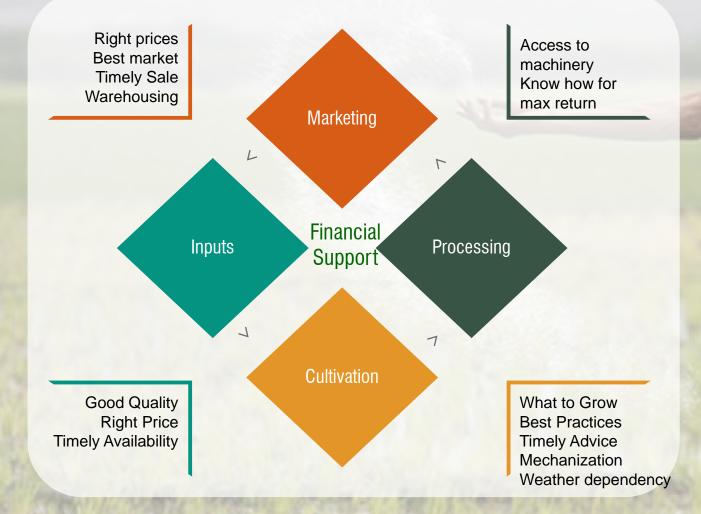
## Revolutionizing Indian Agriculture via ICT





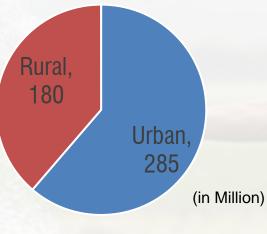
## FARMERS | REALITY 1



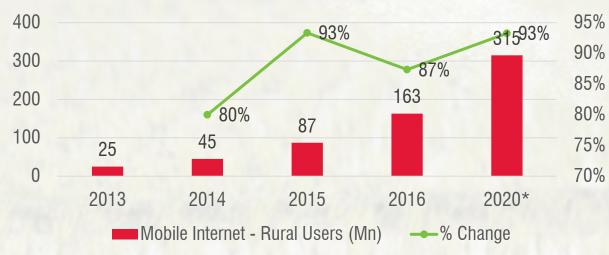
# LIMITED ACCESS

## FARMERS | REALITY 2

## Internet Users in India



Mobile Internet Users – RURAL INDIA



# INCREASINGLY DIGITAL

# **DIGITAL 'FARMERS'**



Smartphone used by young farmers, who advocate to the traditional farmers Age Group:

- Between 15 – 30 years, Men



PLAY 🕨

Smartphones are majorly low-price, entry phones



'Rural Solutions' Peer-ro-peer sharing of apps without internet consumption "Sharelt", "Xender"

Demand more videos



Whatsapp is prevalent



Farmers can type, but prefer audio

# LIMITED ACCESS + DIGITAL 'FARMERS' SOLUTION: DIGITAL PLATFORM

# LIMITED ACCESS + DIGITAL 'FARMERS' SOLUTION: DIGITAL PLATFORM

<u>Travel</u> TripAdvisor, AirBnB Online Buying Flipkart, Amazon Information Wikipedia

<u>Health</u> WebMD <u>Automobiles</u> Carwale, CarDekho

# LIMITED ACCESS + DIGITAL 'FARMERS' SOLUTION: DIGITAL PLATFORM

<u>Travel</u> TripAdvisor, AirBnB

Health

WebMD

<u>Online Buying</u> Flipkart, Amazon Information Wikipedia

<u>Automobiles</u> Carwale, CarDekho

**Agriculture** 



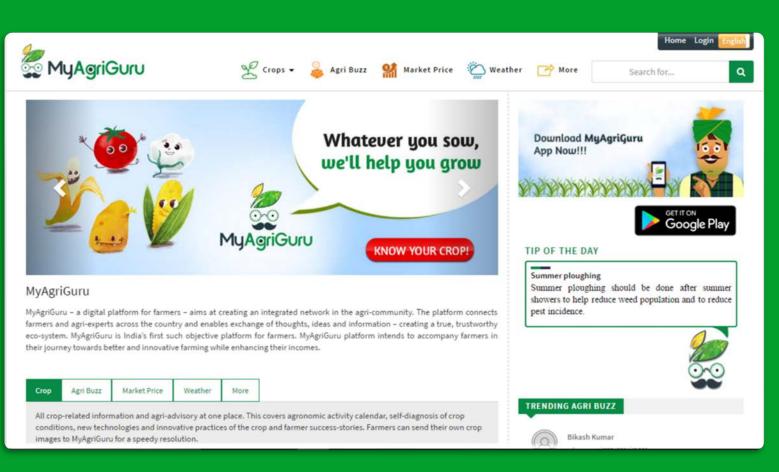
### Creating Solutions for Farmers and Ag-Fraternity



