



Agricultural Landscape



Growth
Rate is as
low as 1.2 %

- Primitive processes
- P

20.9% of
GDP

La practices

A green tractor is plowing a field. The field is green and the tractor is moving from left to right. The background shows some trees and a clear sky.

La p

Employs
45.0 % of
total labor
force

Right price

A market stall with various goods. There are many different items on display, including fruits, vegetables, and other goods. The stall is covered with a green cloth.

Lim

8.62 %
contribution
to export

Agricultural Transformation

Ba-Khabar Kissan has emerged as a unified platform with multiple interfaces.

Tech Introduction – **Mobile Application, SMS, IVR** based, **Platform**



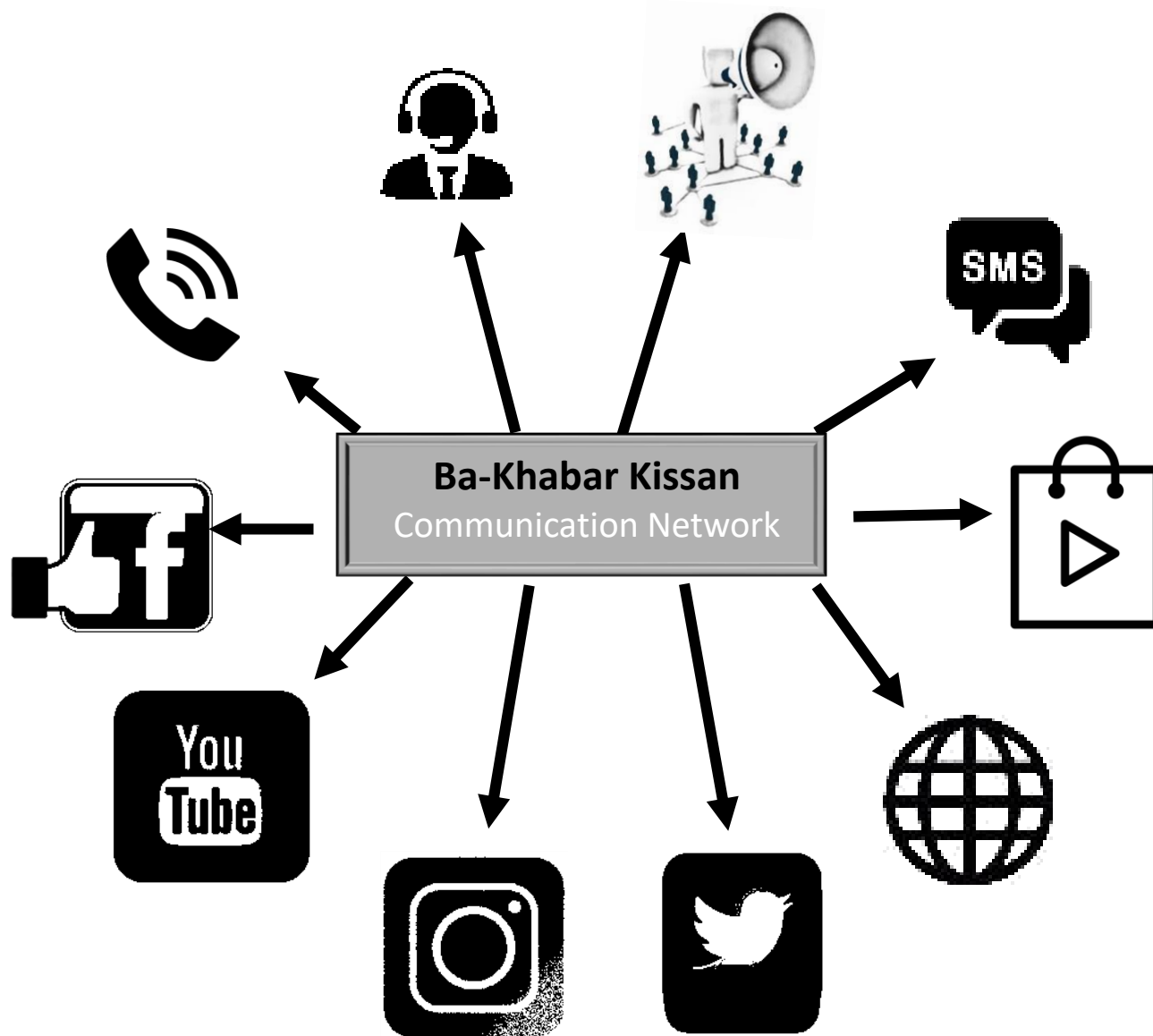
Objective



The core objective of Ba-Khabar Kissan (BKK):

