TRANSFORMING & CONNECTING THE AGRICULTURAL ECOSYSTEM...

JMR AgriNET: the SMART farming platform

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16th November, 2018
Nanjing, PR China
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

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

**S**
Scientific Approach

**M**
Comprehensive Crop Management

**A**
Analytics for Agriculture

**R**
Optimized Agri. Resource Utilization

**T**
Technology led Transformation

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**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
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: End-to-End SMART Operational Flow

- **AMIGO & Farmer onboarding** - AMIGO connects with farmers
- **Credit Assessment** - Soil, Crop, Yield assessment
- **Loan Disbursement** - Credit appraisal, loan assessment, facilitation and contract
- **Vendor Onboarding & Farming assistance** - Disbursement of goods, equipment by connecting with Agro Manufacturers & Dealers along with other services
- **Supply Chain** - Connect with Warehouses, Agri markets/buyers/yards
- **Payment & Collections** - AMIGO incentive, farmer loan repayment
- **Scheduling** - Harvesting, crop collection, and transportation
- **Next Crop Cycle**
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
- Manage Group Relationships
- Manage Cost & Profitability

360-degree View of Agri. Operations
Mobile Dashboards for all Farming Events and Risk Monitoring
JMR AgriNET: Value Delivered Across the Ecosystem!

- Output predictability and financial independence to Farmers & Groups
- Credit Risk Management for Financial Institutions
- Risk Coverage through Crop Insurance
- Direct Revenue Channel for Agri-Input and Seed Companies
- Direct Revenue Channel for Agro-Climatic Information Suppliers
- Gateway for Agri Market Players for digital farm procurements
- Gateway for Supply Chain Companies for direct access to the sector
- Helps achieve agricultural sustainability goal of Govt. and Advisories

One Single SMART Platform for Agricultural Sustenance
Empowerment in Action

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

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

Cabo Delgado Province

2 Districts, Odisha

Odisha, India
Thank You
One stop shop for all your technology needs

For More Information visit

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