Android Mobile App



#### Website – www.myagriguru.com



## Launch: 2<sup>nd</sup> February 2017



### 6 Months' Journey





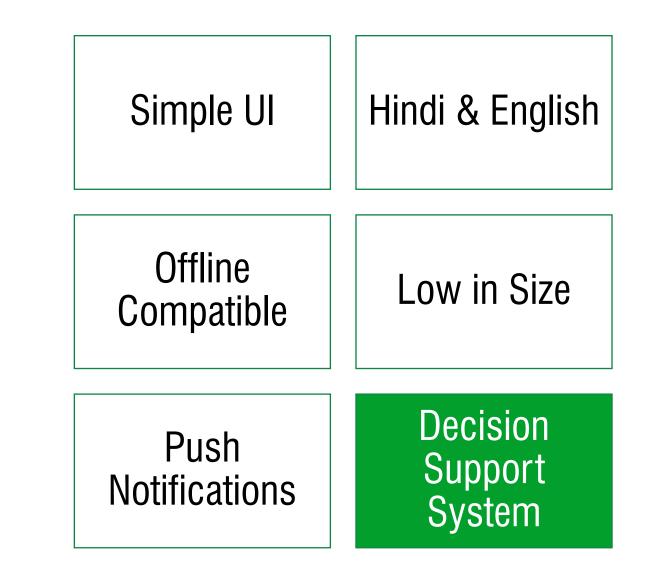
One more step towards Farm Tech Prosperity

- Land Acreage: 9 million
- States: 29
- Video Views: 6 Lakh
- Interactions: 15,000
- Crops Discussed: 90

## Creating Solutions for Farmers and Ag-Fraternity









# OFFERINGS

"A Platform for Agriculture"

## AGRI-BUZZ (Charcha)







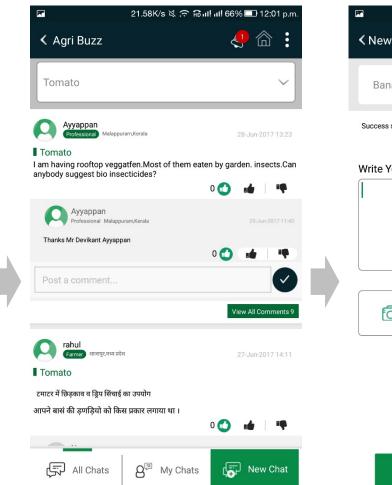
## AGRI-BUZZ (Charcha)

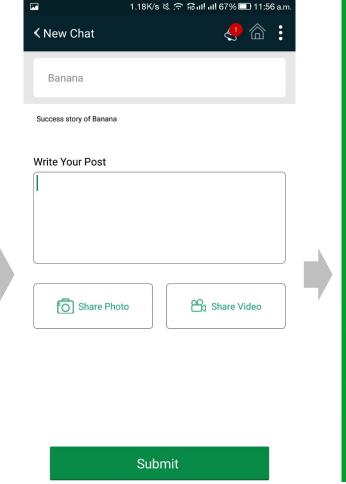




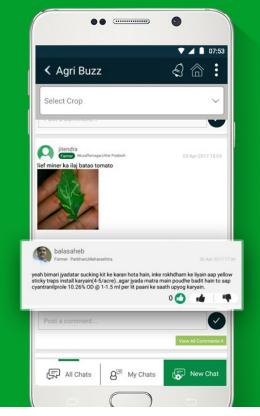
#### Get solutions for all your crop concerns





