

TRANSFORMING & CONNECTING THE AGRICULTURAL ECOSYSTEM...



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JMR AgriNET :
the **SMART** farming platform

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The Future of Food and Agriculture is “in Jeopardy”



More than 60% of the world's population depends on agriculture, for livelihood

The majority of the global poor live in rural areas, are poorly educated, employed in the agricultural sector, and under 18 years of age



THE WORLD BANK



High-input, resource-intensive farming systems cannot deliver sustainable food and agricultural production for the projected ~10 Billion world population by 2050

Key Imperatives for the Agriculture Sector

Transition from Subsistence to Sustenance

Easy Finance



Crop Finance and Insurance to address Poverty

Predictable Yield



Focus on High Yield Crops & Enhanced Yield Predictability

Technology-enabled



Digital Farming Advisory - Geospatial, IOT, Mobility, Analytics

Virtual Marketplace



Improve Market Access through creation of Virtual Farmers' Market

Introducing JMR AgriNet **SMART** farming Platform



A Comprehensive, Data-driven Digital Solution, enabling and empowering the grass-root farmers to profitably practice **SMART** farming by staying connected across the entire ecosystem (Agri. Input Suppliers, Precision Agri. Information Providers, Financial Institutions, Agricultural Markets) throughout the complete crop cycle

