How mobile operators can support improved transparency in agricultural value chains

GSMA mAgri webinar 12th April 2018

Webinar Agenda

1. Which value chains are likely targets for digitisation?
2. What are the likely partnerships required to deliver digital solutions for agricultural value chains?
3. How the GSMA mAgri programme is working with MNOs to advance last mile agricultural digitisation?
4. Q&A

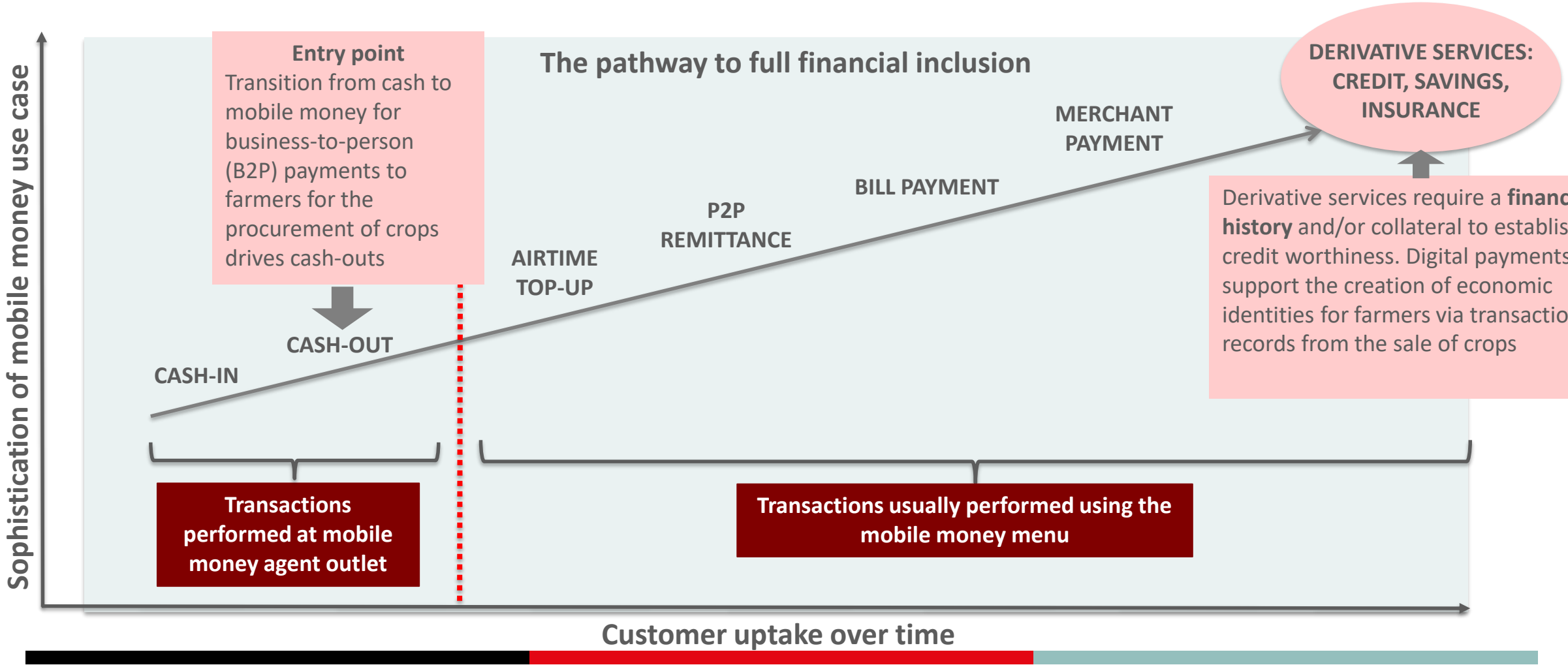
The GSMA mAgri Programme

Who is GSMA M4D?	GSMA Mobile for Development (M4D) works with the mobile industry to identify opportunities and deliver innovations with **socio-economic impact**.
What is mAgri's mission?	The mission of M4D's mobile agriculture programme (mAgri) is to advance the **productivity, profitability** and **financial inclusion** of **smallholder farmers** through **scalable** and **commercial mobile services**.
What have we achieved?	Since 2009, the mAgri programme has supported **12 projects** which have reached over **10 million** smallholder farmers across **Asia & Africa** with mobile information services.
Plans for 2018/19	• **Convene** the industry to share experiences and learnings on mobile agriculture. • **Identify** best practices for service design, business models, go-to-market. • **Engage** in markets to support B2B agribusiness digitization services – currently engaged in Pakistan, Sri Lanka, Madagascar & expanding to six markets this year

