

# SCALING UP CLIMATE-SMART FARMING PRACTICES THROUGH ICT ENABLED PLATFORMS IN INDIA

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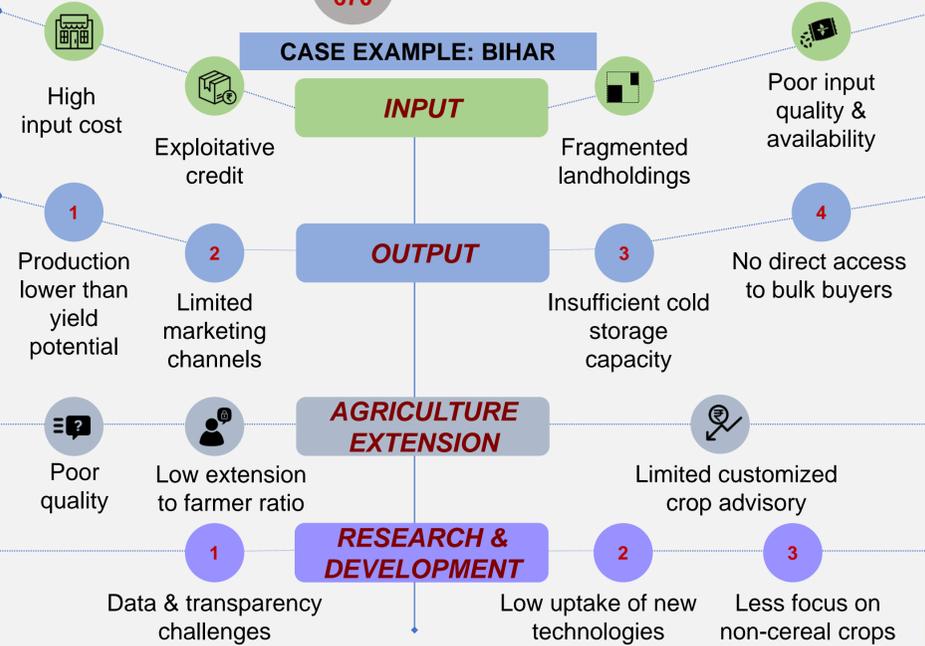


## 1 Problem Statement

- -33% of global emissions from agriculture & food system activities
- -100 million farmers in India depend on agriculture for their livelihoods
- 85% of India's farmland is held by small & marginal farmers