S : Scientific Approach

M : Management of Crop lifecycle

A : Analytics at the Core

R : Resource Optimization

T : Technology-led

JMR AgriNet **SMART** Platform : Connecting the Ecosystem



Scientific Approach

Comprehensive Crop Management



Analytics for Agriculture



Optimized Agri. Resource Utilization



Technology led Transformation



Analyzed Insights as Inputs/ Info-exchange to various Stakeholders



Agri-input Companies



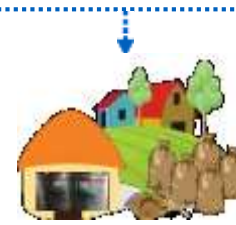
Financers



Crop Insurance Providers



AMIGO



Agri-Markets



Govt. and Multilateral Agencies

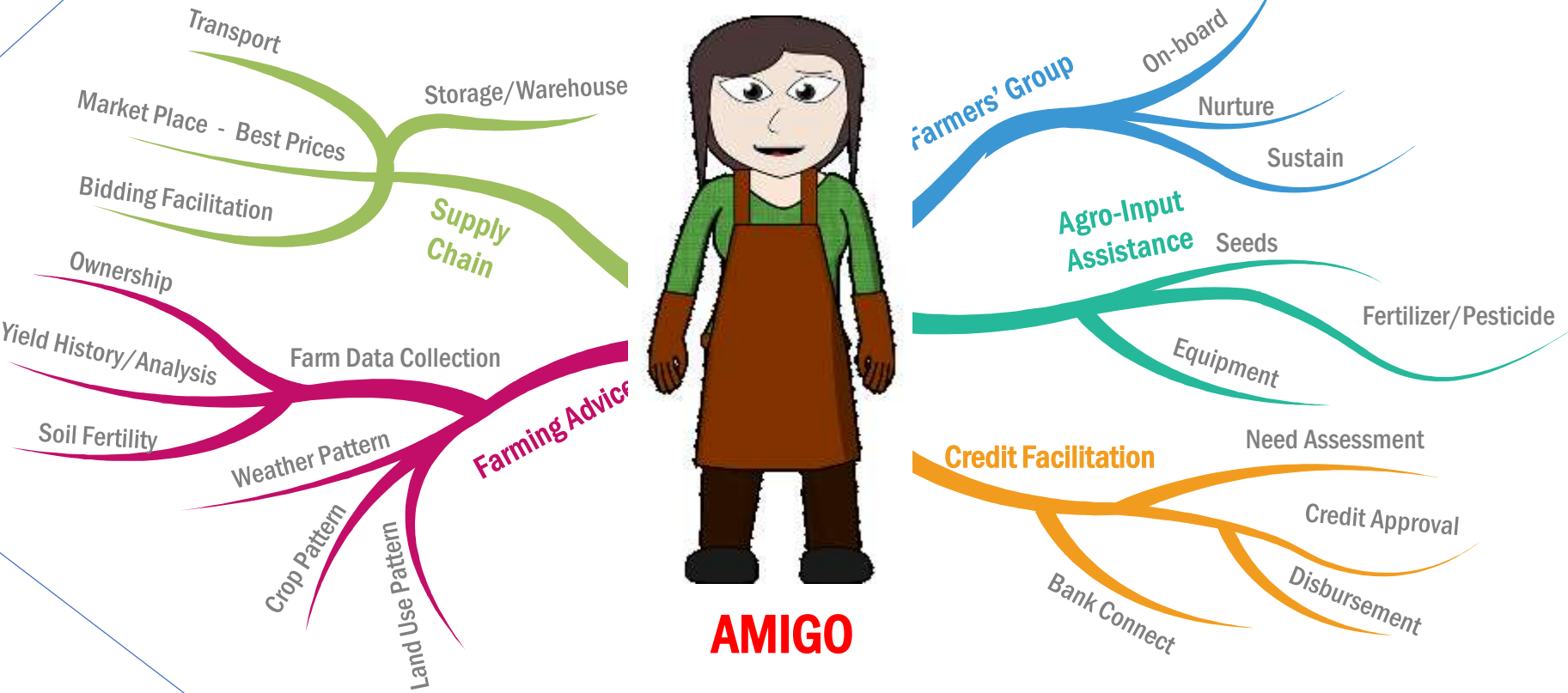


Agri-Research Institutes

JMR AgriNET : AMIGO Oriented Operational Model



AMIGO : The village head-person and field-expert, who represents the key link between various institutions and the farmer, to disseminate agricultural knowledge, technology and processes, enable informed farming, ensuring connected ecosystem



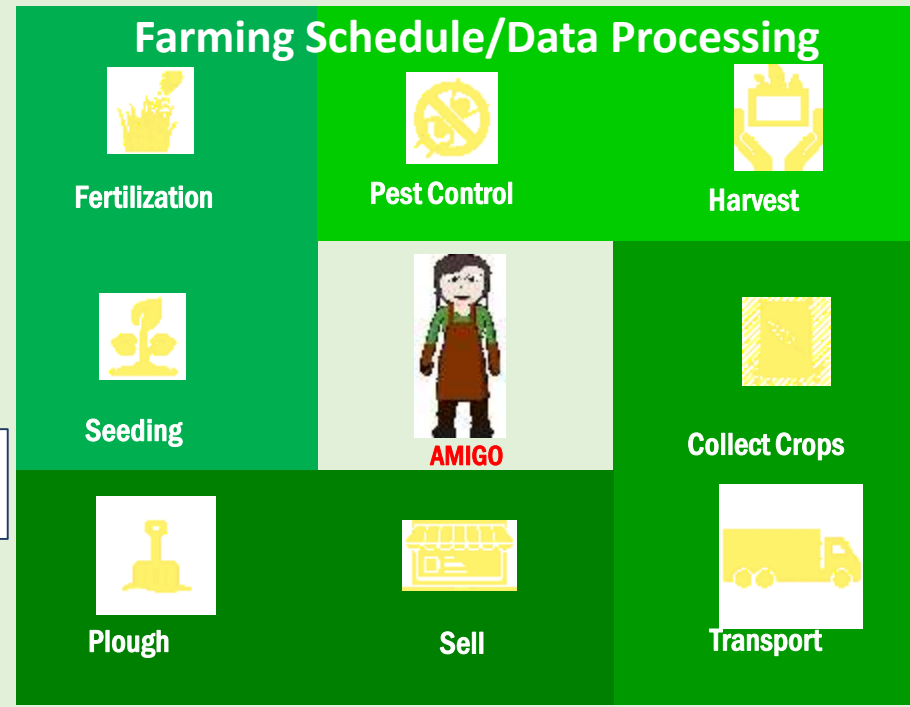
JMR AgriNET : SMART Platform Blueprint



Agro-Climatic Knowledge



JMR AgriNET Platform



Financial Market : Banks / Financial Inst



Profiling - Credit Score
Loan processing
Disbursement
Payment Schedule
Cash flow Management
Revenue Forecast

