



# Digital Agriculture

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Farmer  
(Crop Decision)



Transport



Input Selection



- Seeds
- Fertilizers
- Labour
- Investment

Harvesting

- Pesticides & Insecticides
- Labour
- Nutrients & Micro Minerals

Post Harvesting



- Storage
- Preventive Maintenance

Market



- Agmarks MxPP
- Price Determination

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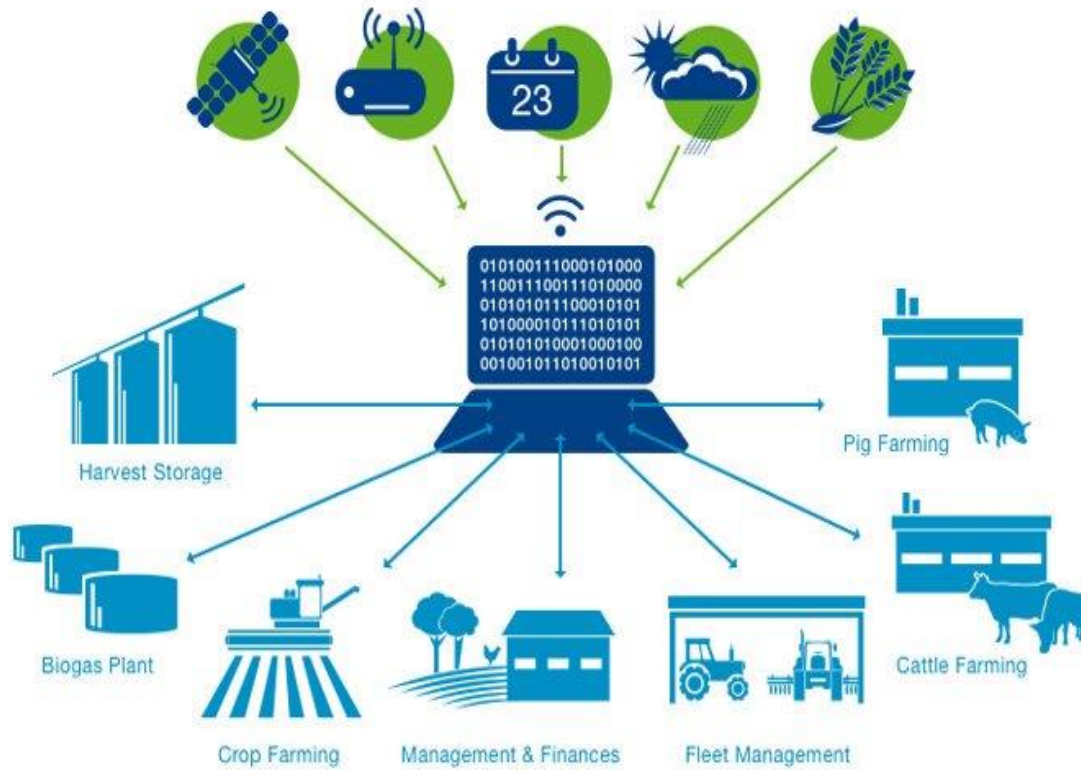
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# DIGITAL FARMING



## The farm of the future is completely connected:

Satellites and ground-based sensors deliver detailed information on crop conditions. Combined with weather forecasts and histories, crop variety and crop cultivation databases and even work schedules, the farmer obtains a solid foundation on which to make his important everyday agronomic decisions. He also receives live alerts from every corner of his business, be it the cowshed, the combine harvester, the silo or his finance institute.

