

**IFFCO**

Empowerment of Farmers through Mobile Phones

A Case Study of IFFCO Kisan Sanchar Limited

**IFA Workshop on Effective Last-Mile Delivery
10-12 February 2010, New Delhi**



IFFCO Kisan Sanchar Limited

- **A joint venture promoted by IFFCO in 2007**
- **Mission**
 - Empowerment of people living in rural India
 - Provide pertinent information and services through affordable mobile communications
 - Improve decision making ability of farmers
 - Work with like minded organizations for e-transformation of villages



Challenge

- Providing information directly to farmers
- Delivering location specific, time sensitive information and important alerts
- Ensuring that this service does not add economic strain on the farmers



Solution ..!

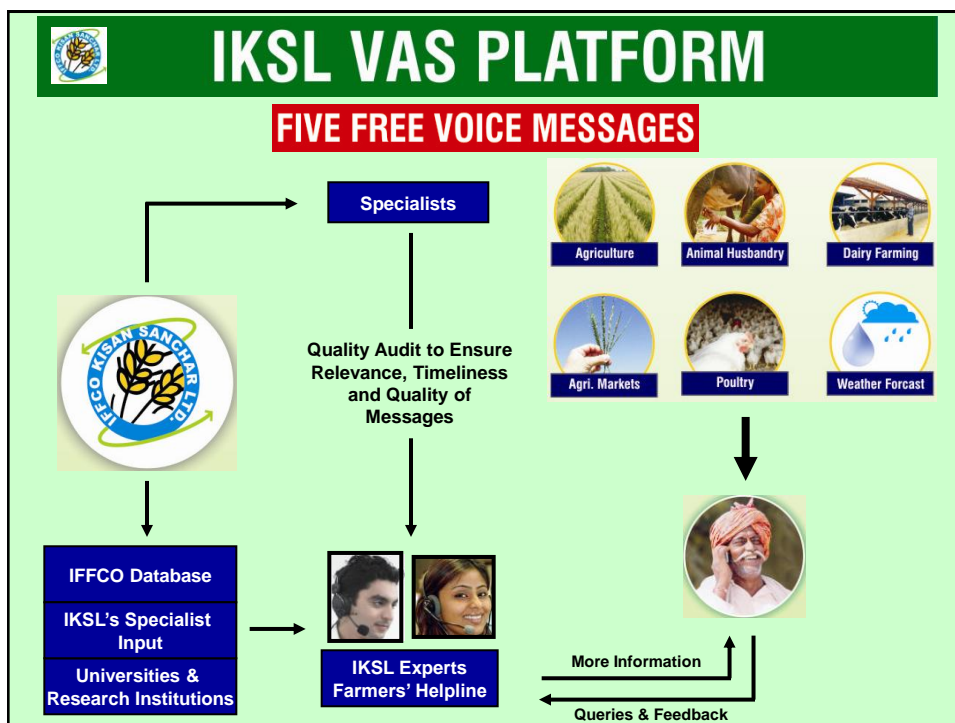


- Providing leverage to the communication needs of farmers
- Converting their Mobiles into Dynamic Power Houses of Knowledge



Services to Farmer

- **Value Added Services (VAS) on IKSL's GREEN SIM CARD**
 - **5 Free Voice Messages every day (State, zone or community level messages)**
 - **Rural help-line (534351 from Green SIM Card)**





HIGHLIGHTS OF VAS

No. of states covered	18
No of Zones in state	51
Content Managers	17
Experts	57



HIGHLIGHTS OF VAS

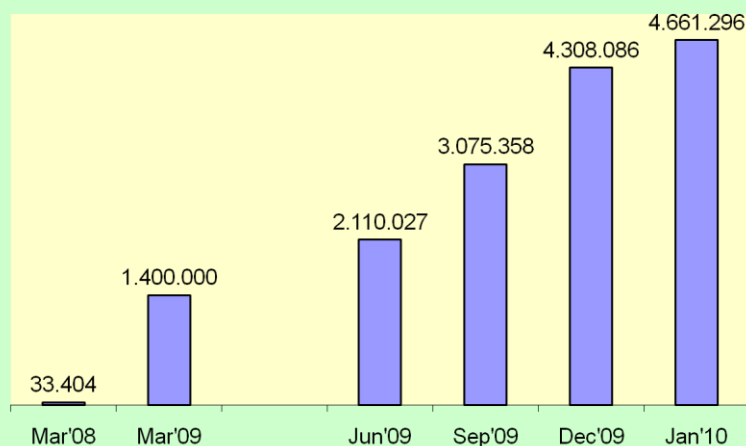
	Oct- Dec 09	Apr- Dec 09	Since Inception
Total messages broadcast	15156	44453	95156
Questions on Helpline	14845	44,609	80845
Feedback from farmers	905	2407	4905
Phone In Expert Programs(+)	65	115	180
Quizzes (+)	105	255	267