Credit Contract

Digital Card eMoney / Wallet

AMIGO and Farmer Group Interaction



Farm Groups - Payment at Harvest

AMIGO - Credit Sales, Linkage to AgriNET Platform for data input, Monitoring, Mapping

Incentive/ Commission calculation

Vendor Mgmt : Manf. & Dealers



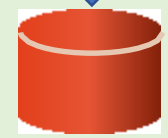
Digital NFC Card eMoney / Wallet

Bulk Order
PO Generation
Inventory Data paid @ Kiosk

Agri-Market - Crop Buyer/Processor



Inventory Management
Supply Chain
Transport

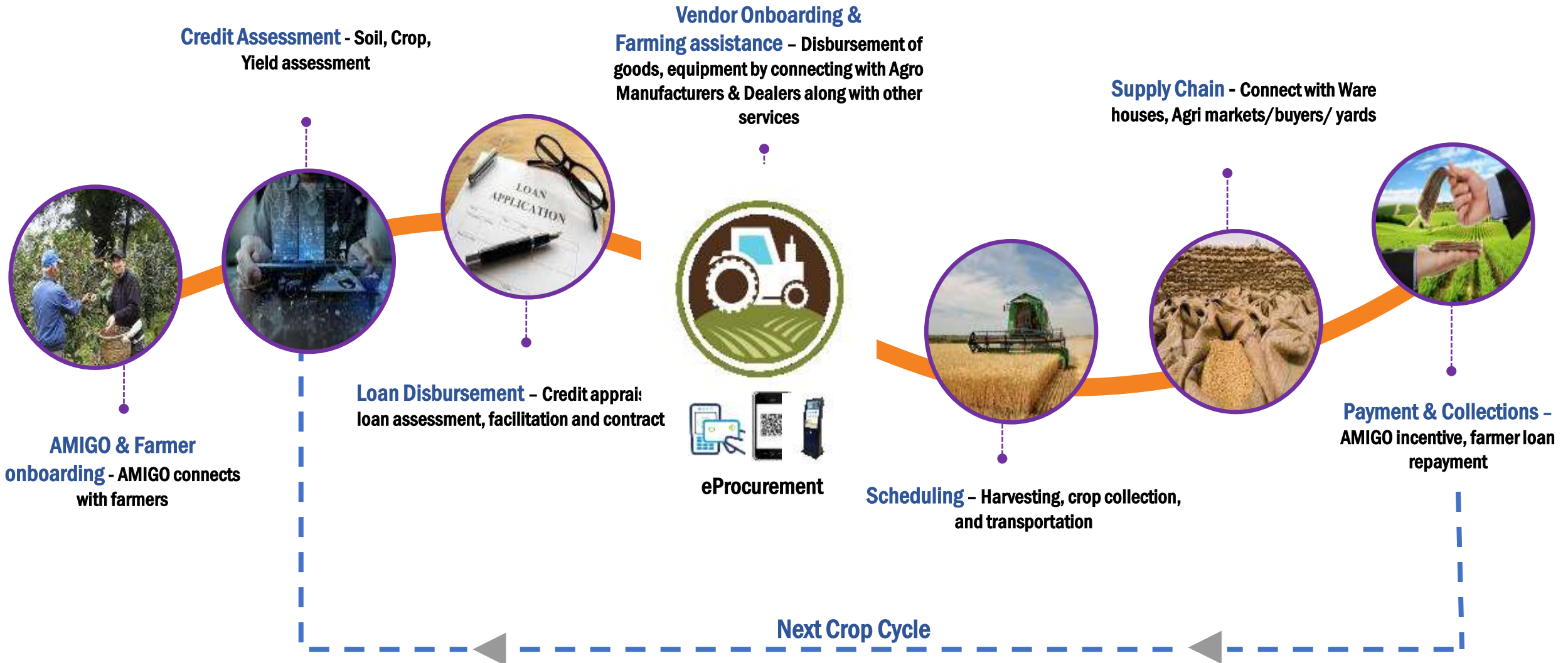


JMR AgriNET Data Analytics

Storage Identification

Warehouses

JMR AgriNET : End-to-End **SMART** Operational Flow



JMR AgriNET : SMART Platform that addresses Systemic Issues across Agriculture Sector