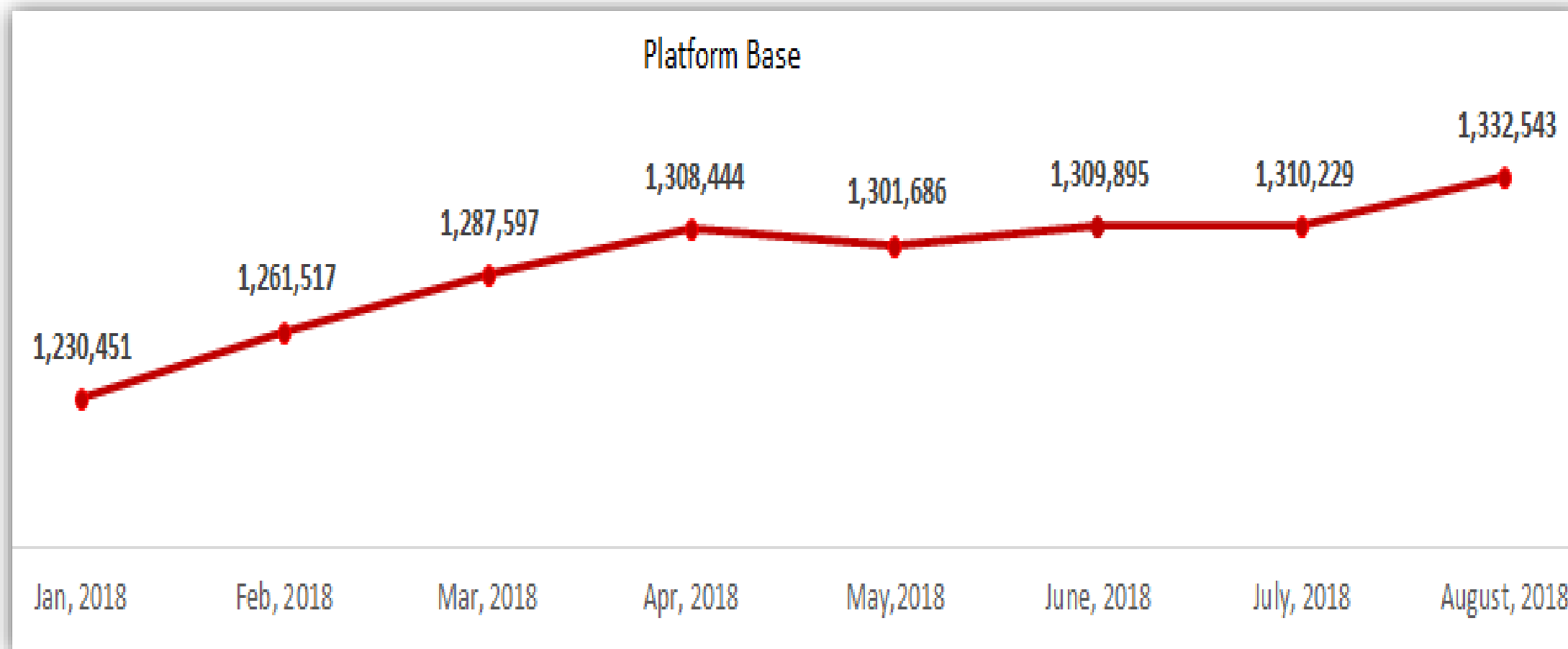
- To provide a single, unified platform for all actors in Agriculture space

Platform



- Aim - 100% Target Market
- Convenience

Platform Base



SMS / VMS

- Dynamic SMS Menu / USSD Menu
- Daily customized SMS to registered users
- SMS content based on customer's profile
- SMS in local language based on location
- Voice Recognition Support
- Voice Notes
- VMS is Voice Message alert

