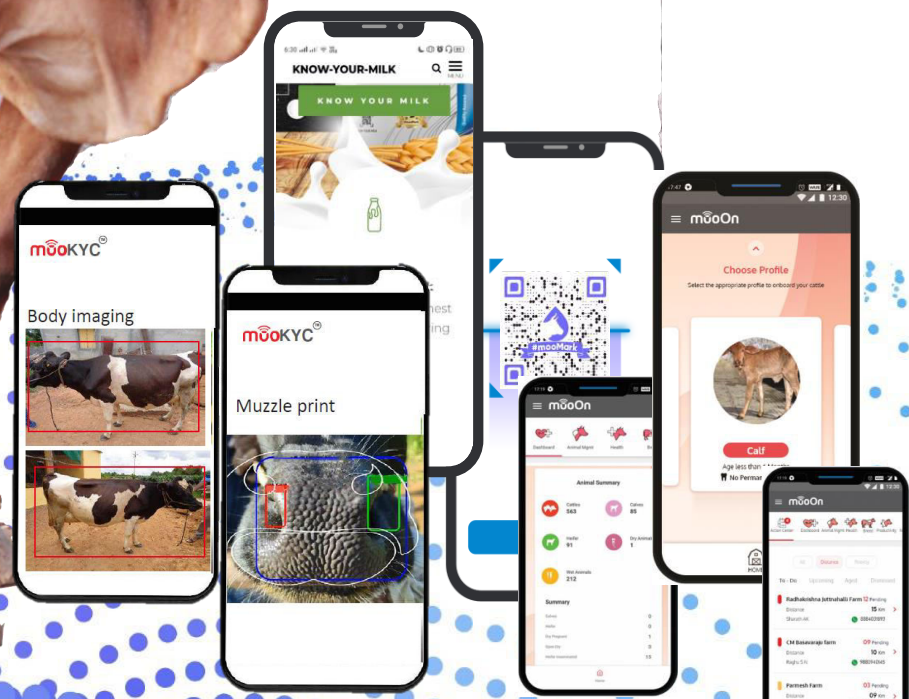


Unlocking value for dairy farmers through Digitization



..meet Geeta [in 2022]

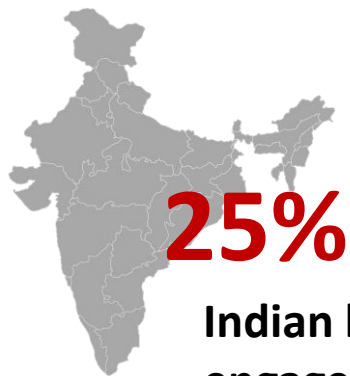
- No access to farm services
- 2 cattle with very poor yield