Automates Crop Management (eExtensions)



Farming Information consolidated Centrally



Addressing Funding Requirements (Yield-based Underwriting)



Real-time Marketplace Connect



Yield Profitability & Pricing Decision Analytics



JMR AgriNET : Mentor/AMIGO SMART Dashboard



Monitor Farm Activity



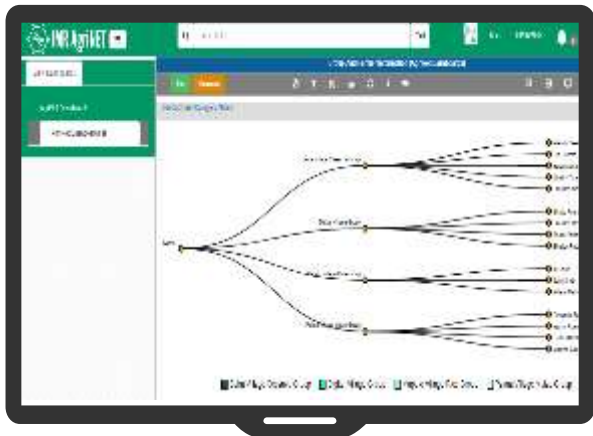
Monitor Agricultural Inputs

Item	Unit	Quantity	Price	Total
Urea	kg	100	1000	100000
DAP	kg	100	1200	120000
Super Phos	kg	100	800	80000
Ammonia	kg	100	1500	150000
Hydrochloric acid	kg	100	1800	180000
Caustic Soda	kg	100	2000	200000
Water	kg	100	1000	100000
Electricity	kg	100	1000	100000
Gas	kg	100	1000	100000
Oil	kg	100	1000	100000

Manage Cost & Profitability

Item	Unit	Quantity	Price	Total
Urea	kg	100	1000	100000
DAP	kg	100	1200	120000
Super Phos	kg	100	800	80000
Ammonia	kg	100	1500	150000
Hydrochloric acid	kg	100	1800	180000
Caustic Soda	kg	100	2000	200000
Water	kg	100	1000	100000
Electricity	kg	100	1000	100000
Gas	kg	100	1000	100000
Oil	kg	100	1000	100000