SMS content



Training



Crops related information



Livestock related information



Weather Updates



Disease / Cure related information, updated daily



Emergency Alarms



VMS



Live Audio Training



Crops related information



Livestock related information



Weather Alert

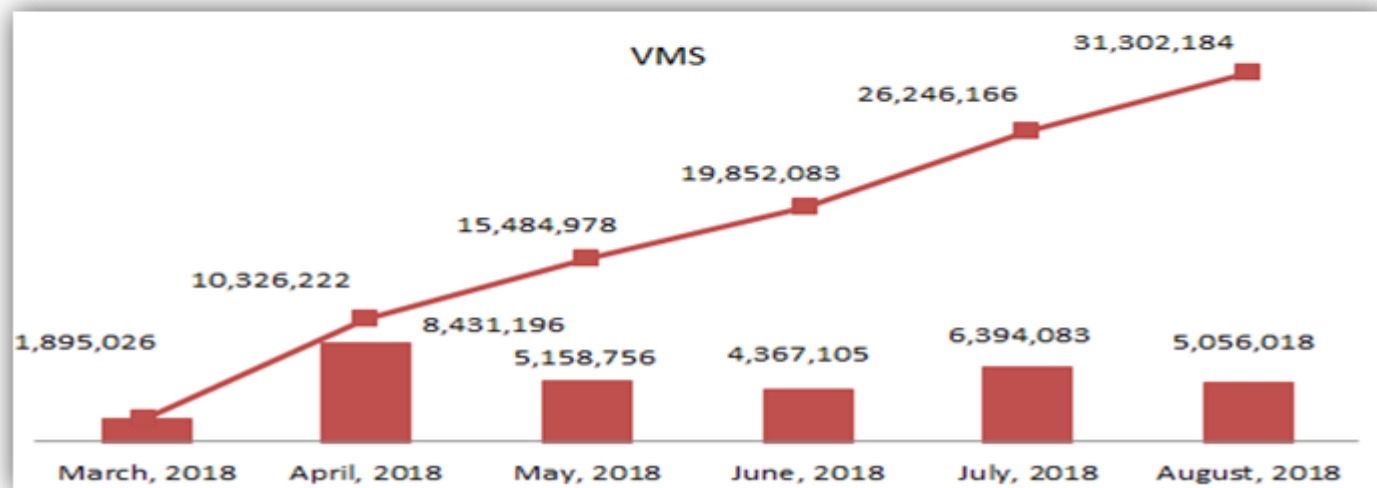
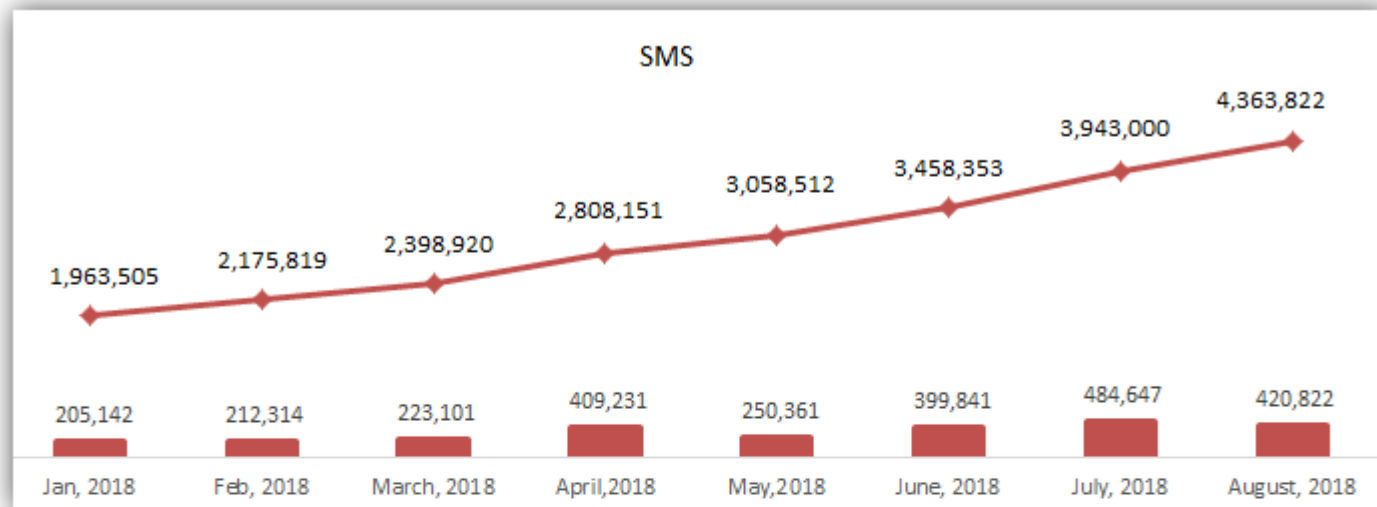


Disease / Cure related information, updated daily



Emergency Alarms

SMS / VMS Statistics



IVR / Call Center

- Dynamic IVR
- Profiling through IVR
- Support for Regional Languages
- Voice Recognition Support
- Subject Specialist available for guidance