### The broken value chain as a driver of inefficiency

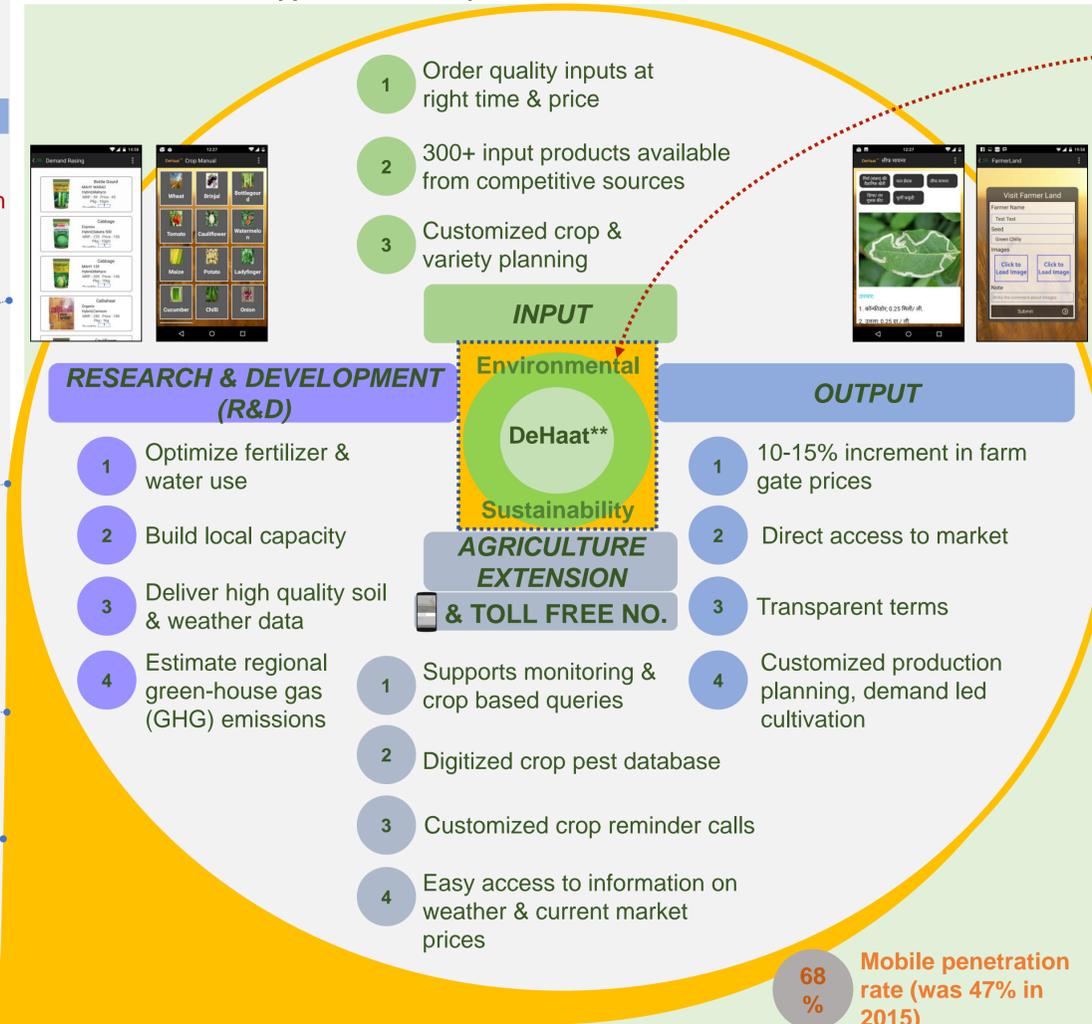
- 52% Agricultural households (HH) indebted
- 35% Households access tech advice
- Climate change impacts crop growth
- \$670 Avg. outstanding loan per Household



**OPPORTUNITY** to test innovative solutions that fix the value chain to improve farmer's profits & promote Climate Smart Agriculture

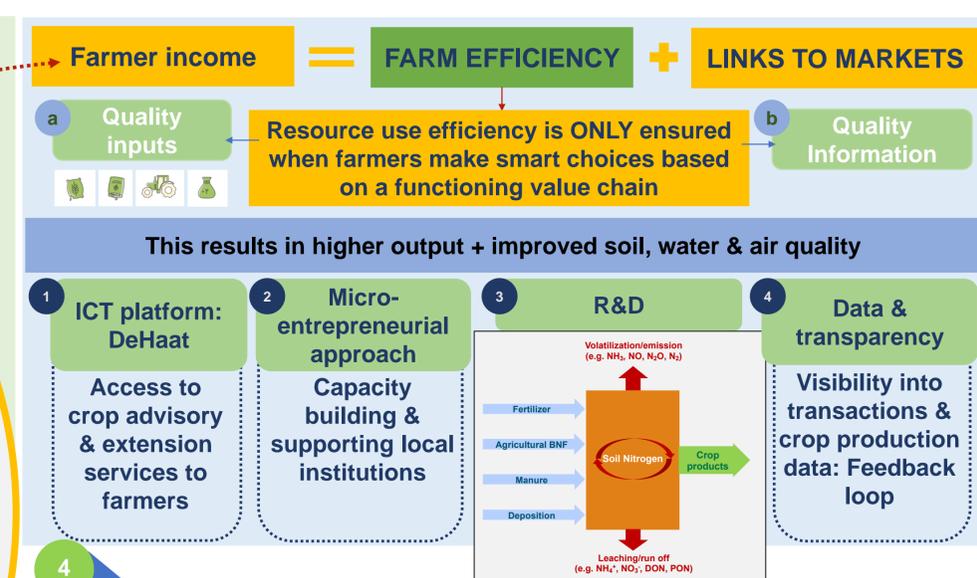
## 2 One stop 360 degree solution

\*\*Uses DeHaat App & micro-entrepreneurs to deliver end-to-end services & solutions

