

**REGISTRATION
CLOSED**

NSIH 2012 Finalists

ICT led Social Innovation By Not for Profit

- [Anudip Foundation for Social Welfare](#)
- [Development Support Centre](#)
- [GVK Emergency Management and Research Institute](#)

ICT led Social Innovation By A 'For Profit' Organization, As A Business Model

- [Inclusive Planet Technologies](#)
- [Healthpoint Services India Pvt Ltd](#)
- [Janani Foods Pvt Ltd](#)

Website: <http://www.jananiagriserve.com/>

Project Name: Janani AgriServe

The Innovation



The Innovation is creating a business model of creating and operating an Innovative and ICT based Value Chain Platform for Agriculture, focusing on small farmers (less than 5 acres of land) for ICT and non-ICT based Innovations in

Agri Sciences (Crop Production and Crop Protection) enabling farmers to adopt the latest technologies and products

Agri Technology- Machineries, farm equipments, new soil testing methods, quality assurance

The project will create physical and ICT infrastructure at village level (through franchisee system) to provide all integrated and comprehensive Agri Services & Products to the farmer – at the farm gate – in a customized manner.

The ICT Infrastructure will seamlessly network all the stake holders of the agriculture (farmers to consumer through the agri business companies and government agencies) to operate and transact efficiently, cost effectively and speedily.

The Impact

Small farmers earned an average additional income of Rs.5,800/- extra per acre due Janani AgariServe's intervention – due to reduced usage of inputs, increased output, better quality therefore better prices, better price realization using multiple marketing options provided in the ICT Platform, price risk mitigation and post harvest services

Water and Soil environment in the village is improved as farmers use lesser amount of chemical fertilizers and pesticides

Later when other services (healthcare, livelihoods, education and animal husbandry) are added to the business model, the social and economic conditions of the rural village will improve vastly.

The ICT Platform improves efficiency and speed of reach to farmers and delivery of products/services. Our partner organizations on an average saved 2 to 3% of distribution cost.

The Decision Support System brings down the inventories in the pipeline. The working capital requirement is down to 20 to 25% than normally maintained by other channels. This also helps to keep fresh stock thereby avoided losses due to expiry of seeds/chemicals.

The Village Franchisee makes revenue ranging from Rs.1.00 Lakh to Rs.3.00 Lakh per year, which is a new social entrepreneurial opportunity.

On an average 6 locals are employed in the process – Providing an earning of Rs.2,5 Lakhs in each village for unemployed youth

ICT led Social Innovation By A 'For Profit' Organization Through Corporate Social Responsibility

☒ Yes Bank Limited

☒ Microsoft India

☒ Adobe Systems India

ICT led Social Innovation By Government Body

☒ Mid Day Meal Authority, U.P.

☒ Rajkot Municipal Corporation

☒ State Rural Health Mission Department of Health & Family Welfare-Govt. of Gujarat

ICT led Social Innovation By Individual/Group

☒ Arjun Venkatraman & Team

☒ Shivank Agarwal & Team

☒ Sapna Shahani **

ICT led Innovative Social Concept By Students

☒ B.I.T.S.-PILANI

☒ K.C.G. College of Technology

☒ University College of Engineering, Punjabi University

ICT Led Social Innovation By Multistakeholder Partnerships

☒ Apollo Munich Health Insurance Company Limited & Partners

☒ Responenet Development Services, An Aidmatrix Initiative & Partners

☒ The Communication Hub & Partners

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