Manage Group Relationships



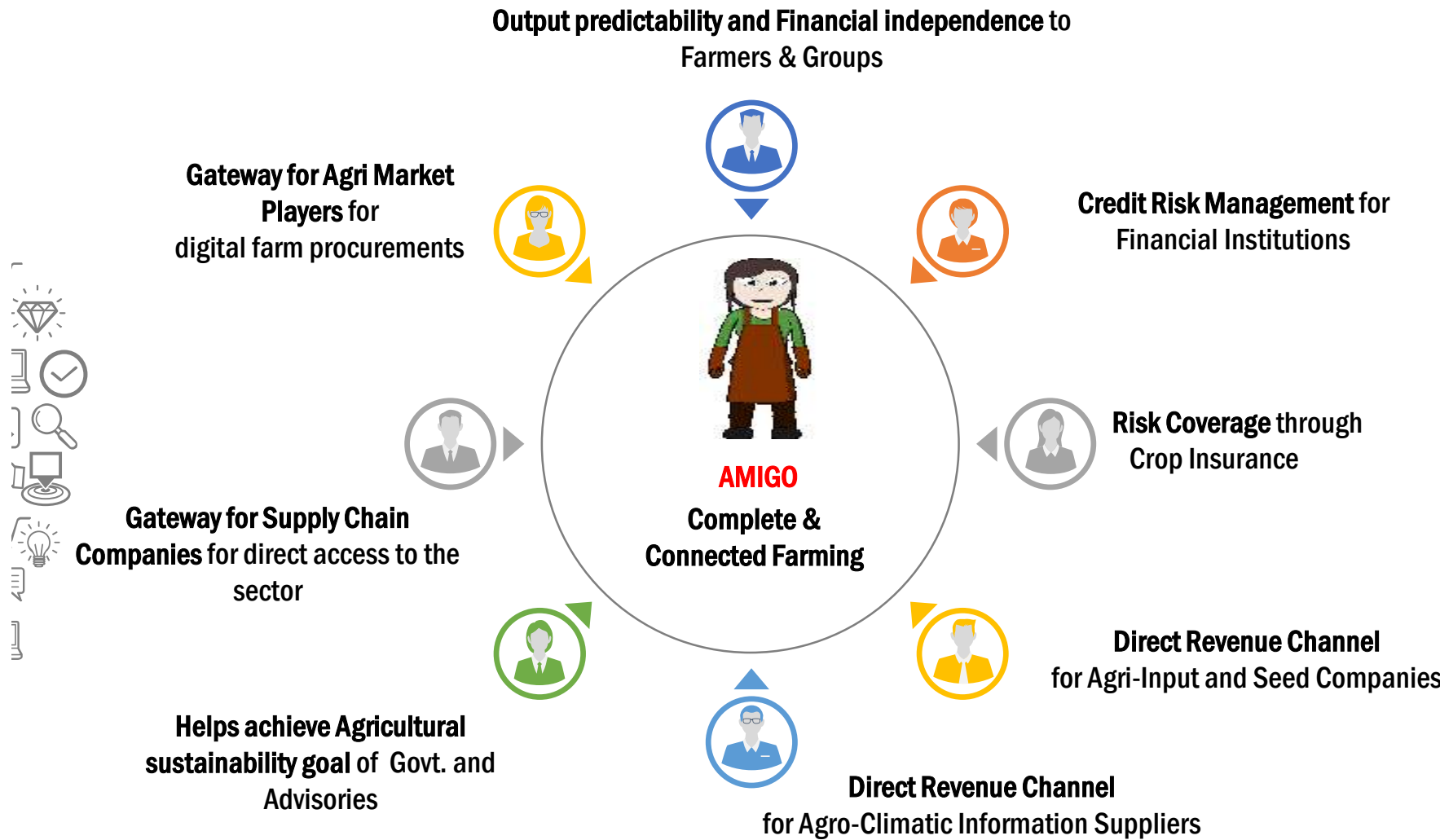
360-degree View of Agri. Operations



AMIGO

Mobile Dashboards for all Farming Events and Risk Monitoring

JMR AgriNET : Value Delivered Across the Ecosystem!



One Single SMART Platform for Agricultural Sustenance

Empowerment in Action



Mozambique



Cabo Delgado Province

Odisha, India



2 Districts, Odisha

Challenges : Extend farming benefits through Special Interest Groups

- **Starting 2018**, JMR AgriNET is being configured to create Farmer Groups in collaboration with ORRA for better farming experience for 50,000 farmers
 - Digital adoption by 130+ Special Interest Groups
 - Automated Farming Schedule (eExtensions) for 3000+ hectares of cultivable land
 - On-boarding Financial Services partners

Challenges : Delivering Digital transaction for Farmers & establish Virtual Market

- **Since 2014**, Providing e-Voucher Services that involved 25,000 farmers and 150 Agro dealer shops
- **Starting 2018**, JMR AgriNET is being configured to create Virtual Farmers Market in collaboration with World Food Program (WFP) for better farming experience targeted at 14,000 farmers



Value being delivered

- Productivity Improvement
- Digital adoption and real time information
- Input cost reduction
- Access to new agricultural techniques
- Improved access to Finance and Insurance





Thank You

One stop shop for all your technology needs

For More Information visit
<https://www.jmrinfotech.com/products/digital-farming-solution/>

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