(+) Started in Jun 2009



Subscriber Base

Activations During Mar 2008 - Jan 2010



Quality Processes

- Planning of voice messages based on local agricultural situation & queries on helpline
- Messages of one minute in local language vetted by experts
- Feedbacks from farmers to improve the services
- Periodic surveys conducted by external agencies
- Quality Audits of delivered messages by eminent specialists



Special Tie-ups for Content Enrichment

- Commonwealth Agricultural Bureaux International (CABI)
- Prof M.S Swaminathan Research Foundation (MSSRF)
- IFFCO/IFFDC/ IFFCO Foundation
- Commonwealth of Learning
- Selected Agricultural Universities / Institutes



Promotion of Focused Communities

- To Provide focused services to a Community with a common interest
- Approach
 - To forge groups with a common interest – common crop, common occupation
 - All 5 voice messages on area of interest
 - Access to related experts thru Helpline
 - Special programs in association with other stake holders / NGOs
 - Encourage intra-Community programs & interaction



Community of Basmati Farmers

- **Partner** – Haryana State Cooperative & Marketing Federation (HAFED)
- **Objectives**
 - Improving Quality and yield of Basmati Rice
 - Reducing cost of cultivation
 - Increase Income
 - Empowering farmers thru Knowledge input
- **Facilitate Basmati procurement by HAFED**



Basmati Community Coverage

- | | |
|-------------------------------------|-------------------|
| • Districts covered | 4 |
| • Villages | 208 |
| • Contract farmers | 816 |
| • Area covered under Basmati | 5970 acres |



Benefits to Stake Holders

- **Farmers (Target Group)**
 - Increase in yield by 16-25%
 - Improved quality
 - Low input costs
 - Higher produce Price
 - Access to specialists / Voice Messages
- **IKSL (Implementing Agency)**
 - New connections
 - Talk Time to farmers

Contd.



Benefits to Stake Holders

- **HAFED (Sponsor)**
 - Loyalty of Farmers
 - Increase in Procurement by 30-35%
- **IARI/KVKs/CABI (Institutions)**
 - Greater association with Farmers
 - Improved direct contact
- **NGO**
 - Higher visibility / Farmer contact



Community for Women

- **Partners** : Vidiyal, Common Wealth of Learning
- **Location**: Theni (Tamilnadu)
- **No. of Women members** : 550
- **Focused Voice Messages & Helpline on**
 - Sheep/Goat & Cow Rearing
 - Women's Rights
 - Other areas of interest



Benefits for Women

- **Improved Income levels of members**
 - Loan to create assets - Rs. 11.3 Mn
 - Asset multiplication - Rs. 27.4 Mn
 - Loan repaid in the first year - 30%
- **Banks willing to finance more women**
- **Group to be extended to 5000**
- **The Women's Community received International Appreciation**

Contd.



Periya Jakkhammal



Periya Jakkhammal, an active member, was invited to address the Conference of Education Ministers of Common Wealth Countries in July 2009 at Malaysia



Conclusions

- 1. Mobile telephones, an effective tool for Mass Communication with the opportunity of individual contact.**
- 2. Specific information to Focused Target Group can be provided.**
- 3. All stake holders are benefited.**
- 4. Technology capable of creating data base and knowledge repository.**



Conclusions

6. Strengths of Mobile based services for rural empowerment

- **Accessibility**
- **Scalability**
- **Replicability**
- **Sustainability**

7. IKSL is equipped with expertise & systems

- **To turn ubiquitous SIM into a Power House of Knowledge**
- **To break the Digital divide between rural & urban India**