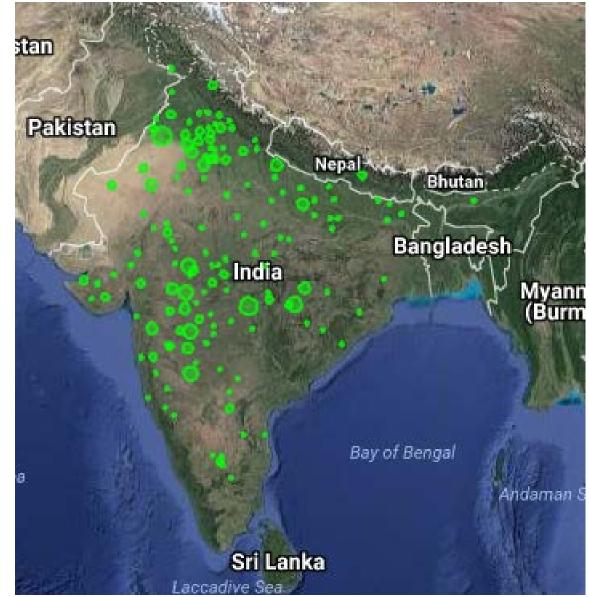


#### Get solutions for all your crop concerns



### AGRI-BUZZ (Charcha) LIVE Interaction Map





## AGRI-BUZZ (Charcha)



## **Creating True Impact**



बुलढाना,महाराष्ट्र

10-जुल॰-2017 16:12

#### अन्य

मेरे पास आठ एकर खेती है मैने ऊसमेसे आदे एकर मे बैगन लगाये है मैने ईस ॲप पर मेरीखेती की फोटो डाली और समस्या बोली उनोने मुझे जल्दी से ऊसका निवारण बताया अभी मेरे बैगन बहुत साफ सुदरे है हमारे ईधर पाणी बहुत कम होने के कारण हम ज्यादा लगा नही सकते मै ईस ॲप का शुक्रगूजार हु थॅन्कस





टिप्पणी करें...

- Gajanan A farmer growing Brinjal for the first time
- Support from MyAgriGuru community of
  - Experts and Farmers
- Solved his queries
- Good Production

#### Section: CROP All crop-related knowledge at one place



Get solutions for all your crop concerns ..... 4º III, 🗄 💬 🎛 🛞 🕼 💷 10:52 am 🦺 🏠 🚦 < Banana MyAgriGuru 0 Crop Calendar Ø -Ò **Best Practices** Trending All saeed armer) बुरहानपुर,मध्य प्रदेश Sir mere khet mere khet me...kharpatvar bahot ho jate hai koi dawa bataye Comments 9 0 . .

5

Banana Market Price Knowledge Partners

FÕ

#### End-to-end knowledge on 10 crops:

- Red Gram
- Potato
- Paddy
- Soybean
- Cotton
- Tomato
- Banana
- Maize
- Wheat
- Sugarcane

#### Section: CROP All crop-related knowledge at one place



Symptoms and

Management

· Young larvae feed on foliar tissue in the whorl,

leading to perforations and 'window pane'

Older larvae burrow into the stem, which can

· Holes in the stem, which are used by adult moths

damage in unfolding leaves.

result in crop lodging.

to emerge.

Dead heart.

