

GEODATA BASED INFORMATION SERVICES FOR SMALLHOLDER FARMERS IN BANGLADESH

AN OVERVIEW OF THE PROJECT

LEAD PARTNER



ASSOCIATE PARTNERS



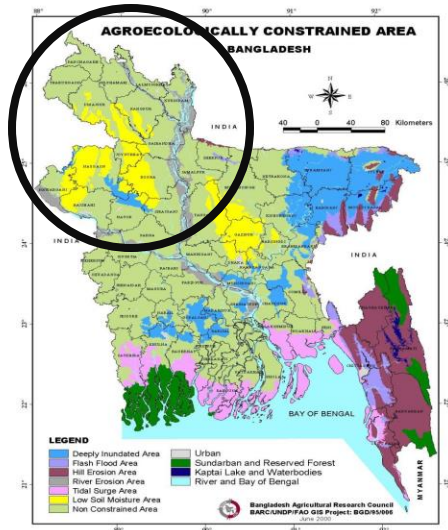
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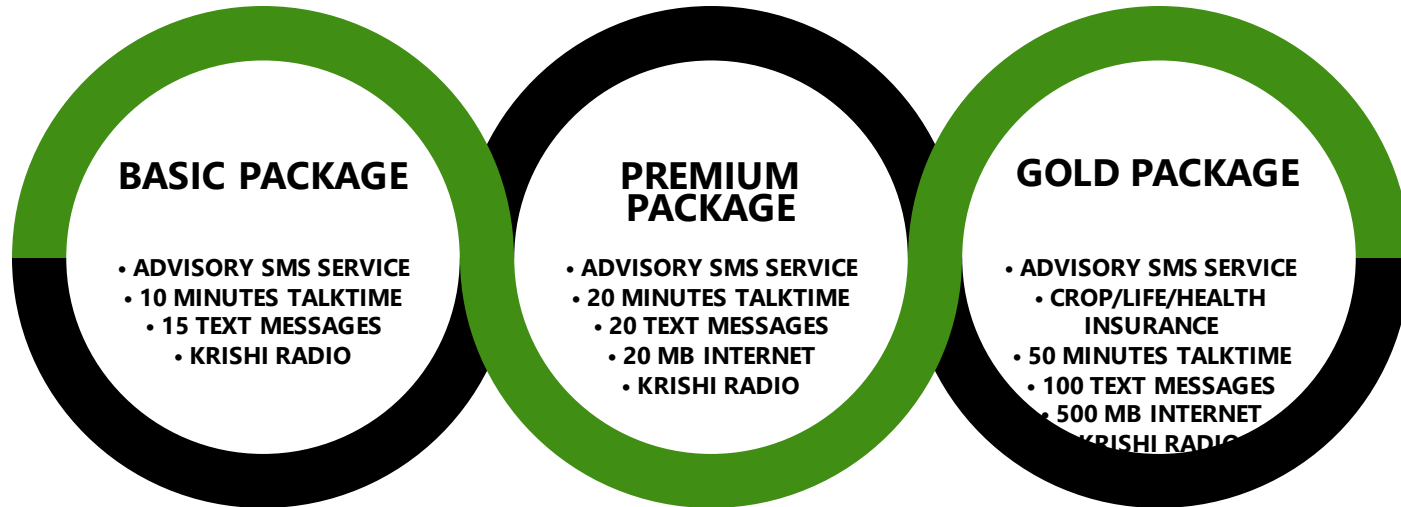
TARGET GROUP AND KEY INFORMATION DELIVERY

- THE PROJECT TARGETS FARMERS IN 14 NORTHERN DISTRICTS OF BANGLADESH. THEY LARGELY PRACTICE MULTI-CROPPING AND CULTIVATE VERY SMALL PLOTS OF LAND, AVERAGING 0.5 ACRE
- AFTER THE SUCCESSFUL INTERVENTION, THE PROJECT AIMS TO SCALE UP COUNTRYWIDE
- THE MODEL HAS THE POTENTIAL TO BE REPLICATED GLOBALLY



