



# **IFFCO KISAN SANCHAR LIMITED (IKSL)**

**- A CASE STUDY**

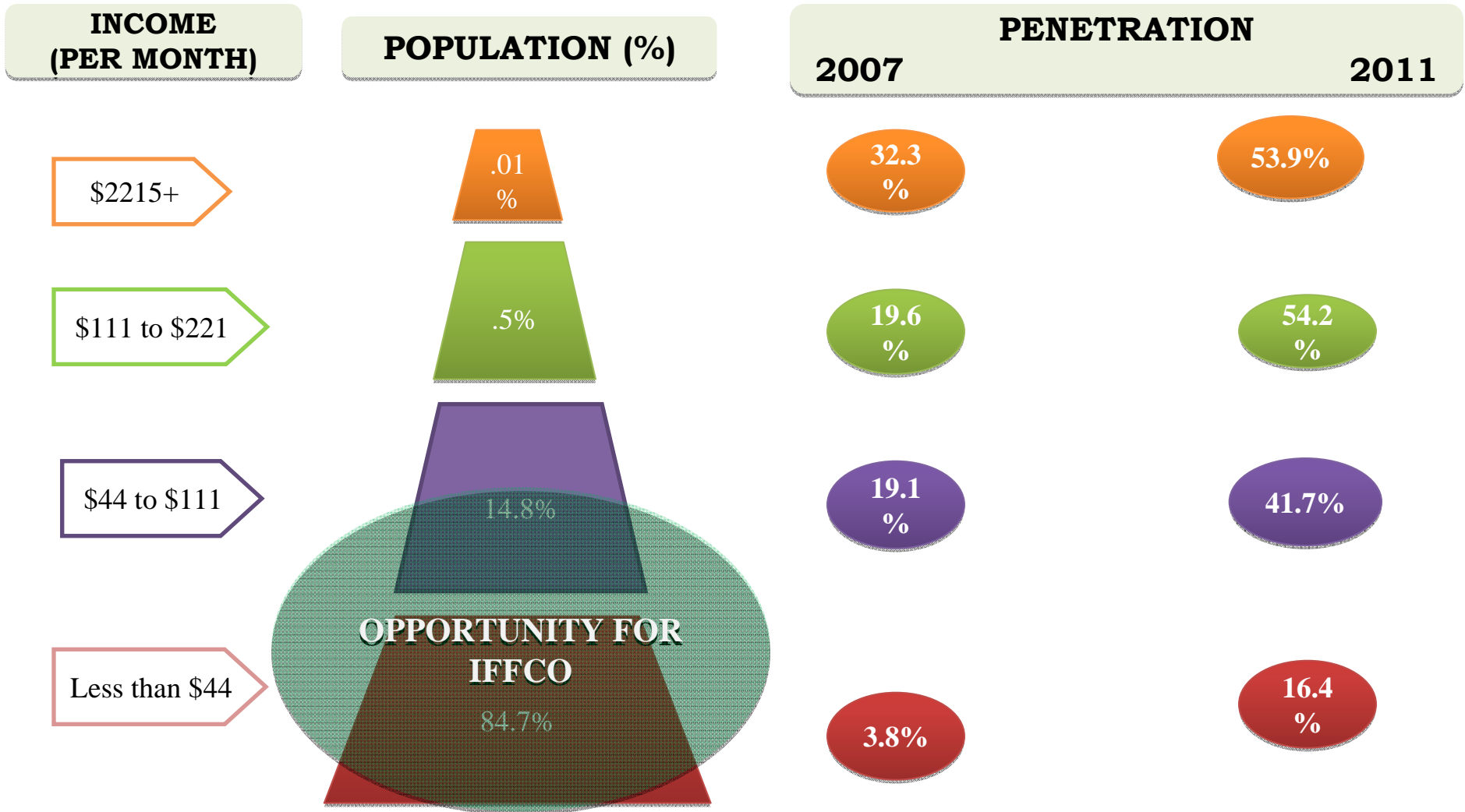


**“EMPOWERING INDIAN FARMERS  
THROUGH MOBILE PHONES”**

# **IFFCO INITIATIVE**

- ❑ IFFCO BEING A COOPERATIVE OF ABOUT 40,000 SOCIETIES & 55 MILLION FARMERS FELT ITS ROLE OF HELPING IN ATTAINING INCLUSIVE DEVELOPMENT THROUGH CREATING AWARENESS IN INDIVIDUALS BY COMMUNICATING WITH THEM THROUGH MOBILE TELEPHONES.**
- ❑ PROMOTED AN ENTERPRISES “IFFCO KISAN SANCHAR LIMITED (IKSL) TO ACHIEVE THE GOAL.**
- ❑ CONVERTED MOBILE PHONES INTO DYNAMIC POWERHOUSE OF KNOWLEDGE TO CHANGE THE LIVINGS OF THE POORS.**