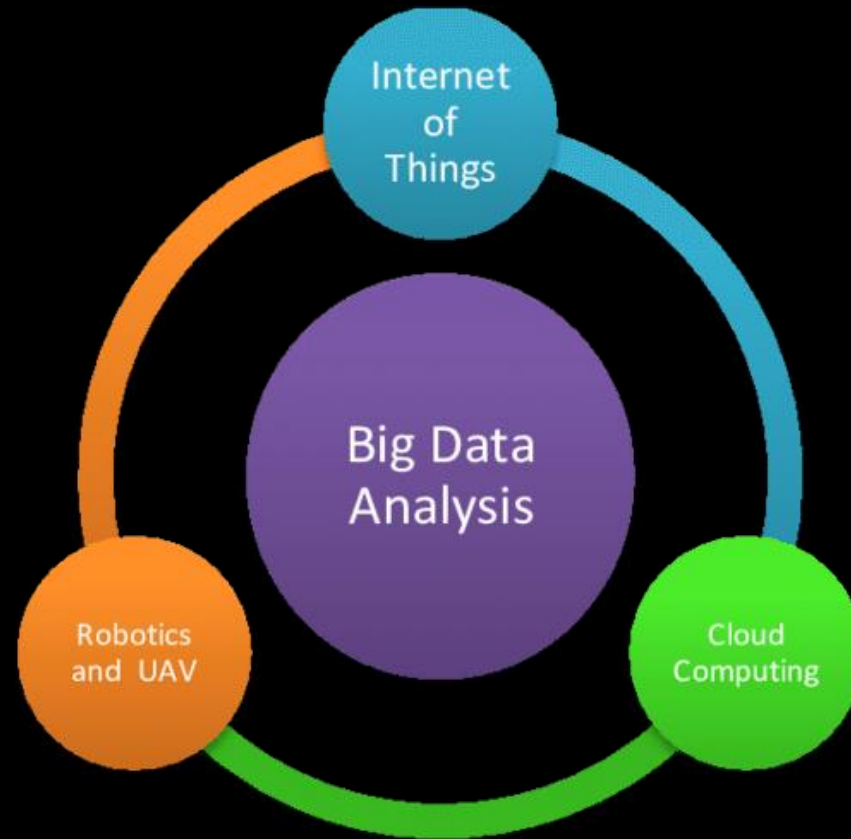
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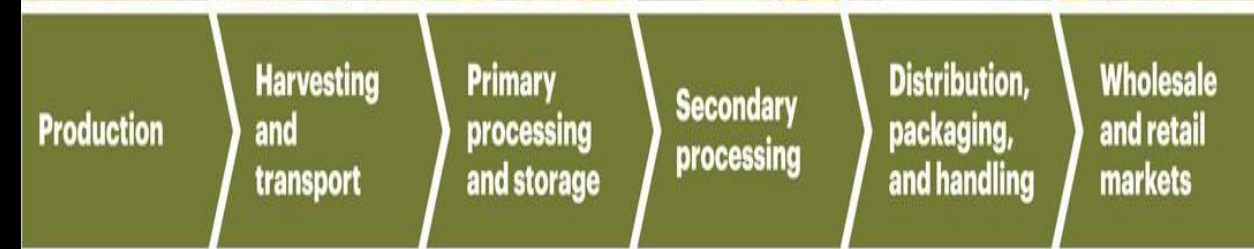
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Figure 3

## The typical agricultural value chain



- |   |   |  |  |   |   |
|---|---|--|--|---|---|
| <ul style="list-style-type: none"><li>• Smallholder farmers</li><li>• Farmer associations</li><li>• Input providers</li></ul> | <ul style="list-style-type: none"><li>• Smallholder farmers</li><li>• Farmer associations</li><li>• Logistics companies</li></ul> | <ul style="list-style-type: none"><li>• Primary processors</li><li>• Machinery suppliers</li></ul> | <ul style="list-style-type: none"><li>• Secondary processors</li><li>• Machinery suppliers</li></ul> | <ul style="list-style-type: none"><li>• Packaging companies</li><li>• Logistics companies</li></ul> | <ul style="list-style-type: none"><li>• Grocery stores and supermarkets</li><li>• Food and beverage companies</li></ul> |
|---|---|--|--|---|---|

Source: A.T. Kearney analysis

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**Agricultural Sensors**





# IoT in Smart Farming



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1

Precision Farming

2

Agricultural Drones

3

Livestock Monitoring

4

Smart Greenhouses

## IOT Agriculture Applications

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**Livestock Monitoring**





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## Agricultural and digital technologies approach