Call Center



Dynamic IVR

IVR



Content Related to all
steps of farming



Agriculture News



Agriculture Products
and Equipment



Crops Information



Market Rates



Weather forecast



Live Audio Training



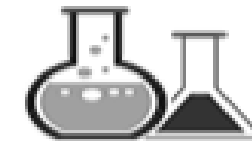
Crops related
information



Livestock related
information



Weather Alert

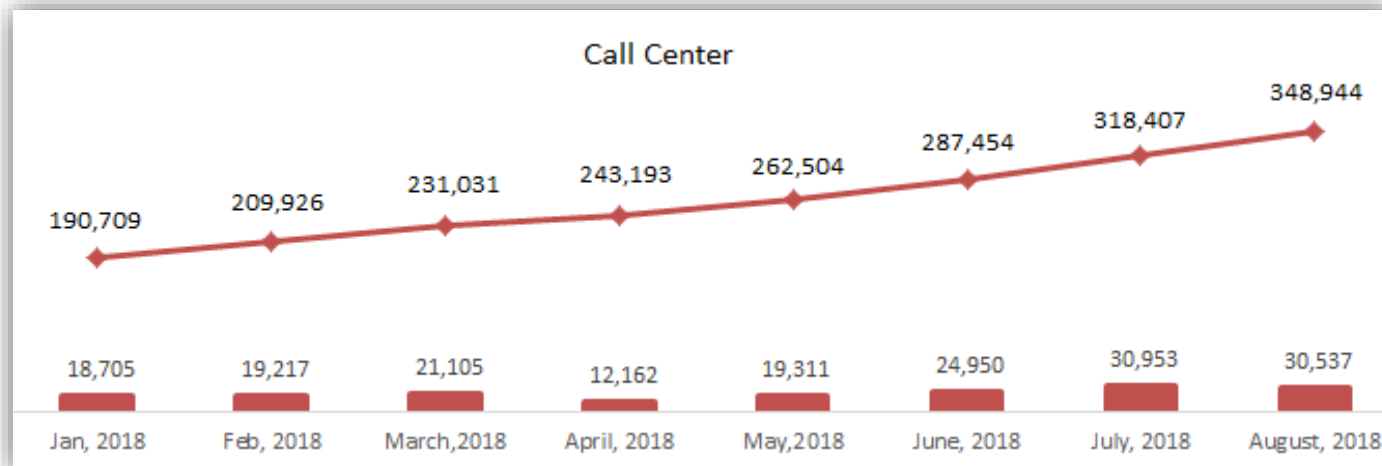
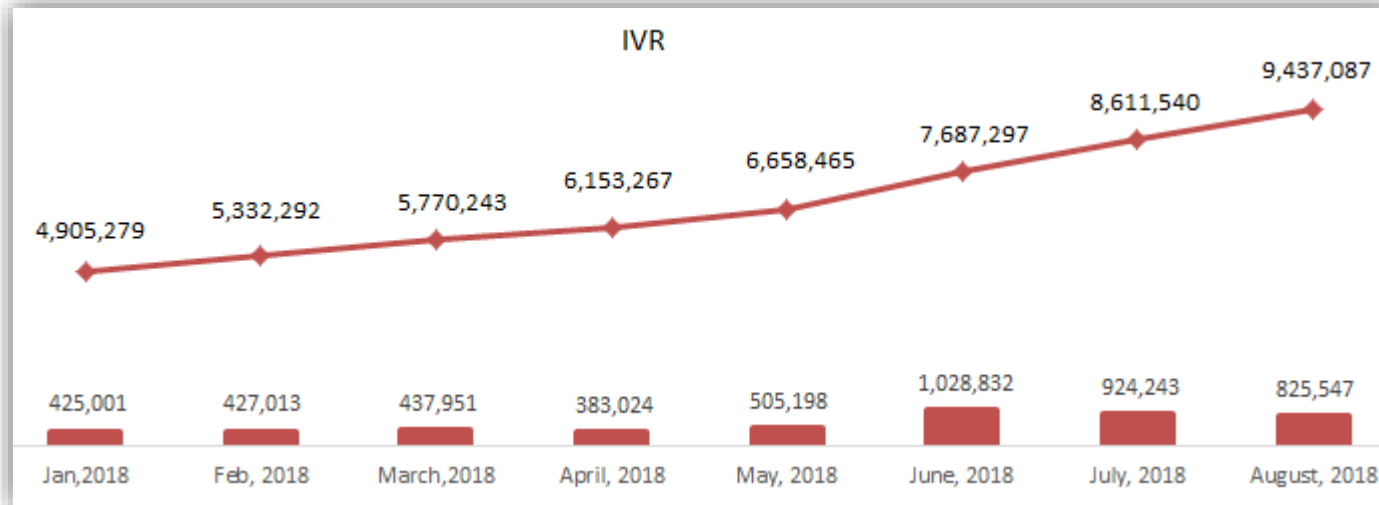


Disease / Cure related
information, updated
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Emergency Alarms