- “INTELLIGENT” DATA AGGREGATOR SMART WEATHER FORECAST ON TEMPERATURE, WIND, RAINFALL, HUMIDITY ETC
- SATELLITE OBSERVATION FOR REMOTE ANALYSIS
- MONITOR CROP PATTERN, CROP ROTATION AND SOIL MANAGEMENT
- ADVICE RELATED TO CROP CULTIVATION FROM SOWING TO HARVESTING, USAGE OF INPUTS, ETC
- ALERT AND PROTECTIVE MEASURES AGAINST ADVERSE WEATHER CONDITIONS
- PREVENTION OF PEST OR DISEASE ATTACKS

BUSINESS MODEL AND PARTNERSHIPS



- **LAL TEER:** PARTNERSHIP COORDINATION, CONTENT DEVELOPMENT AND IMPLEMENTATION AT DIFFERENT LEVELS AND PLATFORMS
- **ALTERRA:** DATA ACQUISITION, ANALYSIS AND DEVELOPMENT OF CROP MODEL
- **MPOWER:** SOFTWARE, PROGRAMMING AND IT SOLUTIONS
- **NEO:** ACQUISITION AND PROCESSING OF SATELLITE DATA FOR CROP MONITOR
- **ICF:** ADVISORY SERVICES FOR CONTENT DEVELOPMENT AND CROP MODEL
- **MULTISOURCING:** COMMUNICATION AND DELIVERY PLATFORM
- **UNNAYAN ONNESHAN:** MONITORING AND EVALUATION

OFFERINGS TO AND EXPECTATIONS FROM AGROBUSINESSES

EQUITY IN THE NEW VENTURE

SUBSIDIZED RATE FOR ADVISORY SERVICES

DATA ANALYSIS OF CONSUMER AND PRODUCT PATTERN



TOTAL INVESTMENT NEEDED: EUR 4M



SHARE OF INVESTMENT: LAL TEER: EUR 2M, INVESTOR: EUR 2M



OPERATING PROFIT: ON YEAR 7

CHALLENGES AND MITIGATION MEASURES

CHALLENGE: MORE TIME NEEDED FOR TAKE-OFF OF THE SALES THAN EXPECTED

SOLUTION: STRONG PROMOTIONS, FIELD ACTIVITIES AND DEMO PLOTS; LOWER THE GAP BETWEEN FARMERS AND TECHNOLOGIES; CONNECT FARMERS' PRIMARY CONCERNS WITH PROJECT SERVICES

CHALLENGE: OPEN SOURCE (RADAR) DATA WITH LOW PIXEL RATE IS NOT APPROPRIATE FOR SMALL AND/OR MULTICROP LAND PARCELS. HIGH RESOLUTION DATA IS VERY EXPENSIVE

SOLUTION: TRY TO CHOOSE LARGER FIELDS FOR CROP MONITOR

CHALLENGE: POOR LITERACY RATE AMONG FARMERS

SOLUTION: FARMERS' FAMILY MEMBERS/ NEIGHBORS CAN HELP READING THE TEXTS

CHALLENGE: LOW SMARTPHONE USAGE AMONG THE FARMERS

SOLUTION: FARMERS CAN AVAIL THE SERVICE THROUGH SMS AND CALL CENTER

CHALLENGE: WILLINGNESS TO PAY FOR THE SERVICE IS INSUFFICIENT

SOLUTION: INTEGRATION OF DIFFERENT BUSINESS MODELS (I.E. SEED PACK REGISTRATION, INTENSIFIED PROMOTIONS THROUGH DIFFERENT CHANNELS ETC)

CHALLENGE: SMS TEXTS CAN BE SHARED UNAUTHORIZED EASILY

SOLUTION: APPLIED FOR COPYRIGHT REGISTRATION AND USE OF UNIQUE CODES ON SEED PACK

CHALLENGE: FARMERS TRUST DECLINES IN CASE WEATHER FORECASTS MISMATCH WITH REAL CONDITION

SOLUTION: COMBINE VARIOUS INFORMATION SOURCES AND VALIDATION WITH GIS TOOLS

CHALLENGE: TURNING THE MODEL COMMERCIALY VIABLE

SOLUTION: CONTINUATION OF SCALING

THANKS FOR YOUR ATTENTION

LAL TEER SEED LIMITED

(The First Research-Based ISO 9001:2015 Certified Seed Company in Bangladesh)



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