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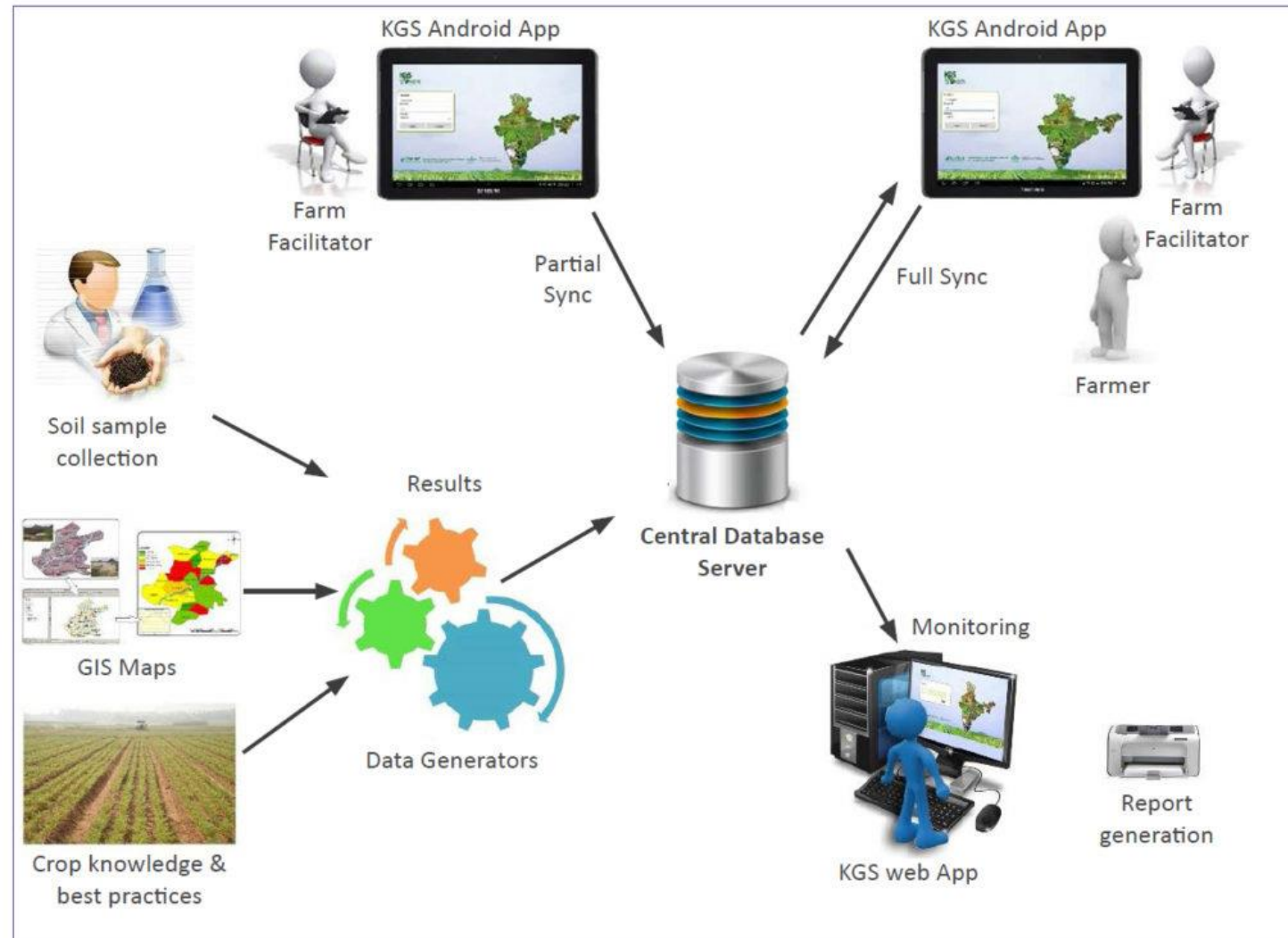
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<https://www.icrisat.org/agriculture-digital-tech-2/>



## Krishi Gyan Sagar (KGS) – ICT-enabled extension model



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examples

Digital Agriculture: feeding the fu x PowerPoint Presentation

Not secure | breakthrough.unglobalcompact.org/site/assets/files/1332/hhw-16-0025-d\_n\_digital\_agriculture.pdf

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### Some Example Applications...

water for re-use in irrigation. They also monitor soil

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15-10-2019

[HTTP://BREAKTHROUGH.UNGLOBALECTACT.ORG/SITE/ASSETS/FILES/1332/HHW-16-0025-D\\_N\\_DIGITAL\\_AGRICULTURE.PDF](http://breakthrough.unglobalcompact.org/site/assets/files/1332/hhw-16-0025-d_n_digital_agriculture.pdf)



# SUPPORT ORGANISATIONS

The screenshot shows a PowerPoint presentation slide titled "More Examples...". The slide is divided into three columns, each with a heading and a link:

- Fujitsu enrich diets of kidney disease patients by reducing potassium in lettuces**  
<http://www.iotjournal.com/articles/view?12992>
- PepsiCo significantly reduces water use by recycling waste water and only irrigating when needed**  
<https://www.environmentalleader.com/2016/09/how-pepsico-saved-80-million-by-cutting-water-use-26/>
- Urban Farmers are using technology to bring farming to where people live**  
<http://www.dutchnews.nl/features/2016/04/89233/>

Below the examples is the **United Nations Global Compact** logo and text:

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals.

The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. It is the largest corporate sustainability initiative in the world, with more than 9,000 companies and 3,000 non-business signatories globally.

At the bottom of the slide, there are six icons representing the Sustainable Development Goals: 1 NO POVERTY, 2 ZERO HUNGER, 3 GOOD HEALTH AND WELL-BEING, 4 QUALITY EDUCATION, 5 GENDER EQUALITY, and 6 CLEAN WATER AND SANITATION.

