

CASE STUDY

2019



JEEViKA



THE WORLD BANK

 SmartFarm™

**Jeevika**

Impact Farmer Profitability With Adaptation To  
Climate Change Through CropIn's AgTech Platform





## The Customer

CropIn Technology is the chosen Agtech partner in a public-private project with Government of India and World Bank for bringing technology to build climate resilience to the doorsteps of Indian farmers, spanning an **area of 1650+ hectares**.

**The Sustainable Livelihoods and Adaptation to**

**Climate Change (SLACC)** Project for India in association with the Government of India's National Rural Livelihoods Project (NRLP) and supported by World Bank, aims to empower farmers to adopt climate resilient practices and adapt to the climatic changes and unpredictability.

## The Objectives

Adverse climate change is a threat to sustainable farming. It leads to soil degradation, drop in crop yield and lower quality produce, and increases incidence of attacks by pests and insects. As per an

ICAR report, a reduction of upto 9% in agriculture yields is expected in the medium term (2010-2039). This calls for swift adoption of climate resilient agriculture practices.

## Cropin's Solution

There is a need for bringing technology for climate resilience to the doorsteps of India's smallholder farmers, which is where CropIn has stepped in and provided the following solutions:



## CropIn's Solution

- **Climate smart advisory** module develops season-wise crop configurations for all the major crops
- **Weather-based advisory** to SLACC farmers in the local language
- CropIn helped in **scheduling and monitoring farm activities** to implement complete traceability
- CropIn helped **devise systems for monitoring crop health and harvest estimation**
- **Seven-day weather forecasts** derived from the best available weather observation systems and forecast models.
- **Web and mobile-based advisory dashboards** to enable the Village Resource Professionals get important insights
- CropIn helped **educate farmers on adoption of right package of practices and inputs**



## The Result

Independent Audit Results from a Third Party

- 80%** Implementation of POPs and Advisories
- 92%** Demonstration climate-resilient agricultural practices
- 90%** Satisfaction with forecast-based advisory