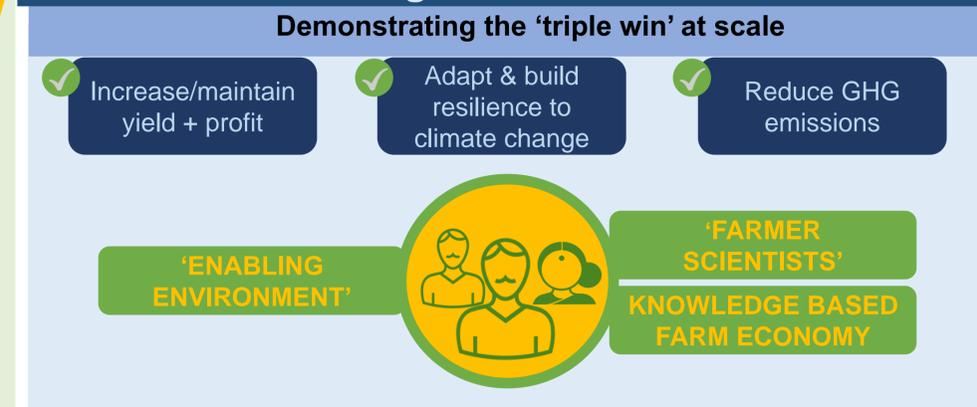


68% Mobile penetration rate (was 47% in 2015)

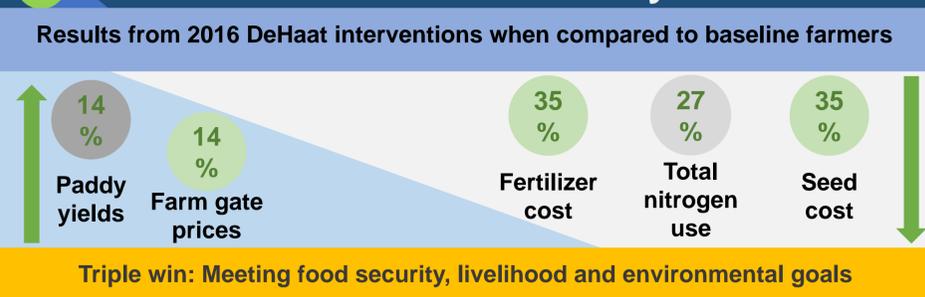
## 3 Integrating ICT platforms with local institutions



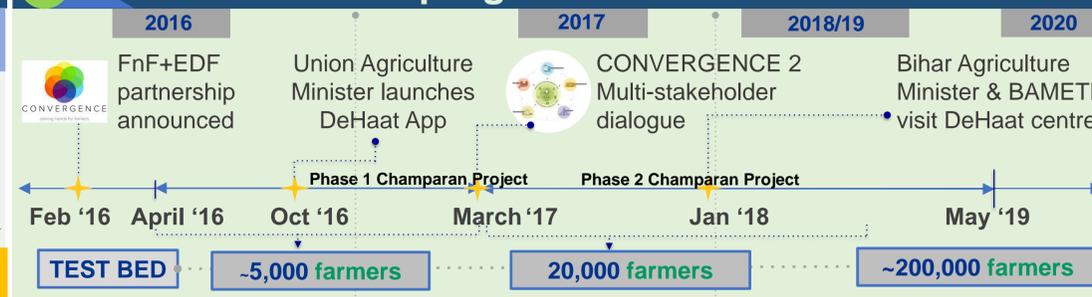
## 4 Our goal and vision



## 5 What does the data say?



## 6 CSA program milestones



## 7 Future steps

- Continue data collection from academic/public sources, baseline surveys & farmers through expanded DeHaat IT platform
- Use data to develop decision-making tools for policy makers, farmers & private sector as they invest in agriculture sector, Understand tradeoffs
- Continue to replicate & scale in different geographies across India