Digital tools address pain points of farmers and businesses in the agricultural last mile

Business challenges	Farmers do not follow best practices, and lack skills and access to agri-related information, educational resources etc.	Cash payments are risky and costly for agribusinesses and for farmers. A cash economy also prevents farmers from accessing credit savings and insurance	Farmers do not possess formal and/or economic identities that capture transactional history, geo location, farm size etc.	Agribusinesses need full and real time visibility for traceability and certification of goods when sourcing from smallholders	Agribusinesses need to monitor their operations and assets to increase efficiency (equipment monitoring, farm management, warehouse management)	Agribusinesses need to leverage agricultural, farmer and business data to inform decision making in real time
Digital solutions	**1. Information services via mobile** agricultural extension, education, certification standards, skills development	**2. Mobile money** transfers, payments and digital financial services	**3. Digital profiles:** Mobile for authentication and verification and as a tool to create economic identities/ digital profile	**4. Track and trace systems**, farm management systems	**5. IoT applications for agriculture** (equipment, logistics, crop, soil and weather monitoring, smart warehousing)	**6. Agribusiness analytics** (predictive analytics, precision agriculture)

Digitising last mile payments is a starting point in the pathway to financial inclusion



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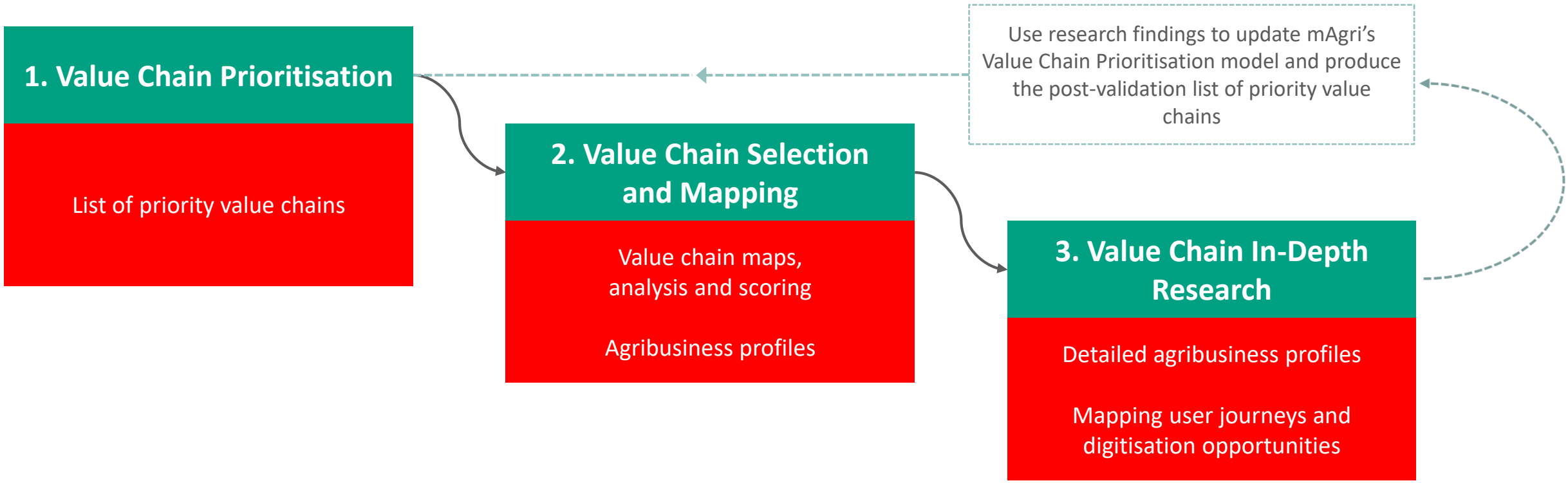
Value Chain Assessment Framework