₹ 35



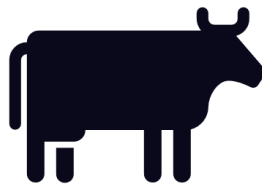
Earning per day

No access to formal
lending & banking



25%

Indian households
engaged in dairying



300 Million
Cattle



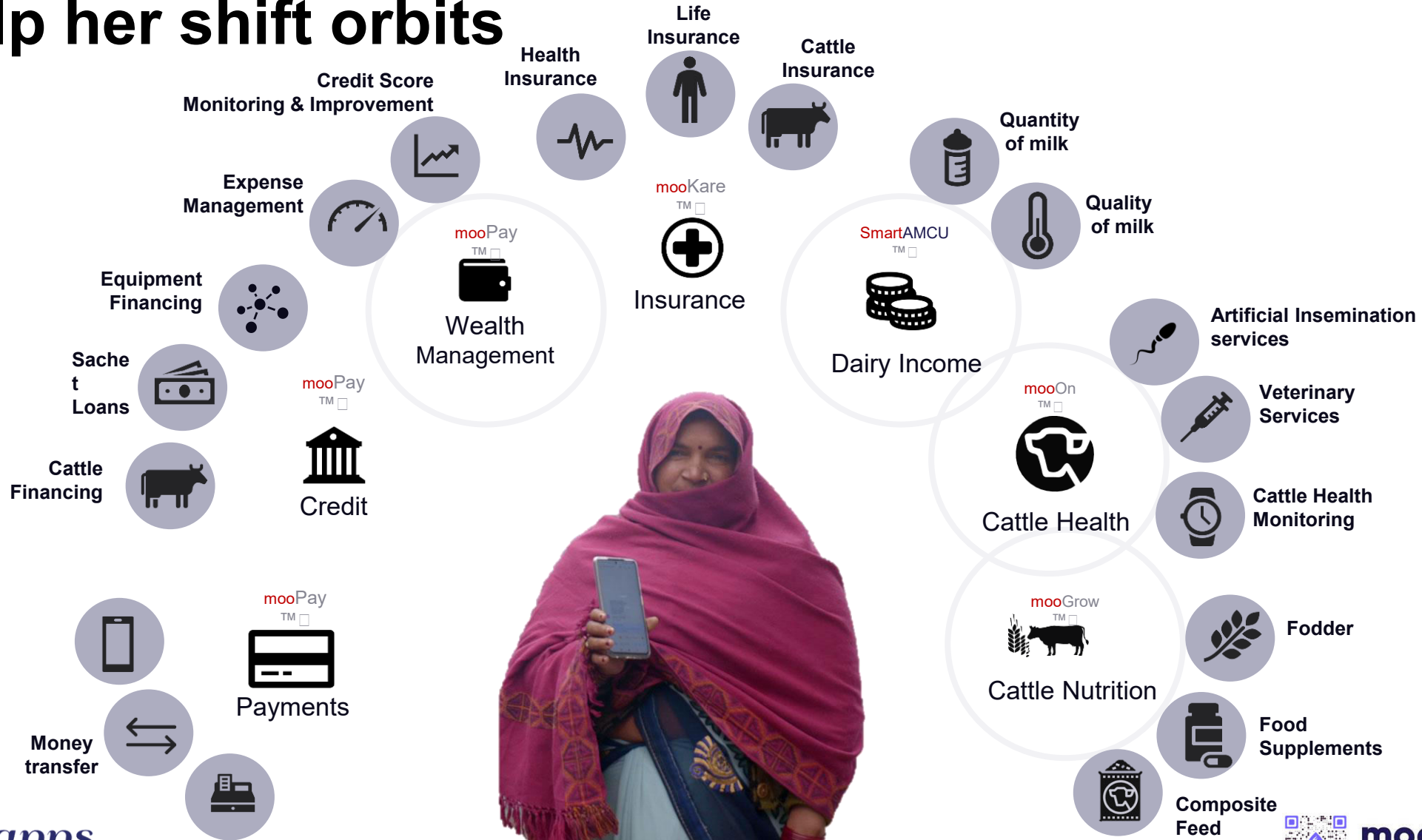
Dairy + Livestock

Constitutes **7.6%** of
India's GDP



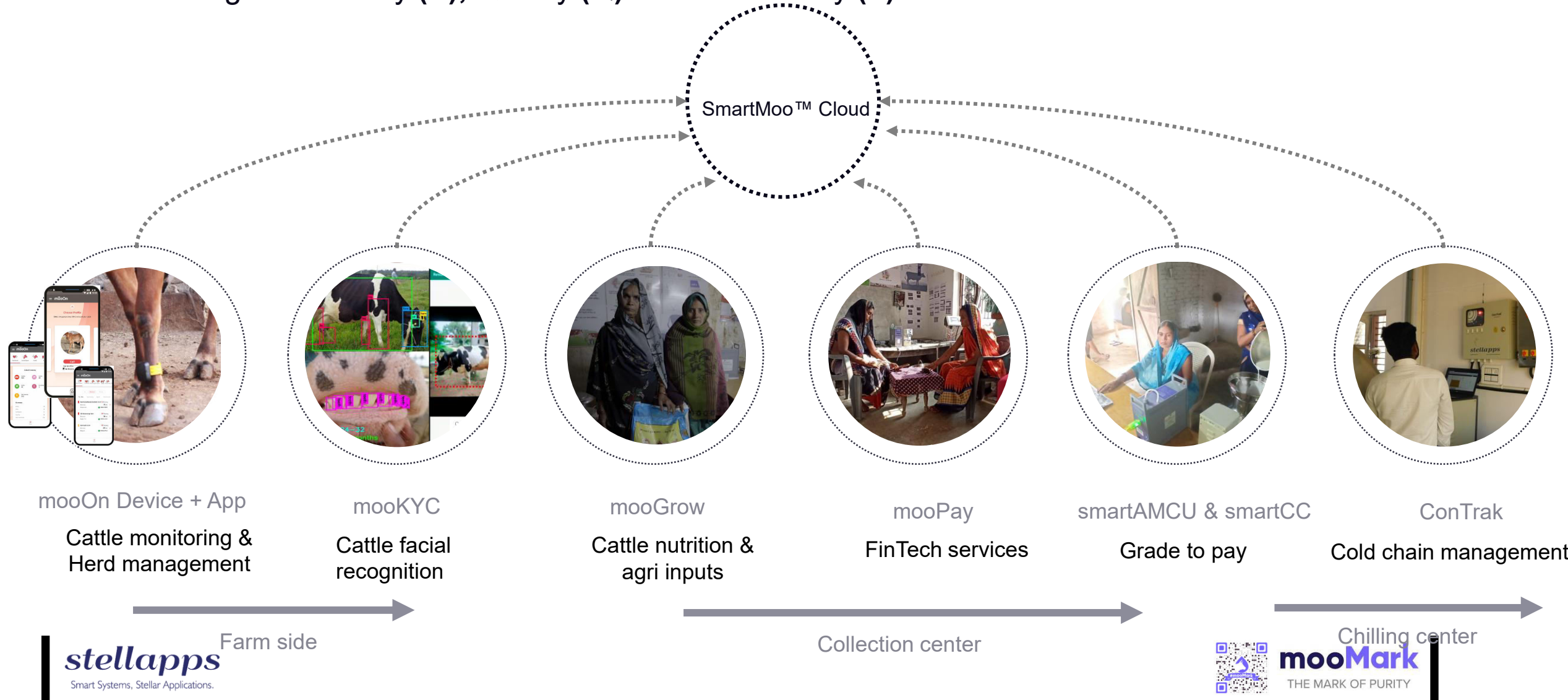
50 Million
Smallholder farmers like Geeta