**12,000**

plots digitized



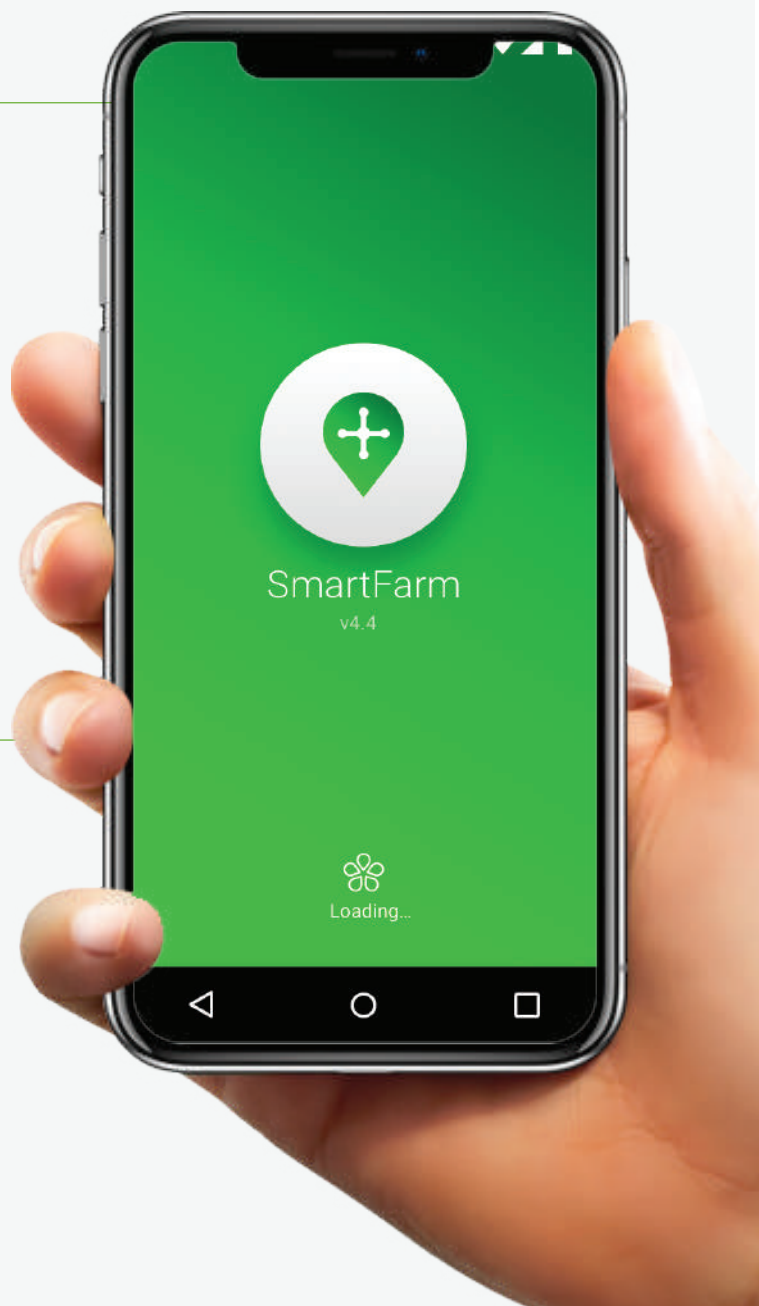
**8,209**

farmers impacted



**90%**

adoption rate



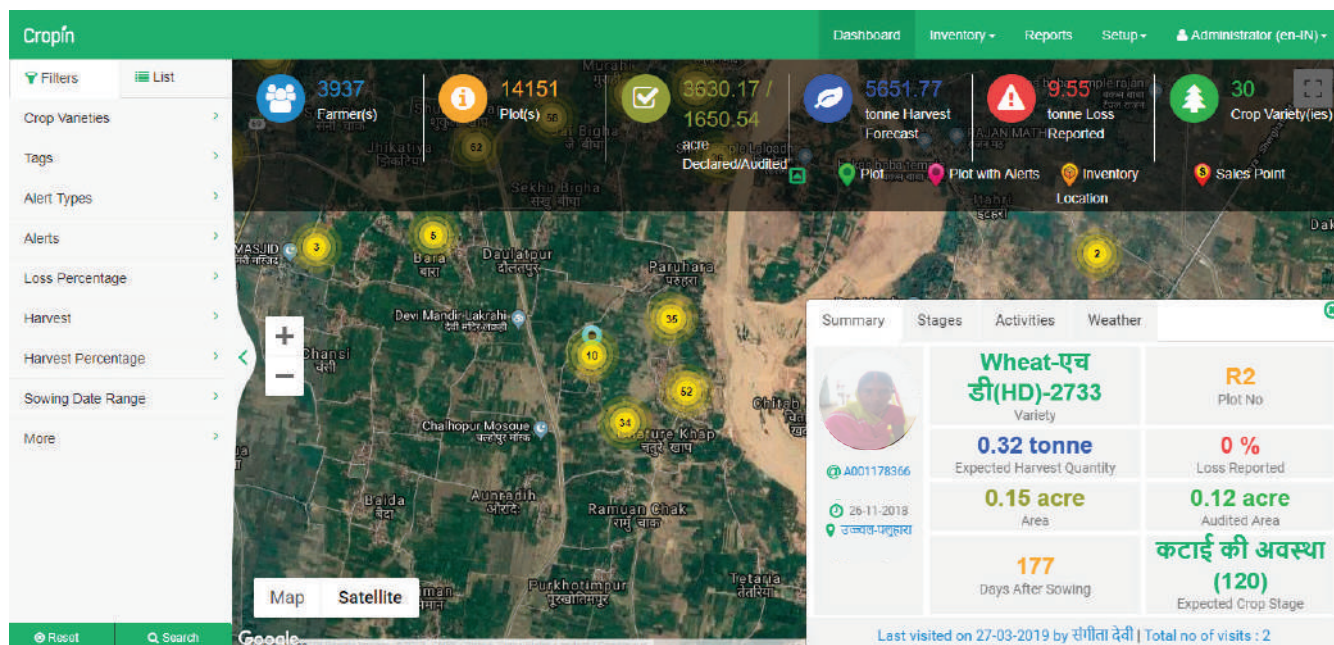
## CREATING A SUSTAINABLE LIVELIHOOD

“I walk through three farm plots of my fellow farmers every day to examine the crop growth and occurrences of pest attacks or crop failure. I send photo alerts via my smart phone to CropIn, which sends an advisory within a few minutes to remedy the problem. Women farmers appreciate my efforts and have started trusting my advice because they see a positive difference on their farms”-