# NEED FOR IKSL



# **IKSL-OBJECTIVE**

- TO EMPOWER INDIAN FARMERS WITH PERTINENT INFORMATION BY LEVERAGING MOBILE PHONE.**
  
- TO IMPROVE INFORMED DECISION MAKING BY FARMERS WHICH COULD RESULT IN :**
  - REDUCTION IN COSTS OF PRODUCTION**
  - IMPROVEMENT IN QUALITY OF FARM PRODUCE**
  - INCREASE IN FARM INCOME AND**
  - ENHANCE OPPORTUNITIES FOR LIVELIHOOD**

# **SERVICES ON IKSL GREEN SIM CARD**

## **☐ VOICE MESSAGES**

- **UPTO FIVE FREE VOICE MESSAGES**
- **COVER DIVERSE AREAS SUCH AS**
  - **Soil Management/Crop Production**
  - **Animal Husbandary**
  - **Horticulture**
  - **Crop Protection**
  - **Market Rates**
  - **Weather Forecast Information**
  - **Human & Cattle Health**
  - **Employment Oppportunities**
  - **Government Schemes etc.**
- **MESSAGES PREPARED BY EXPERTS**

## **☐ HELPLINE**

- **DEDICATED HELPLINE SERVICE**

## **☐ CALL BACK FACILITY**

- **FACILITY TO RE-LISTEN THE MESSAGES DELIEVERED ON THAT DAY**

# STRENGTH OF IKSL SERVICES

- LOCALISED CONTENT
- MULTIPLE LANGUAGES : IN LOCAL REGIONAL FARMERS' LANGUAGE
- FREE SERVICES TO EVERY RURAL SUBSCRIBER
- FORMATION OF COMMUNITIES WITH COMMON INTEREST
- ALLIANCES WITH VARIOUS CONTENT SOURCES
- TECHNOLOGY TO MEASURE AND MANAGE INFORMATION

# ARCHITECTURE & SERVICE CONSTRUCT

**PUSH : Voice Based Information**



Dairy Farming



Poultry



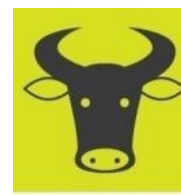
Weather Forecast



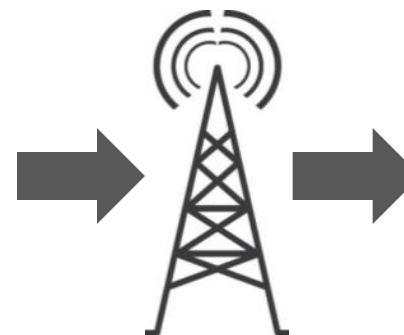
Agr. Markets



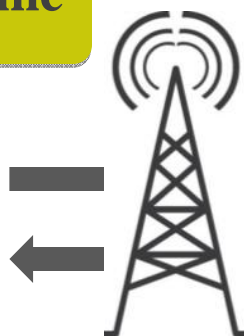
Agriculture



Animal Husbandry



**PULL : Helpline**



IKSL's Experts / Farmer's help

Specialists

IFFCO Database,  
Specialist's Inputs,  
Universities &  
Research Institutions


# MESSAGE PLANNING

## □ PROACTIVE

1. CROP CALENDAR
2. CROPPING PATTERN
3. AGRO-ECOLOGICAL SITUATION (HORTICULTURE, ANIMALS, SOILS, CLIMATE ETC.)
4. WEATHER FORECAST AND MANDI RATES
5. INFORMATION ON FARMER'S NEED (HEALTH, EMPLOYMENT, ENTREPRENEURSHIP ETC.)

## □ REACTIVE

1. HELPLINE QUERIES
2. ALERTS AND WARNINGS
3. GOVERNMENT ANNOUNCEMENT
4. EVENTS



MESSAGE MIX  
FOR EVERY  
DAY IS  
DETERMINED



# THIRD PARTY SURVEY

## □ PROFILE OF THE FARMERS SURVEYED

- **Households earning less than dollar a day -71.4%**
- **Households earning less than 2 dollars a day-87.5%**

## □ PERCEIVED USEFULNESS OF VOICE MESSAGES

- **More than 70% find most messages useful & interesting**
- **Most have got access to info for first time**
- **Extreme trustworthiness**

## □ IKSL V/S OTHER SOURCE OF INFORMATION

- **Almost half of the customers depend on IKSL as sole source of info**
- **Most people rate IKSL quality as better than other sources**