...can we enable (supply chain led) digital access and help her shift orbits

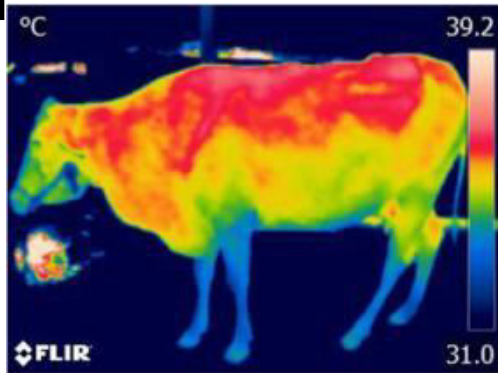


...via a deep-tech Digital Access Network (DAN) for a bidirectional dairy supply chain

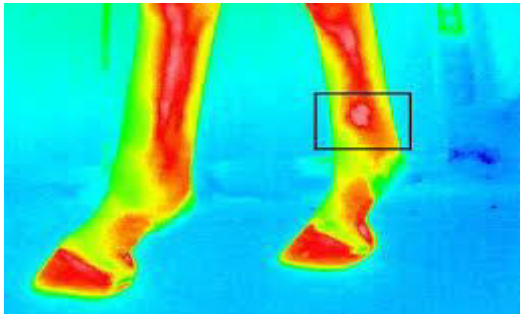
for rendering Productivity (P), Quality (Q) and Traceability (T)



..which includes: thermal imaging via simple handheld devices



Skin temperature - a non-invasive way to detect variations in skin temperature.



Musculoskeletal problems - thermal imaging can be used to diagnose a variety of disorders associated with neck, back and limbs (e.g. Lameness, hoof diseases)



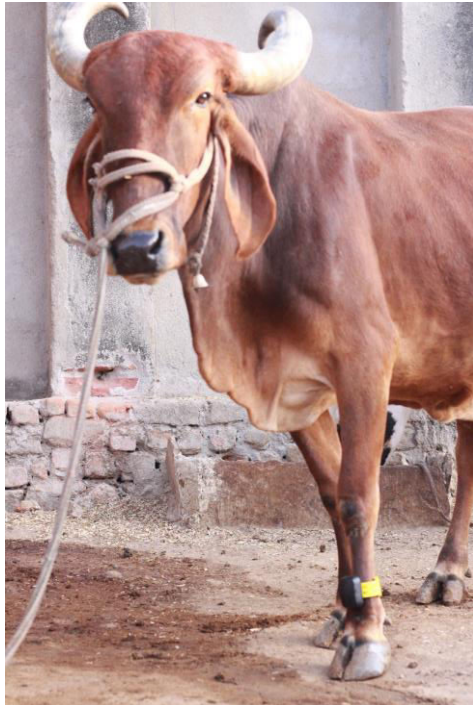
Infection - Subclinical Mastitis and Clinical Mastitis
FMD Infection (comparison between normal and affected)

[<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5234052/> Authors: ICAR-NDRI, Bangalore]