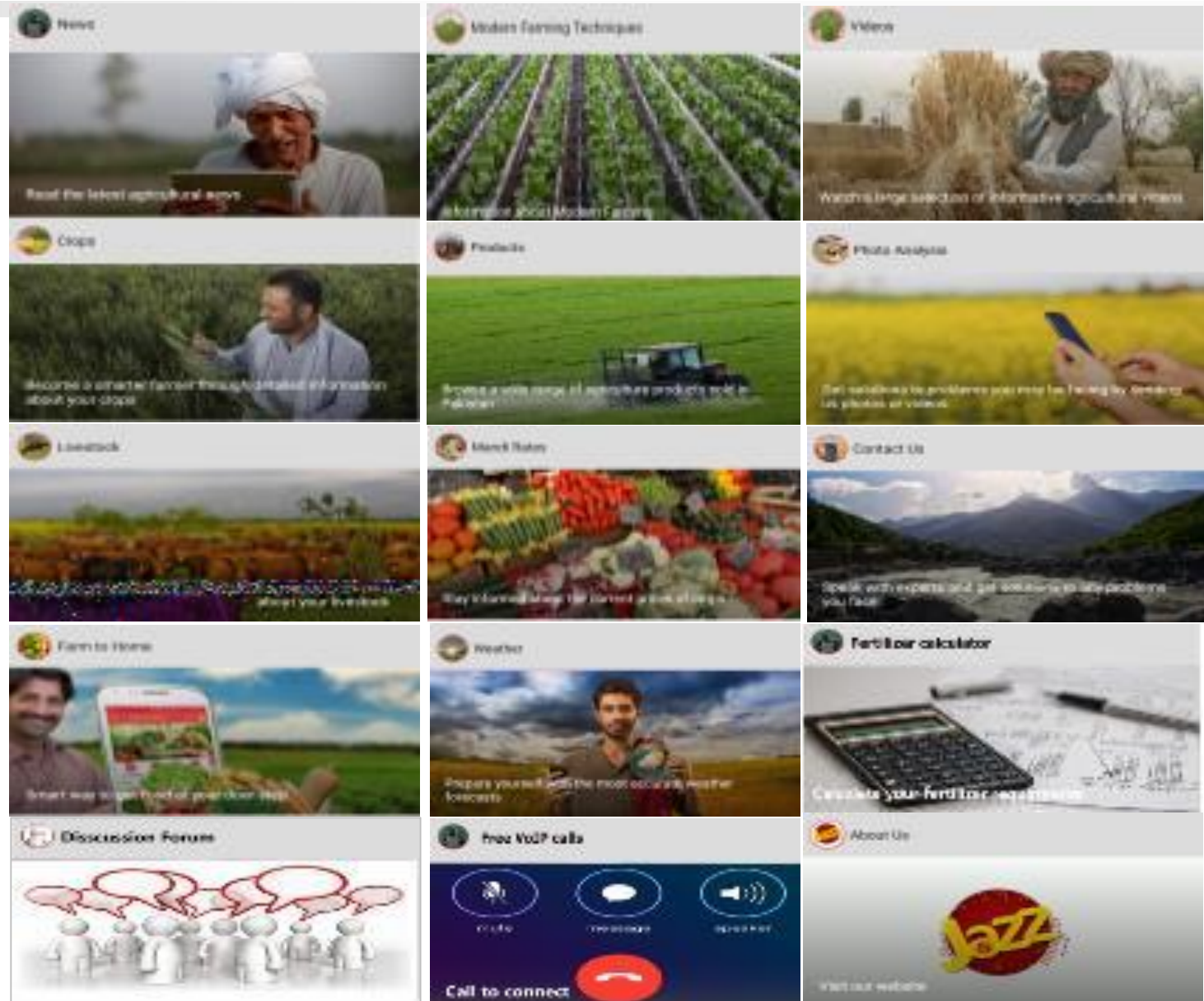
IVR/Call Center Statistics



Application / Website



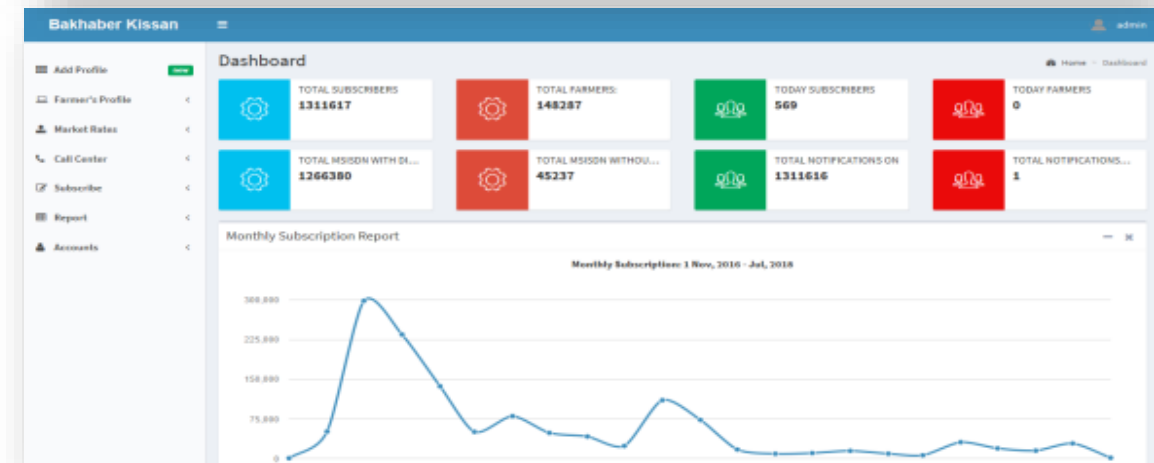
- Multiple languages
- Integration with MFS
- Voice Recognition
- Audio recordings
- UI & UX design
- Stable and Solid Platform



CRM



- Robust Farmers Management System
- Comprehensive Reports
- Profiled data base



Social Media



- BKK distributes content via Social Media, complementing the traditional content distribution platforms.
- BKK uses the following social media platforms:
 - Facebook
 - <https://web.facebook.com/bakhabarkissan/>
 - Twitter
 - Instagram
 - YouTube
 - https://www.youtube.com/channel/UCNDnrfXUK18wS_RQGEHSvYA/videos