Contract Contract

1

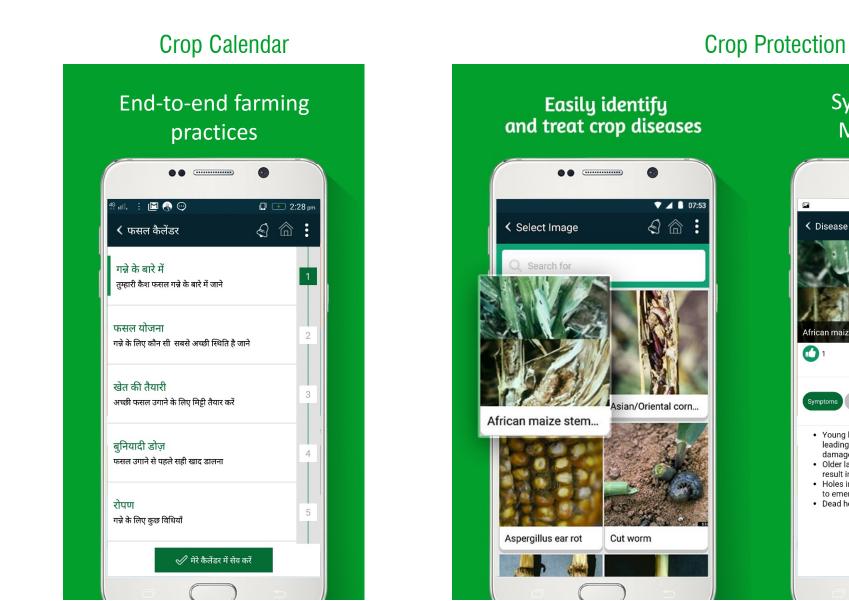
Symptoms

African maize stem borrer

1.76K/s 🖄 🙃 46.01 .01 69% 💷 11:48 a.m.

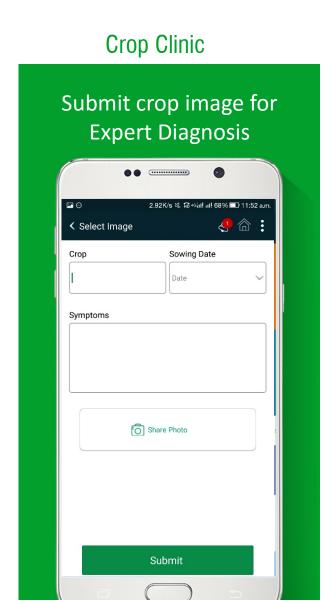
**e** 

Rate 🔒 📫



#### Section: CROP All crop-related knowledge at one place





#### **Towards Success** Stories of Innovative farmers ..... 82.00b/s 🖄 🙃 🙃 ul! ul! 67% 💷 11:56 a.m. . 🖉 🚯 Towards Success Short Duration I Mr.Dyandeoganpat Mahajan Chinawal, Distt. - Jalgaon State Maharashtra Success story of Banana > Mr.G. Ajeethan 24/13, Agraharam Village Mohanoor, Distt. Nammakka Tamilnadu Success Story Of Banana > Shri Ram Sharan Verma Village & P.O- Daulatpur (Jaitpur) District - Barabanki State- Uttar Pradesh Short Duration Banana Ratooning >

#### **Best Practices** Updates of latest Technologies •• ••••• 8.18K/s 🖄 🙃 🙃 🖬 🖬 🖬 67% 💷 11:58 a.m. R 🦺 🏠 🚦 K Best Practices 1 Video. 3 Benefits.!! 17-05-2017 11:55 2 Rate Watch how our Guru helps Triloki Chacha profit even before the sowing season begins. Don't miss this MyAgriGuru video. (=) Comment on this

#### Section: Agri Update The latest happenings of agriculture at a single place



#### Watch videos for latest agri information (\*\*\*\*\*\*\*\* ▼ ▲ 🗋 07:53 € 命: < More Take steps to double farmers' income by 2022: Niti to states. State government mulling organic farming policy for 15 districts. > Ph Vid Show All Kerala Agricultural University has come up with innovative plant nutrient formulations to improve crop productivity. > India's first 'National Trade Fair for Organics and Millets 2017'. The government has announced 'Advanced Farming -Enriched Farmer' scheme > West Bengal to open agriculture demonstration centre in collaboration with China >

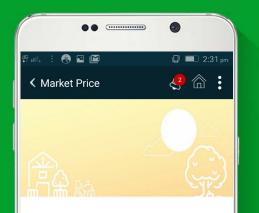
## • Daily updates on important agricultural happenings

- Info on farmer-relevant topics like govt subsidies, schemes, crop insurance, etc
- Text, Images, Videos
- *Content creation as per farmer requirements*