GSMA developed a 7-indicator forecasting model to identify which value chains are best suited for digitisation

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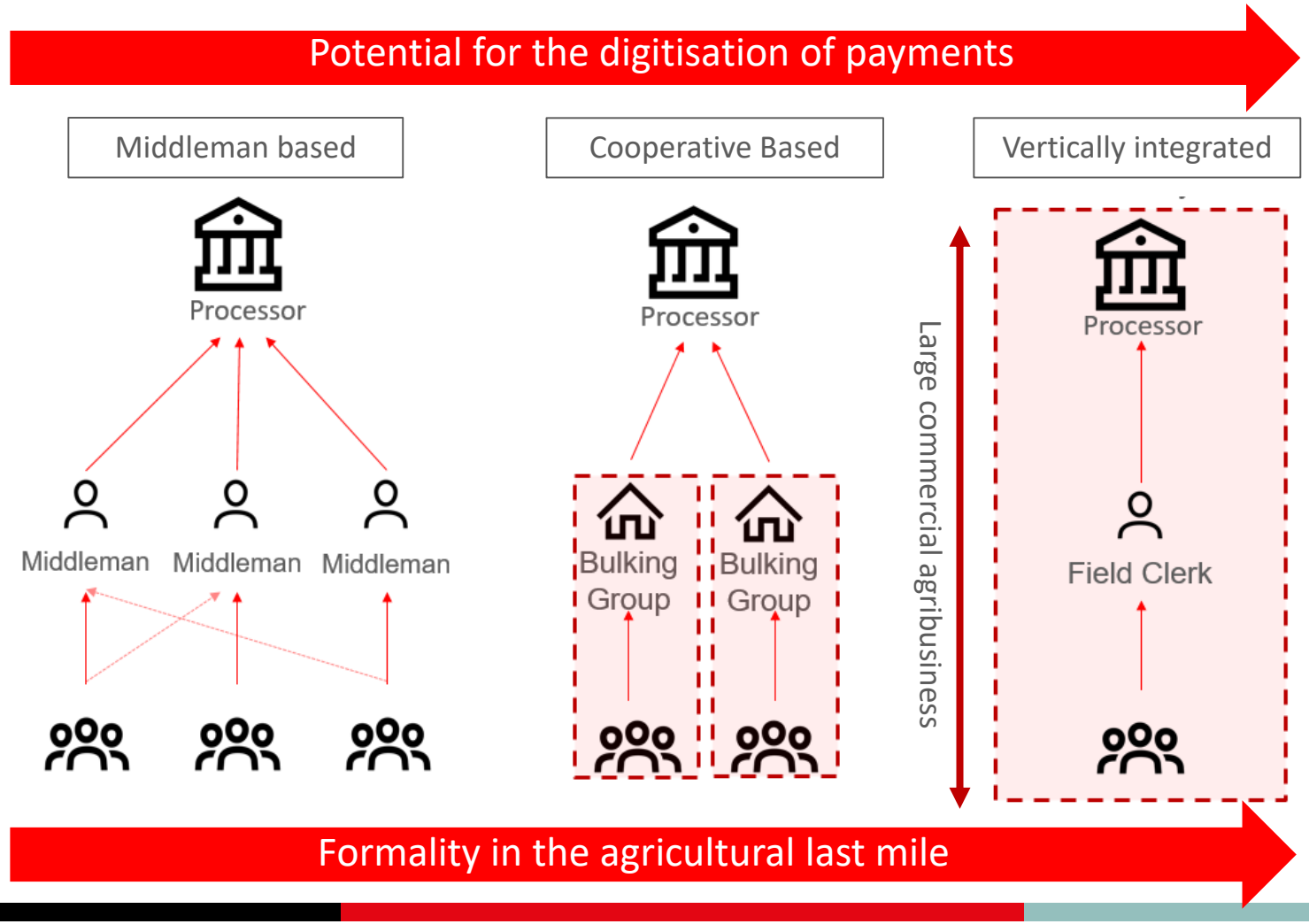
Formal last mile procurement models offer the best opportunities to digitise payments