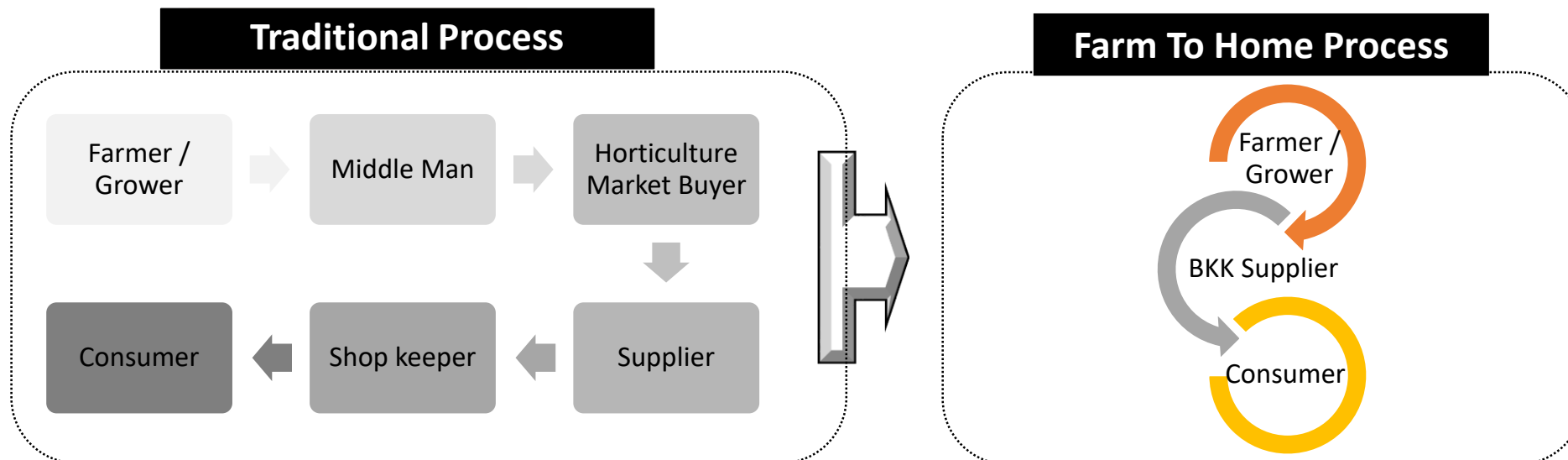
Farm to Home Service

Objective

- Remove friction in the supply chain, by providing quality products to the consumer without the middleman thereby increasing profitability of the farmer and decreasing cost to the consumer.

Service Details

- Customer can place orders using a smart phone app, WhatsApp, Facebook or Call Center.
- Supplier can view all orders on the supplier interface
- Supplier confirms the order with the customer by 6 PM and delivers the product next morning by 9 AM
- Payment can be made by cash or by using mobile financial services



BKK Content - 1











Advisory Services	Crops	Fruits	Vegetables	Livestock	Diseases

Mandi Rates	Weather Information	Case Studies Best Practices		Success Stories	Agricultural Input Recommendations