#### Section: MARKET PRICES Taking farmers closer to prices



#### Daily crop prices from your local mandi



#### Explore Mandis



< Man	distant from	-					
	K Mandi List						
Crop -Arhar	Crop -Arhar (Tur/Red Gram) State -Madhya Pradesh Q						
Begar	mganj						
Arrival	Variety	Min Price	Max Price				
7.7	Arhar Dal(Tur)	3200	3500				
Tonne		Rs/Quintal	Rs/Quintal				
Harsoo	d						
Arrival	Variety	Min Price	Max Pric				
0.9	Other	3300	3405				
Tonne		Rs/Quintal	Rs/Quintal				
		Neemuch					
Neem	nuch	-					
Neem		Min Price	Max Price				
		Min Price 2200	Max Price 3400				
Arrival	Variety						
Arrival	Variety Arhar (Whole)	2200	3400				
Arrival 1.7 Tonne	Variety Arhar (Whole)	2200	3400				
Arrival 1.7 Tonne Pandl	Variety Arhar (Whole)	2200 Rs/Quintal	3400 Rs/Quintal				

- PAN India APMC market prices (Agmarknet)
- Updated DAILY
- NCDEX Commodity exchange prices: Spot and Future
- Tie-up with MCX

#### Section: WEATHER For over 3 lakh locations across India



### Daily weather forecasts for timely farm action

		••		07:53				
1	< Weath	er	£ 6					
	Mumba	i	Today : 11/2 Previous	12/2016				
Day	w th	nowers of rain an indy and colder w iis afternoon						
Day	32°C Hi	: 10 mm, 2 nrs; 50% g	probability					
	Snow	: 10 cm, 2 hrs; 50% p						
	Ice	: 10 mm, 2 hrs; 30% g	probability					
	Thunderstorm	: 40% probability						
	wind Speed	: 3 kmph, NW						
	Cloud Cover	: 20%						
		Showers of rain and snow thismorning, cloudy, windy and colder with a shower or two this afternoon						
	Night 23°C LOW							
	Rain	: 10 mm, 2 hrs; 50% g	probability					
	Snow	: 10 cm, 2 hrs; 50% p						
	Ice	: 10 mm, 2 hrs; 30% p	probability					
	Thunderstorm							
	wind Speed	: 3 kmph, NW						
	Cloud Cover	: 20%						
	cioud cover	Humidity						
	cioda cover	Humidity						

- 5-day location-specific weather forecast
- Updated daily
- Weather condition depicted through appropriate
  symbols

symbols

• Gives a description of the weather apart from just data-points



# Engaging Farmers

"Through Entertainment!"

### Education through Entertainment





- Entertaining videos to educate farmers on Best Practices in Agriculture
- Contests and Competitions to keep farmers engaged and motivated!
- Youtube Channel: MyAgriGuru

### Engagement through Content





#### **〈** More

International Rice Research Institute to set up its South Asia Regional Centre in Varanasi

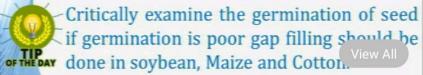
13-07-2017 12:57

0 .

Rate

In a move to boost research on developing new breeds of rice and improve yields of existing varieties, the cabinet on Wednesday approved setting up a specialised centre in Varanasi, Uttar Pradesh.

#### Prevention is better than cure!



- Exciting language
- Season relevant
- Dynamic Content:
  - As per Farmer demand
  - Daily updates

#### **Excitement through Contests!**

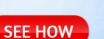




### Watch Video. Win Cash.

What are the benefits of soil testing? Watch this video and write your answers in Agribuzz