### Pratima Devi

Climate Smart Village Resource Professional, Manichak Village, Bihar

# Dashboard of SmartFarm Application



Plot Level Dashboard

Address: 824205Gaya, Bihar, India. View Report

1 of 1 Find Next

Weather Report

Address	Crop	Actual Weather Details		Weather Forecast Details				
				2019-09-11	2019-09-12	2019-09-13	2019-09-14	2019-09-15
824205Gaya, Bihar, India.	Green gram	Minimum Temperature (degree C)		25.00	25.00	25.00	25.00	24.00
		Maximum Temperature (degree C)		32.00	31.00	33.00	33.00	33.00
		Relative Minimum Humidity (%)						
		Relative Maximum Humidity (%)						
		Wind Velocity Average (Km/h)		10.000	10.000	11.000	10.000	9.000
		Wind Direction (degree)		165	140	134	119	127
		Precipitation Amount (mm)		0.000	0.000	0.000	0.000	0.000

Weather Report Dashboard

Managed By	Field Staff(S)	Farmer Code	Farmer Tags	Farmer Name	Address	Plot Name	Plot Tags	Crop	Variety	Sowing Area (acre)	Alert Name
Amit Gautam, Swati Swara, पंकज कुमार, Amit Kumar, Prabhat Kumar Maurya	गुड़ियां	A001178426	Advisory Adoption Survey 2019	गुड़िया देवी	महादेव-तेतरिया	z1	NA	Green gram	IPM(आई० पी० एम०)- 2-3	0.138	बीटल कीट
Amit Gautam, Swati Swara, पंकज कुमार, Amit Kumar, Prabhat Kumar Maurya	गुड़ियां	A001178426	Advisory Adoption Survey 2019	गुड़िया देवी	महादेव-तेतरिया	z2	NA	Green gram	मूंग एस एम एल 668	0.251	जेसिड्स
Amit Gautam, Swati Swara, पंकज कुमार, Amit Kumar, Prabhat Kumar Maurya	गुड़ियां	A001178435	Advisory Adoption Survey 2019	कुंती देवी	महादेव-तेतरिया	z2	NA	Green gram	पी डी एम 139	0.083	बिहार हेयरी कपेटर पितर
Amit Gautam, Swati Swara, पंकज कुमार, Amit Kumar, Prabhat Kumar Maurya	गुड़ियां	A001178437	Advisory Adoption Survey 2019	दौलती देवी	महादेव-तेतरिया	z1	NA	Green gram	पी डी एम 139	0.02	जेसिड्स
Amit Gautam, Swati Swara, पंकज कुमार, Amit Kumar, Prabhat Kumar Maurya	गुड़ियां	A001178438	NA	तेतरी देवी	महादेव-तेतरिया	z1	NA	Green gram	मूंग-अन्य	0.681	जेसिड्स
Amit Gautam, Swati Swara, ब्रिजकिशोर, Amit Kumar, Prabhat Kumar Maurya	अनीता देवी - लरोवा	A001178486	Advisory Adoption Survey 2019	अनीता देवी	जलवा-लरोवा	Z1	NA	Green gram	मूंग एस एम एल 668	0.215	येलो भेन मोनैव

Advisory Management Dashboard





SmartFarm™

FARM  
MANAGEMENT  
SOLUTION



SmartRisk™

AGRI BUSINESS  
INTELLIGENCE  
SOLUTION



SmartWare™

PACKHOUSE  
SOLUTION &  
TRACEABILITY



SmartSales™

INPUT CHANNEL  
MANAGEMENT  
SOLUTION



AcreSquare™

A B2B FARMER  
ENGAGEMENT  
APPLICATION