<http://www.icrisat.org/wp-content/uploads/Digital-agriculture-flyer.pdf>

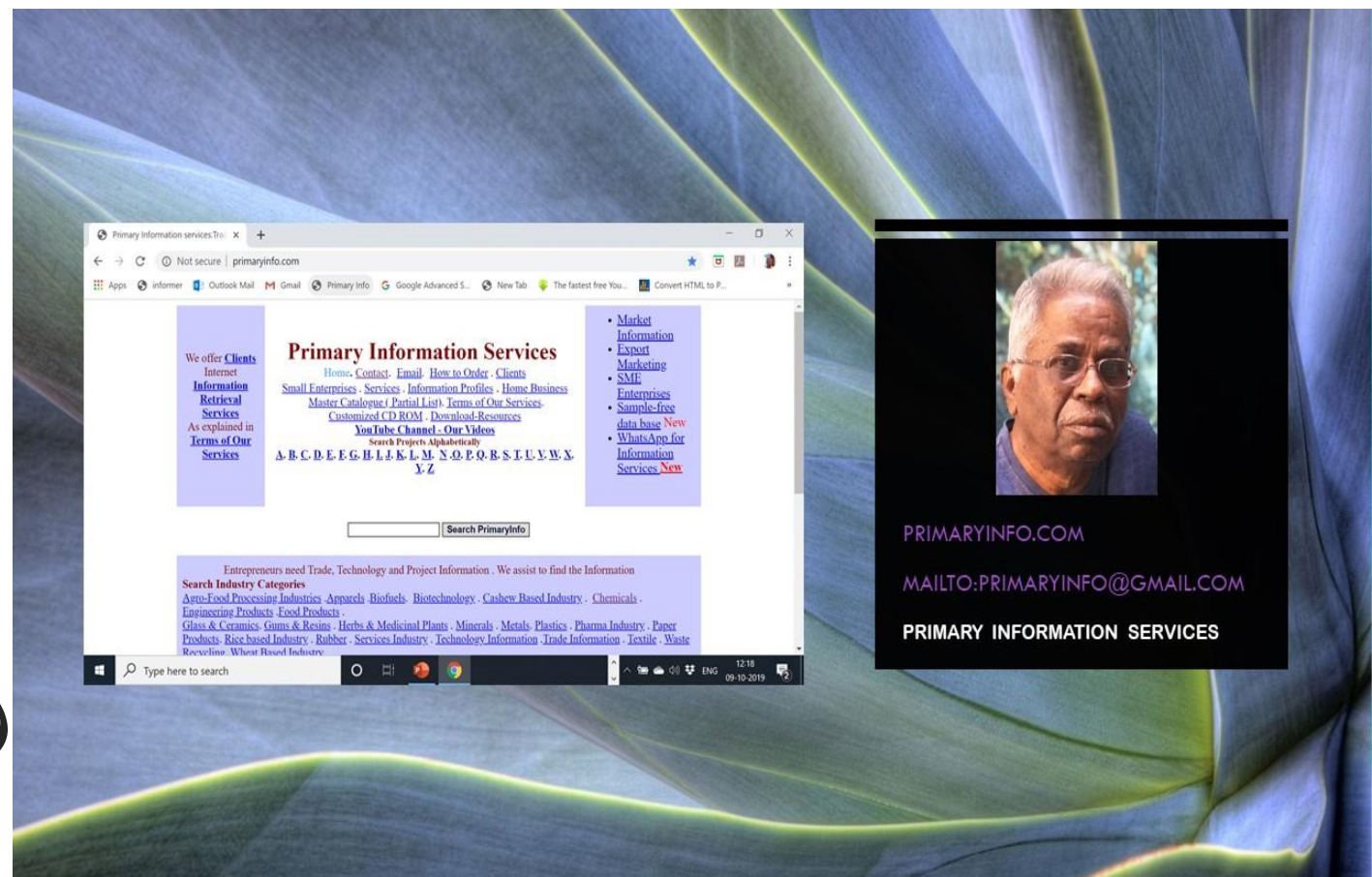
projectbreakthrough@unglobalcompact.org [projectbreakthrough@unglobalcompact.org](mailto:projectbreakthrough@unglobalcompact.org)

# Questions?

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The image shows a screenshot of a web browser displaying the Primary Information Services website. The website has a white background with blue and purple accents. The main heading is "Primary Information Services" in a bold, serif font. Below the heading, there are several navigation links and a search bar. To the right of the search bar, there is a list of services including Market Information, Export Marketing, SME Enterprises, Sample-free data base, and WhatsApp for Information Services. Below the search bar, there is a section titled "Search Industry Categories" with a list of various industries such as Agro-Food Processing, Apparel, Biotech, Cashew-Based Industry, Chemicals, Engineering Products, Food Products, Glass & Ceramics, Gums & Resins, Herbs & Medicinal Plants, Minerals, Metals, Plastics, Pharma Industry, Paper Products, Rice-based Industry, Rubber, Services Industry, Technology Information, Trade Information, Textile, Waste Recycling, and Wheat Based Industries. The browser's address bar shows "primaryinfo.com".

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