Agriculture

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Agenda

- Articles:
  - A Survey of Information Systems Reaching Small Producers in Global Agricultural Value Chains
  - KISSAN KERALA: An ICT enabled multi-modal Agricultural Information System
  - e-Choupal: Hope or Hype?

A Survey of Information Systems Reaching Small Producers in Global Agricultural Value Chains

- Information Flows:
  - Link-to-Link
  - Peer-to-Peer
  - End-to-End

A Survey of Information Systems Reaching Small Producers in Global Agricultural Value Chains

- Stakeholders:
  - Farmers
  - Consumers
  - Intermediaries
  - Supporting Organizations

A Survey of Information Systems Reaching Small Producers in Global Agricultural Value Chains

- What are some of the most important needs of farmers?

- What are some of the most important needs of consumers?

A Survey of Information Systems Reaching Small Producers in Global Agricultural Value Chains

- Challenges in Reaching Small Producers:
  - Not aligned with flow of goods and money
  - No institutional base
  - Qualitative exchange of data
  - Differences in culture and language
  - Lack of access and/or literacy
  - Lack of economic and social empowerment

A Survey of Information Systems Reaching Small Producers in Global Agricultural Value Chains

- Examples of Information Systems:
  - Warana Wired Villa project
  - KACE
  - MCX in India
  - E-Choupal
  - Akashganga
  - JAMEX
  - eSagu
  - AGIS
  - Developing Countries Farm Radio Network
  - E-CERT
  - ACTRES
  - QualCheck

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- Warana Wired Villa Project
  - One of first rural ICT interventions in Asia
  - Intended to provide 70,000 famers in rural Maharashtra access to market prices
  - Project transitioned to a remote bookkeeping system for the Warana cooperative
  - Recently, Warana Unwired initiative successfully migrated all functionality of kiosk-based system to a mobile phone solution

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- What were some challenges to Warana Unwired migrating from a kiosk-based system to phone based solution?

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- KACE (Kenya Agricultural Commodity Exchange, ltd.)
  - Provides full market information system plus marketplace
  - Significant use of system to match local supply and demand and to learn current market prices

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- What were some important elements of the design/implementation process for the development of KACE?

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- MCX (Multi-Commodity Exchange) in India
  - Partnered with rural postal offices to display commodity prices on electronic ticker
  - MCX provides the infrastructure, including a computer terminal, Internet access, a printer, a scanner, a fax machine, a webcam, and an electronic MCS commodity price ticker

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- In terms of infrastructure and maintenance, what are some of the challenges to setting up MCX on the network?

Karshaka Information Systems Services and Networking (KISSAN) across Kerala: An ICT enabled multi-modal Agricultural Information System

KISSAN KERALA: An ICT enabled multi-modal Agricultural Information System

- "Right Information to the Right Person(s) at the Right Time in the Right Place(s) and in the Right Context"

- What does this mean? Do you believe this objective is possible to achieve?

KISSAN KERALA: An ICT enabled multi-modal Agricultural Information System

- Why has KISSAN KERALA been so successful?

KISSAN KERALA: An ICT enabled multi-modal Agricultural Information System

- KISSAN KERALA major services:
  - Online Agri advisory service
  - Kissan Krishideepam: Agriculture television program
  - Online Agri video channel
  - Tele Advisory services
  - Mobile based Agri Advisory services

- E-Choupal: Hope or Hype?

ITC Limited

- One of India's top companies.

- Market capitalization of almost $14 billion

- Turnover of $5 billion

e-Choupal: the Beginning

- ITC Limited in India

- Initiative started in 2000

- 9 states covered

- 6500 installations

- 4 million farmers

E-Choupal: Hope or Hype?

- Seems to be heavily reliant on ITC, alterior motives?

- ITC is gaining a lot more out of this than people realize

- Is it a permanent solution? Can they eventually move away from this concept and evolve it into something more?

E-Choupal: Details

- Wanted to empower farmers by working directly with them

- Most of the process of farming required farmers to go on the outside

- E-Choupal developed as a better supply chain

E-Choupal: Details

- Internet kiosks that were managed by farmers that farmers can use to stay up-to-date in the agricultural community

- Also serves as an internet station for the village, people can use it for things other than agriculture.

e-Choupal: Future

- Cover 5 more states

- 100,000 more villages will be covered

- 20,000 more units will be installed

- 10 million more farmers

e-Choupal & Kissan Kerala

- Since it started in 2000 and based on 2012 agenda, what has helped e-Choupal to continue? What are the similarities and differences between Kissan Kerala and e-Choupal?