

IFA INTERNATIONAL WORKSHOP on Effective Last-Mile Delivery

10-12 February 2010, New Delhi, India

PANEL DISCUSSION

Arun K. PANDE

TATA Consultancy Services (TCS), India



IFA – PANEL DISCUSSION


Arun K Pande
TATA Consultancy Services

17 February 2010


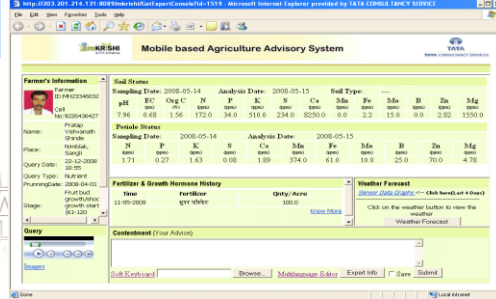
Experience certainty. IT Services
Business Solutions
Outsourcing

mKRISHI – An Innovative Platform to deliver **Personalized** & **Integrated** services to farmers.

KEY ISSUES

Agri Produce	Poultry	Cattle
Farm Loan and Micro - Credit		Crop Insurance
Soil Nutrient Maps	Agro & Met Advice	Primary Health Care

NEW PLATFORM

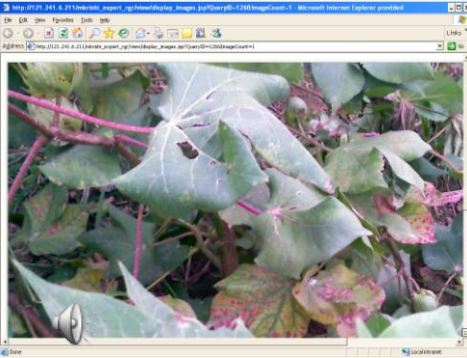



The screenshot displays the following data:

Farmer's Information	Soil Status	Weather Forecast
Farmer: 01885346030 Name: 01885346030 Phone: 01885346030 Village: 01885346030 District: 01885346030 State: 01885346030 Pincode: 01885346030 Crop Type: 01885346030	Soil Status: 2008-05-14 Analysis Date: 2008-05-15 Soil Type: --- N: 1.96, P: 0.63, K: 1.56, S: 172.0, Ca: 34.0, Mg: 318.0, Cu: 234.0, Zn: 6220.0, B: 2.2, Mn: 15.0, Fe: 2.92, S: 1550.0	11-05-2009 11-05-2009 11-05-2009

FIELD EXPERIENCE

- Gap between farmer & expert was bridged.
- Farmer got personalized advice.
- Literate, Semiliterate and illiterate farmers could use application



Query: 126

Location: Bathinda, Punjab

To prevent the white fly what pesticide should be applied?

Gurumukhi Answer

- 600
-800

आलू में द्वारा मिट्टी में बोरोन की कमी के कारन हो सकती है. इसके लिए बोवाई के समय यानुबोर २ किलो प्रति एकड़ की दर से डालना चाहिए।

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SCALING UP

1000 farmers	1000 farmers	1000 farmers
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Scout 1	Scout 2	Scout 10
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Field Officer

Expert Panel (B Sc Agri, MSc Agri with field experience, Guidance by Super expert)

BUSIENSS MODEL
Those who provide value are paid. Those who get benefit pay.

TATA CONSULTANCY SERVICES

ROAD AHEAD

Development of Software Tools