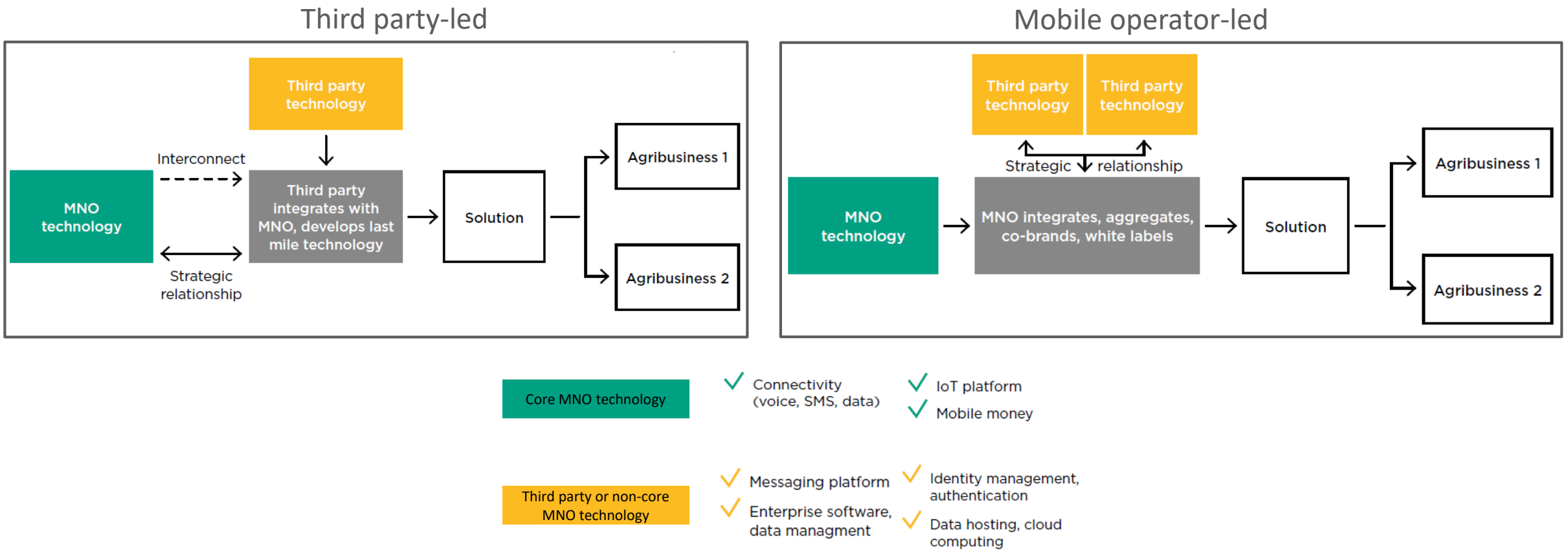


Digital payments are only one component of the value proposition demanded by agribusiness

	1. Information services via mobile agricultural extension, education, certification standards, skills development	2. Mobile money transfers, payments and digital financial services	3. Digital profiles: Mobile for authentication and verification and as a tool to create economic identities/ digital profile	4. Track and trace systems, farm management systems	5. IoT applications for agriculture (equipment, logistics, crop, soil and weather monitoring, smart warehousing)	6. Agribusiness analytics (predictive analytics, precision agriculture)
Digital solutions						
Examples	MNO enterprise messaging platform	MNO mobile money service (B2P payments, transfers and other DFS)	MNO authentication and verification tools	MNO track and trace system e.g. Vodafone's CFA		
	Enterprise messaging platform via. VAS Provider e.g. Esoko, Echo Mobile	Digital B2P payments via aggregator interconnected with MNOs	Agricultural-related block chain solution provider e.g. Banqu, AgriLedger	Farm management system e.g. FarmForce, SourceTrace, Agrivi	Agricultural IoT solution e.g. Arable, Nano Ganesh, Kukua	Precision agriculture & predictive analytics tools e.g. aWhere, Agrible, Gamaya
		Digital payments via non-MNO mobile money provider (e.g. bank)				