BKK Content - 2

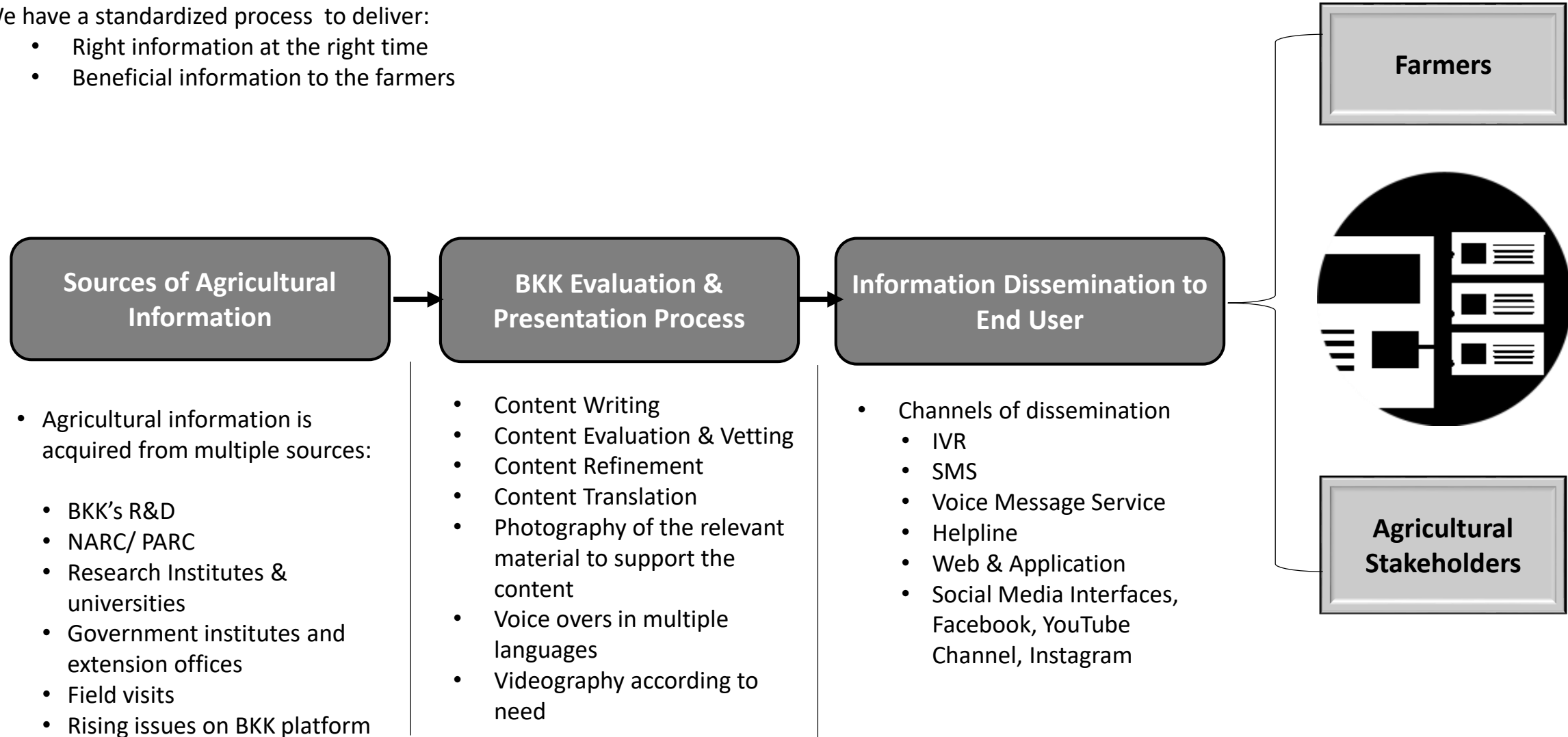


Latest Technology	Documentaries	Studio Programs, discussions	Training Sessions	Docu-Drama for Product Advertisement
				

Expert Lectures	Researches By Research Institutes	BKK own Research & Analysis	Finance Opportunities
			

Content Management Process

- We have a standardized process to deliver:
 - Right information at the right time
 - Beneficial information to the farmers

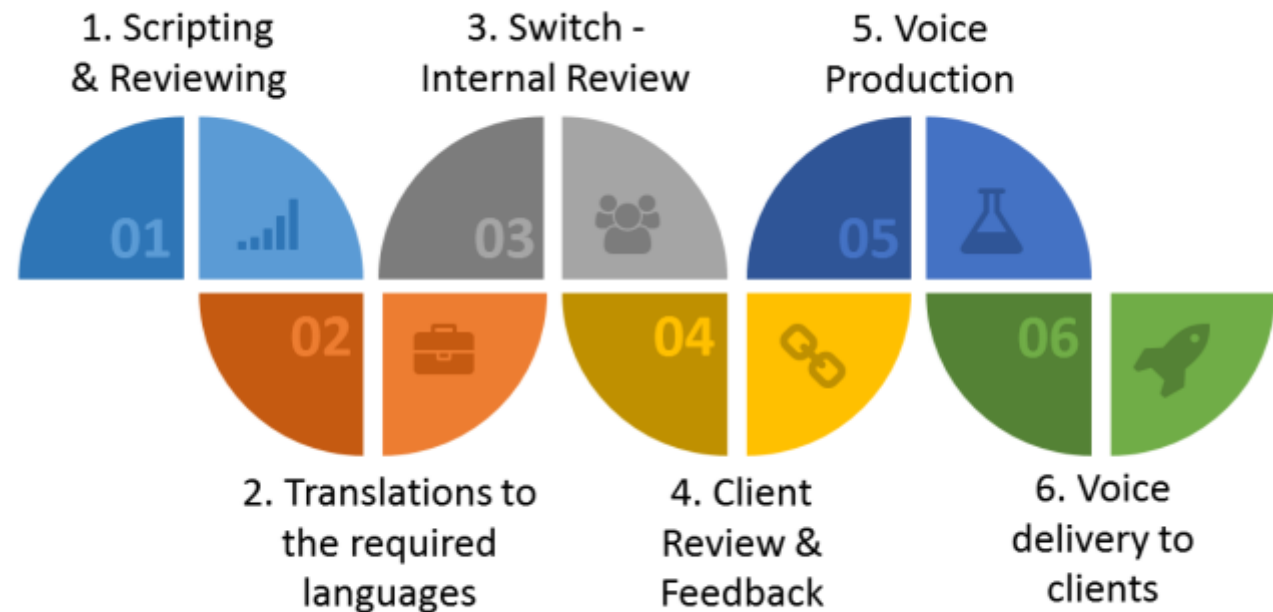


Our In-house Audio studio

Switch Communications has a dedicated studio for voice recordings and professional voice overs. The state of the art studio allows high quality voice production.

Multi-Language Support

- Sound production in multiple languages:
 - English
 - Urdu
 - Pashto
 - Punjabi
 - Saraiki
 - Hindko
 - Sindhi



In-house Video Studio

Video Production

BKK has a dedicated video production studio where videos are produced based on:

- Relevant farming technologies
- Latest techniques used for farming
- Easy to follow steps and language

The videos are accessible through the BKK App, Website, Facebook page and the BKK YouTube channel.