# SUCCESS STORY – INDIVIDUAL LEVEL

**Farmer Name : NAGAPPA**

**Village : KUDARIMOTHI (KORPAL),  
KARNATAKA**

**Land Holding : 0.8 Ha (Marginal  
Farmer)**

**Crop : CROSSANDRA FLOWER CROP**

**Problem : PLANTS NOT FLOWERING**

**Solution : SPRAY OF CALAXIN @ 0.5  
ML/LITRE WATER**

**Result : STARTED GETTING 5-6 KG  
FLOWERS EVERY DAY FROM  
0.2 HA AREA AND USD 240  
AS MONTHLY INCOME**



# SUCCESS STORY – INDIVIDUAL LEVEL

**State:** RAJASTHAN **Village:** DODASARA

**Farmer:** NAVRANG LAL

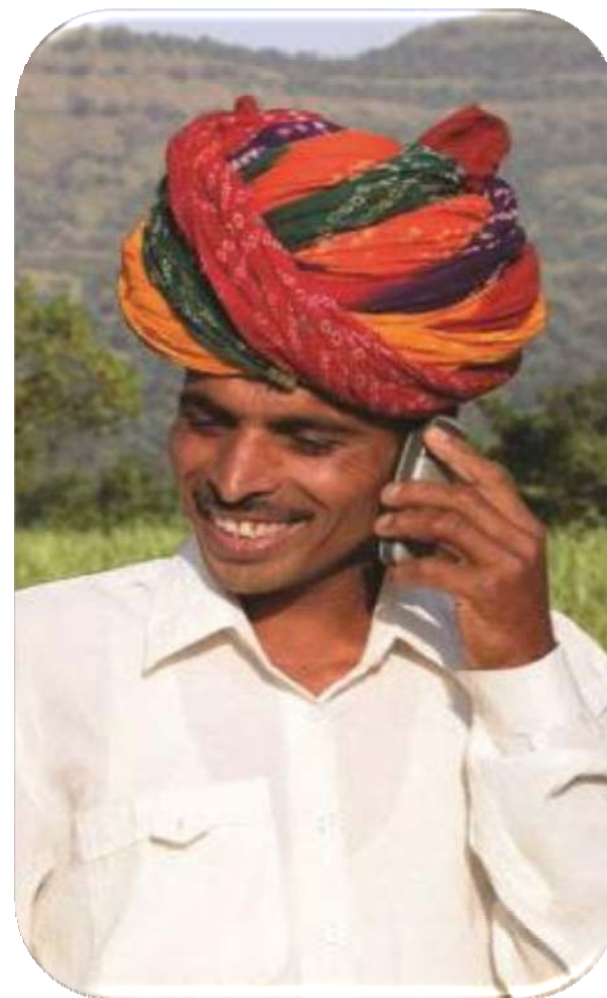
**Problem faced:** WEAKNESS IN BUFFALO,  
LOW MILK YIELD

**Solution given:** HIMALAYA BATISA 50 GM,  
ANARACZONE 2 TAB  
MIXED WITH SUGAR LUMP  
ONCE IN A DAY FOR  
THREE DAYS TO THE  
BUFFALO.

**Cost incurred:** \$ 6.65/-

**Benefit obtained:** STRONGER BUFFALO,  
INCREASE IN MILK PRODUCTIVITY.

**Net increase in income :** \$ 68.7/MTH



# SUCCESS STORY – COMMUNITY LEVEL

**Partners** : VIDIYAL, COMMON WEALTH OF LEARNING

**Location**: THENI (TAMILNADU)

**No. of Women Members** : 300

**Focused voice messages & helpline on**

- **GOAT & COW REARING**
- **EDUCATION ON WOMEN'S RIGHTS**
- **OTHER AREAS OF INTEREST (WOMEN'S HEALTH)**



## ❑ **IMPROVED INCOME LEVELS OF MEMBERS**

- |                      |                                       |
|----------------------|---------------------------------------|
| ■ BANK LOAN RECEIVED | USD 0.52 Million (term 5 years)       |
| ■ BANK LOAN REPAYED  | USD 0.35 Million- 66.4% ( in 2 years) |
| ■ INCOME             | USD 1.5 Million                       |
| ■ NET PROFIT         | USD 0.90 Million                      |

❑ BANKS WILLING TO FINANCE MORE WOMEN; GROUP TO BE EXTENDED TO 5000

❑ **THE WOMEN'S COMMUNITY RECEIVED INTERNATIONAL APPRECIATION**





**“ It is a Great Idea .. Do it Across the World, Great Work .. Keep It Up”**

**Barak Obama,  
President, U.S.A  
Nov 7, 2010;Mumbai**

# CONCLUSION

- ❑ WITH AIM OF INCLUSIVE DEVELOPMENT AND FOCUS ON INFORMATION TECHNOLOGY IKSL IS FULFILLING THE SOCIO-ECONOMIC OBJECTIVES OF CREATING A PROSPEROUS AND HAPPY COMMUNITY EMANATING FROM THE BOTTOM OF THE PYRAMID.
- ❑ MESSAGES AND INFORMATION FROM IKSL HELPS IN MAKING THE RURAL/POOR PEOPLE ECONOMICALLY EFFICIENT AND SOCIALLY ACTIVE SO THAT THEY CAN TAKE WELL INFORMED DECISION FOR ENHANCING INCOME & LIVELIHOOD OPPORTUNITIES.

**POTENTIAL OPTION FOR MANY DEVELOPING COUNTRIES WHICH FACE SIMILAR CHALLENGES AS INDIA - DIVERSITY, DIFFICULTY IN REACHING OUT, LOW LITERACY LEVELS, LANGUAGE BARRIERS .**





**THANK YOU !**