MNO-led | 3rd party-led

Two different ownership models have emerged for last mile digitisation solutions



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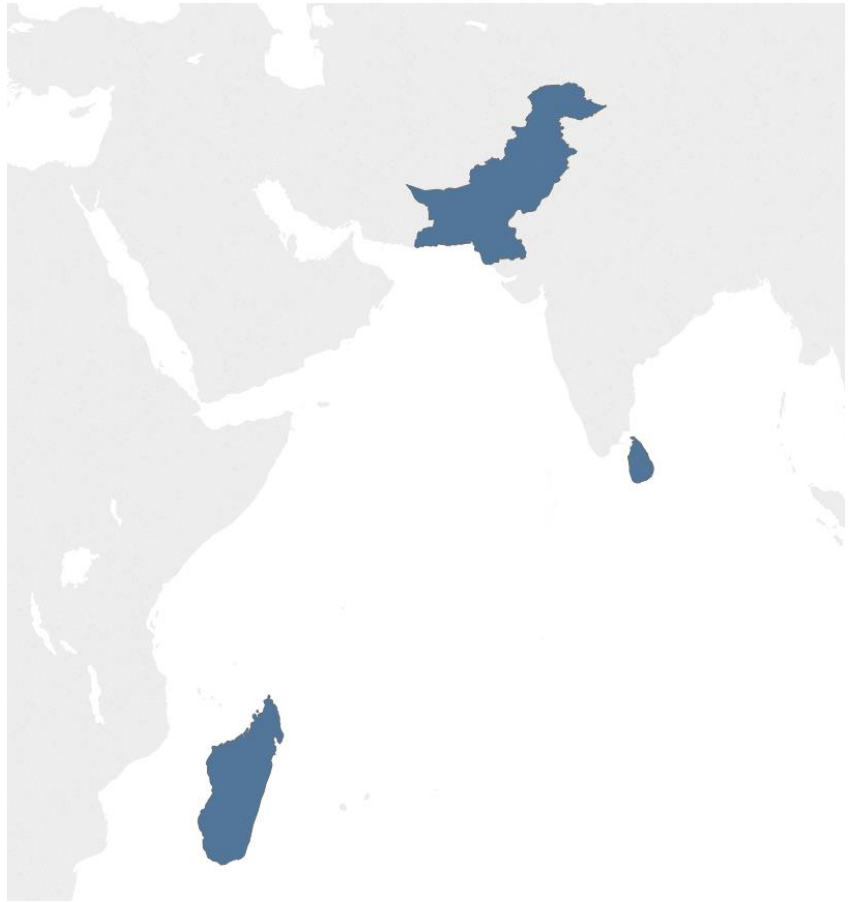
Existing engagements with 3 MNOs to design, develop and launch holistic agribusiness digitisation services

- ✓ Initial value chain assessment and field research
- ✓ Prototype testing and technical specification development
- ✓ Farmer and agribusiness stakeholder onboarding and training
- ✓ Pilot launch and product iteration

2018 Service evolution and scaling; 4 new engagements



Pakistan

Sri Lanka

Madagascar

mAgri 2018 MNO engagements

We're interested in hearing from MNOs who;

- Are located in sub-Saharan Africa or South/ South East Asian markets; and
- Are seeking support with scaling existing or launching new agricultural value chain digitisation services.

GSMA mAgri will support MNOs and their agribusiness partners with;
Identifying country-specific opportunities for launching or scaling business-to-business-to customer (B2B2C) services optimising procurement from smallholder farmers.

Providing a range of in-kind support, from in-market research, partnership brokering and iterative service design to knowledge sharing with practitioners in the space.

This initiative aligns with the industry's commitment to creating solutions that will support the delivery of the UN's Sustainable Development Goals (SDGs) 1, 2, 5 and 9.

Call to technology providers / vendors

Existing Project Deployments

- You have an existing deployment with an agribusiness and would like GSMA support to:
  - Scale it,
  - Modify the offering based on design research insights, and
  - Add a payments module in partnership with a mobile money deployment in our priority markets*

Searching for new Project Partnerships

- Willing to share product demo with our team and have us test it in the field to see its relevance
- Openness to work in our active markets and negotiate agreements for pilot with MNOs
- GSMA assesses if the product is feasible for an existing MNO partnership
- We will also consider potential agribusiness partnerships that are in the pipeline but the agri-tech requires GSMA/MNO support to close the deal

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Thank you for joining

For more information reach out to us via mAgri@gsma.com