BKK Success Stories



Farmer Name: Tariq
District: Rahim Yar Khan

- BKK guided him on sugarcane production technology.
- He got increased yield of sugarcane.
- He recommended many people of his village to follow BKK



Farmer Name: Bashir Ahmed
District: Rahim Yar Khan

- His Cotton crop faced severe attack of Termites.
- BKK agriculture experts recommended insecticide Regent 80 WG with active ingredient Fipronil dose 45 g.
- Termite attack was controlled and we had a loyal BKK follower with WOM recommendations

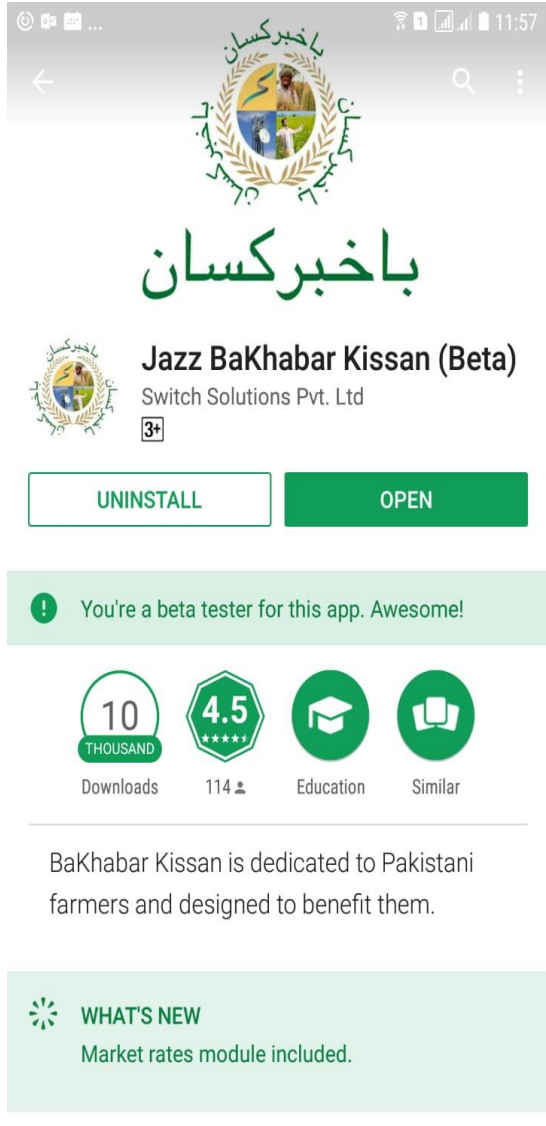


Farmer Name: Ghulam Ali
District: Bahawalpur

- Ghulam Ali is one of the very regular followers of BKK.
- He recorded his acknowledgement for using insecticide recommended by BKK.



BKK Success Stories – Contd.



1. Wheat farmer from Layyah:

- Increased yield from **1 Metric Ton per acre** to **1.28 Metric Tons per acre**

2. Wheat farmer from Bahawalpur:

- Increased yield from **1.6 Metric Ton per acre** to **2.1 Metric Tons per acre**

3. Wheat farmer from Layyah:

- Increased yield from **1.48 Metric Ton per acre** to **1.9 Metric Tons per acre**

4. On Outbreak of Foot and Mouth disease in Attock. BKK sent SMS/VMS to farmers:

- Farmers reported quick control of disease due to timely and actionable information.**

How?

BKK provided these farmers accurate guidelines wrt:

- Appropriate varieties
- Fertilizer Use
- Insect & Pest control
- Harvesting Methods
- Timely/proactive information dissemination

BKK Future Plan



Our Strategic Focus:

Make Ba-Khabar Kissan a unified platform for the agricultural value chain, entice investors to invest in it and make BKK a business.

Make to Order Platform

- All Actors on BKK
- E-Market place
- Digital Payment
- Agricultural products sourcing

Modern Equipment Facility

- Soil testing facility
 - Mobile soil testing kits
- Weather Stations
- Drones
- IOT's
- Satellite images etc.

Q4, 2018



Q1, 2019



Q2, 2019



Q3, 2019



Q4, 2019



Platform Strengthening

- 2M Farmer Base
- Completely Dynamic SMS
- Completely Dynamic IVR
- Voice Recognition

Artificially Intelligent Platform

- Algorithm's recommending actionable items
- Interactive, self growing
- Chat bots
- Automate profiling process
- Farmer Base 4M

Collection Centers & Monitoring

- Data Collection Centers
- Field surveys
- IoT's & Camera's in fields collecting & disseminating data
- BKK Seed Bank

Our Partners



Jazz

- Jazz Provides Technical enablers for BKK Digital Service



PARC & NARC

- Agricultural Content Verification
- Agricultural Content Validation



PMAS-UAAR

- Joint Venture for Agricultural Knowledge sharing
- Source of Agricultural News Articles



Haripur University

- Joint Venture for Agricultural Knowledge sharing Partners
- Source of Agricultural News Articles



BARI

- Knowledge based partner
- Expert Panels



Farm Dynamics Pvt. Ltd.

- Availability of Modern Agricultural Machinery on Rent
- Provide Agricultural Content on Fodders



Daily Agro-world

- E-Paper



Bagh-e-Zaitoon

- Olives Finished products on Farm to home

The Platform (Video)



*Thank
you*

