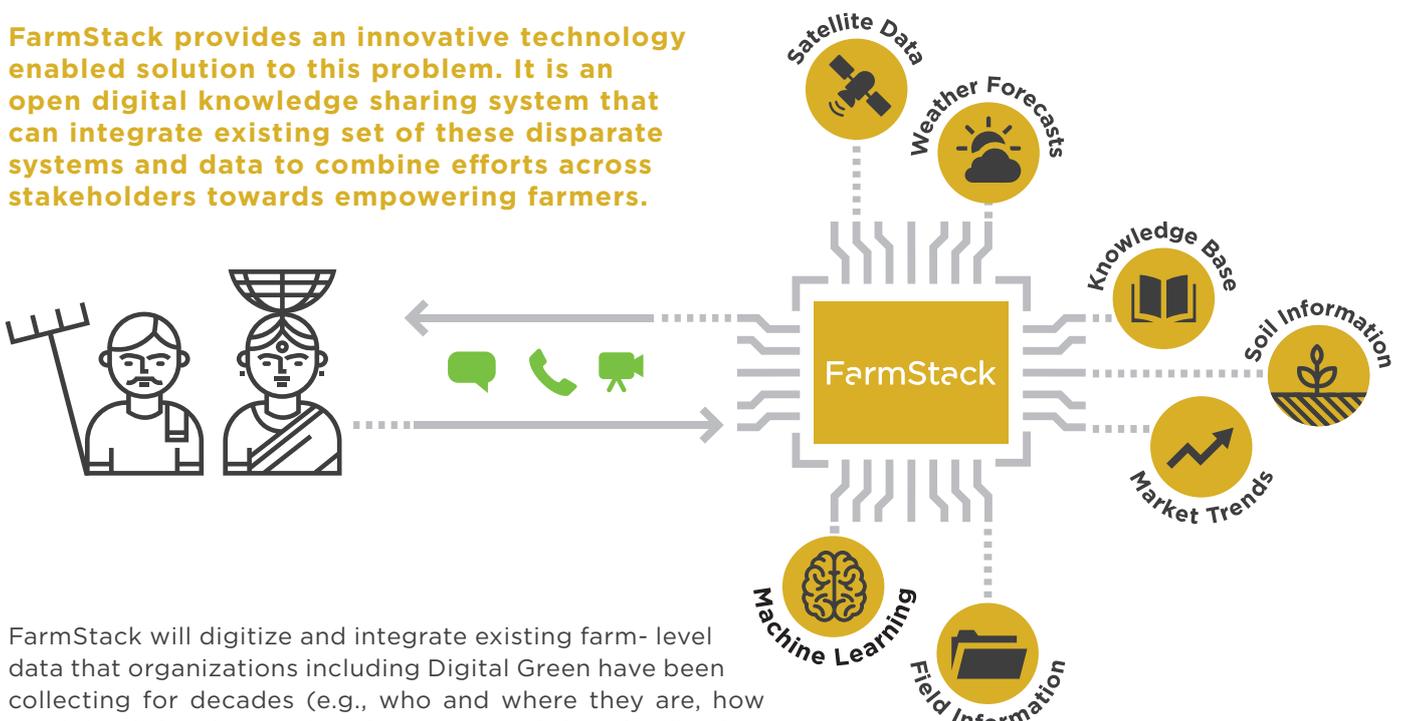


FarmStack

Today, many actors work to support smallholder farmers around the world. However, each of these actors tackles a part of the complex problem. With limited coordination among them, each player uses its own approach, systems and knowledge base. In the bargain, farmers often receive information and services that are disjointed or those that they didn't demand or can't use.

We need to come together to give farmers more relevant, timely and precise information / services that is customised to their specific needs and is accessible to them in a way they can understand and use; and help farmers to act on that information by facilitating access to inputs, credit, and markets. We need to do this at scale without further burdening the already resource constrained system with additional costs by reducing the duplicated efforts of multiple public, private and civil society partners working with the same farmers and using limited shared resources.

FarmStack provides an innovative technology enabled solution to this problem. It is an open digital knowledge sharing system that can integrate existing set of these disparate systems and data to combine efforts across stakeholders towards empowering farmers.



FarmStack will digitize and integrate existing farm-level data that organizations including Digital Green have been collecting for decades (e.g., who and where they are, how much land they have, what they grow, and their feedback on existing programs) to develop large scale dynamic farmer/ farm profiles. By combining farmer profiles with localized, time-sensitive data (e.g., weather patterns, market demands, soil health) and leveraging existing digital channels, FarmStack will provide tailored content across multiple dissemination channels (e.g., video, IVR, SMS, radio).

Finally, by linking data from public, private and civil society partners across the value-chain FarmStack will facilitate improved services across the value-chain and enable farmers to connect with input providers, financial service providers and markets so that they can not only increase yields but also their incomes.



Digital Green proposes to develop and test a prototype of 'Farmstack' with 10,000 farmers in the state of Andhra Pradesh over the next 18 months to ascertain the effectiveness of this holistic approach among farmers. This will be tested with farmer producer organizations (FPOs) and front line extension workers. This initiative is supported by Walmart Foundation.

Digital Green has been partnering with the Andhra Pradesh's Department of Agriculture & Cooperation since 2015 to use digital platforms, more specifically the community video-based extension approach in promoting and increasing uptake of good agronomic practices including Zero Budget Natural Farming. Digital Green has been testing several digital innovations to enhance the department's extension operations and increase smallholder farmers' incomes.



1524 villages



2,29,176 farmers



74,710 video screenings



330+ videos produced



1000+ community resource persons



70 message broadcast



To test Farmstack, Digital Green is currently working on finalizing suitable geographies, crops, partners that work with FPOs, carry out a systematic assessment using the human centered design process to ascertain farmer needs and content requirements. It is also exploring partnerships with content providers for weather data, localized agronomic practices, soil health data etc. to provide targeted and customised information and support to farmers.



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