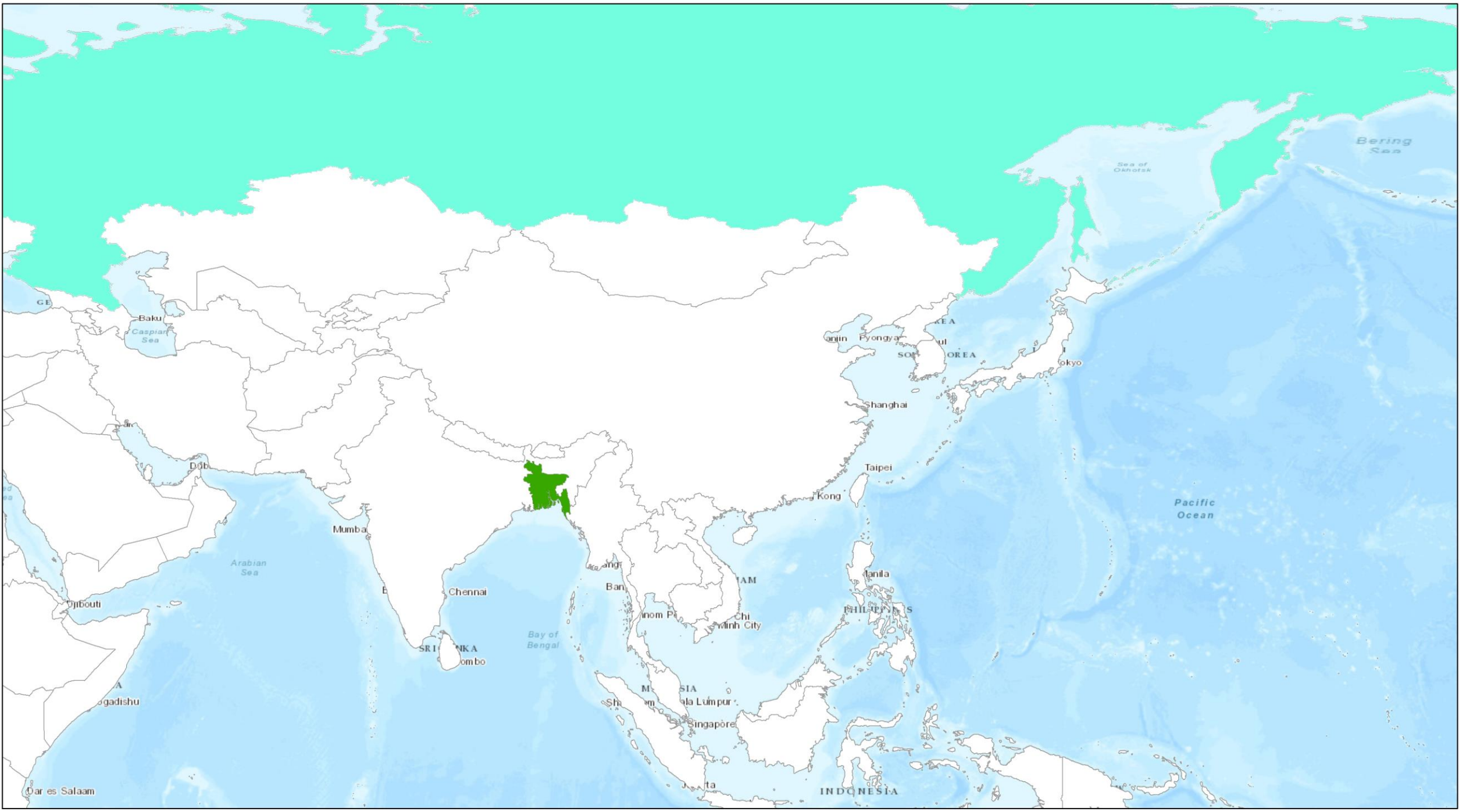


Intelligent Decision Support System

(IDSS) for Farmers

Shamim Murad
Team Leader, IDSS
ACI Agribusiness Limited





Smallholder Rice Farmers

84% of the 15 Million Farm Family

Average Land size is mere 0.05 Hectare

1 Million FF by 2021

Needs vs Services



Target Group



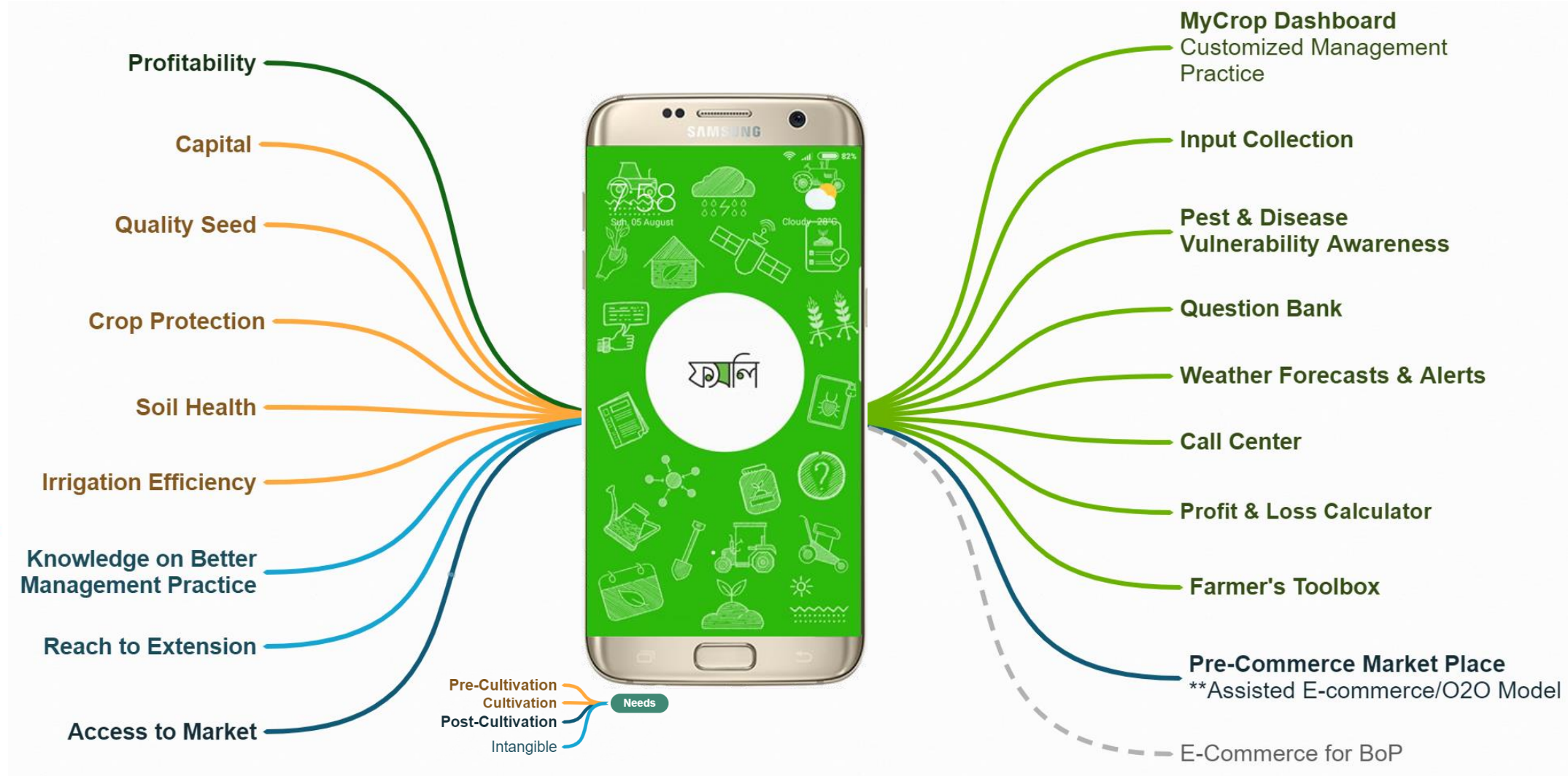
Farmers



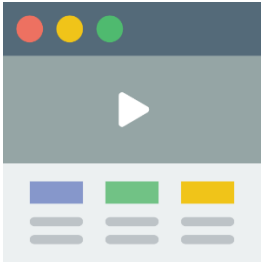
Local service provider



Extension worker



Service Delivery Channels



Web Application



Android &
iOS



Text Messages
in Bangla



Automated
voice calls

The Business Model

Value Creation through establishing reliable source of information for Farming Community by **Revenue Sharing** from Input Distributors; **Loyalty + Inclusive** Model.



Agronomic Advisory



Reduced Risk & Uncertainty
Increased Productivity & Efficiency
Increased Income
Timely Alerts



Information & Insights



Updated Agronomic Knowledge
Better Service Delivery
Effective & Efficient Planning



Product Knowledge & Market Insight



Recommendation & Referral
Inventory & Logistics Planning
Book Keeping + Access to Finance
Cost Optimization in Marketing

Value Creation

Value Capture

“Fosholi” The Platform

Attractor & Publisher of interactive contents, developed through Remote Sensing & Crowdsourcing, targeting **Attention Economy of Farming Community** with an eye for expansion in **Rural Economy**. Purchasing power is growing faster both in Rural & Urban areas of Bangladesh. We are playing as intellectual landlord with some brokerage on Offline to Online Model.



- 70K+ Registered Farmers
- 8,000 Registered Dealers
- 5,000 Registered Extension Ofs.

2,080 Qs
Answered

0.5 Million USD Order
for Inputs



The Challenges

Socio-Economic

- Most of the Farms are of a **Subsistence Nature**, roughly one third of the produce is being marketed. Staple crops are of **low margin** commodity produce.

Infrastructure

- **Fragmented Lands & Diverse Crops** need higher Spatial & Temporal Resolution of Satellite Data.
- Scant information of **in-situ & historical infestation**;
- Inadequate number of Agrometeorological Weather Stations (**AWS**)
- Coverage and Reliability of **Connectivity**



Thank You

Shamim Murad

General Manager - Digital Strategy | ACI Agribusinesses

ACI Limited

ACI Centre | 245 Tejgaon I/A, Dhaka 1208, Bangladesh

Mobile: +88-01766-668864 | Skype: Shamimmurad