₹ 500 PayTM Cash for



MyAgriGuru

• Monthly Contests for farmers

- Creating awareness
- Enabling sharing of farmer stories



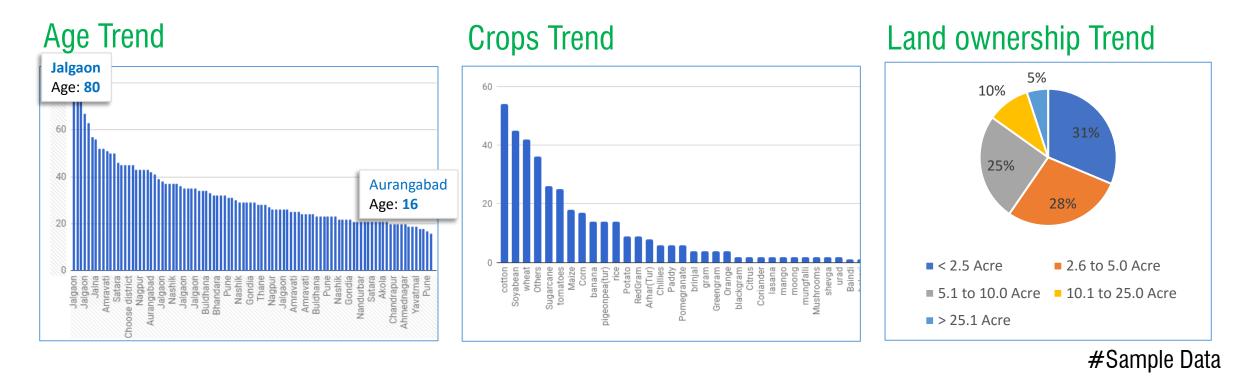


# Data Driven Approach

"Text Analysis"

#### Who are our Farmers

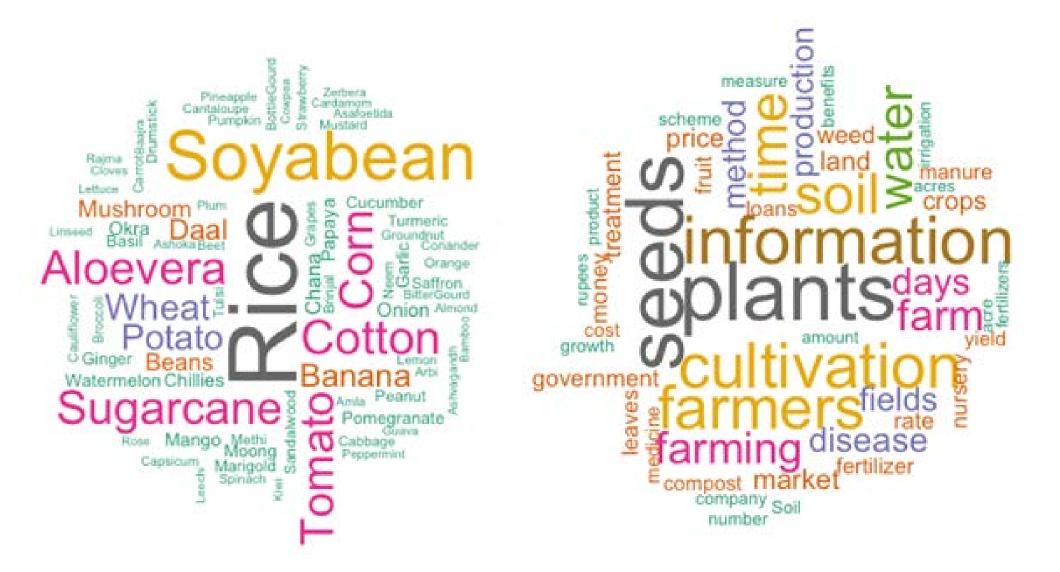




- Our oldest customer was born in 1937, is 80 years old, and lives in Jalgaon.
- Our youngest customer is 16 years old, was born in 2001, and lives in Aurangabad.
- Our average customer is around 32 years old, a small farmer holding less than 2 acres, and hails from Nashik, or Dhule.

#### What are our farmers discussing





# The Result

A step closer to Farmer Prosperity.



# **Impacting Farmer Lives**

Brand Agnostic	Trustworthy	Free for Farmers
"मायएग्रीगुरु बहुत अच्छा लगा । सब के सुझाव अलग, मतलब एक ही - विकसित और प्रगतिशील किसान । " प्रवीण राना , उज्जैन	"ये ऐप मुझे बहुत अच्छा लगा । इसमें खेती से सम्बंधित सारी जानकारियाँ है । इसे यदि किसान अपनाए तो कम खर्च में ज़्यादा उत्पादन कर सकता है।" अशोक राना , शाजापुर	आज की तारीख में किसानो को मार्किट में चल रहे सही भाव का पता नहीं चलता - जिसका फायदा उठाया जाता है। मायएग्रीगुरु ऐप के द्वारा अब हमे रोज़ का हाल पता चलेगा। - राजपाल सिंह, अहमदपुर ग्रन्थ, हरिद्वार







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