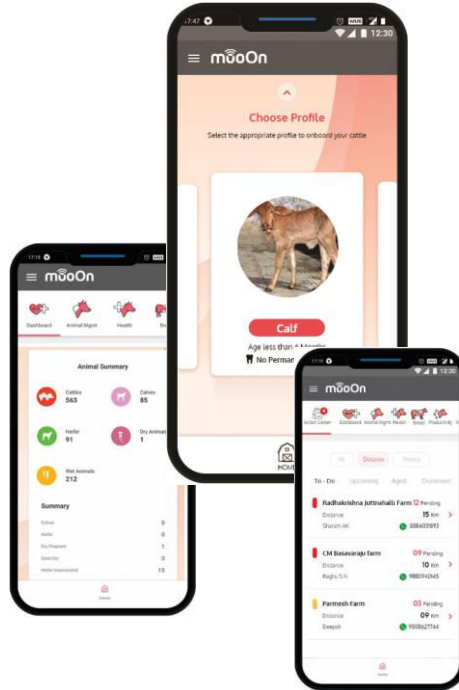


mooMark
THE MARK OF PURITY

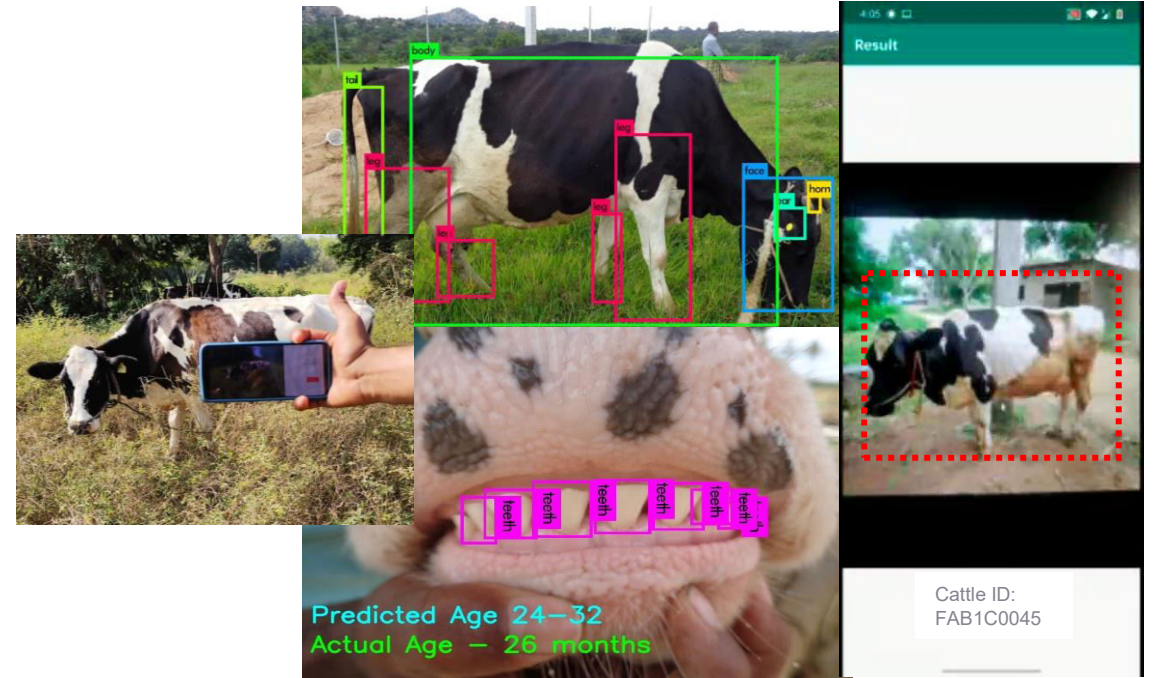
..which includes: uberized farm data collection for farm productivity



Real-time animal activity and health monitoring for preventive healthcare



Herd management application for effective extension management



Reliable animal identification based on facial recognition (for insurance, financial services)

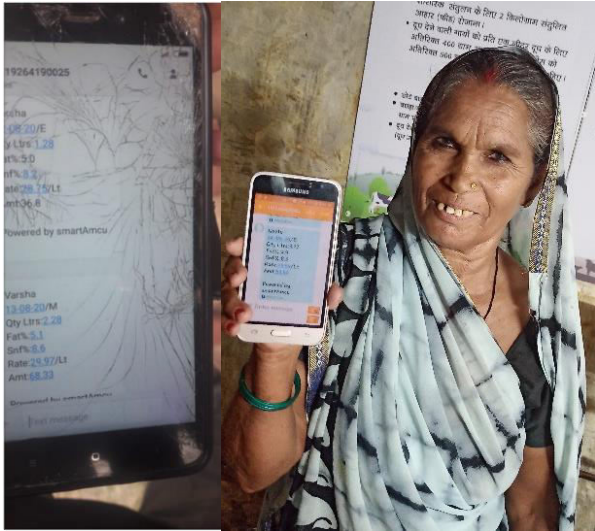
..which includes: smart procurement & cold chain monitoring for transparency & traceability



Smart automated milk collection units (smartAMCU & smartCC) enable real-time milk procurement monitoring for transparency & establishes traceability at milk Can level

Real-time cold chain monitoring through ConTrak to ensure cold-chain protocol adherence & prevent adulteration

...which natively enables embedded financial inclusion



Digital payments & real-time SMS receipts for transparency



Aadhar enabled cash withdrawal & banking



Data-based creditworthiness assessment



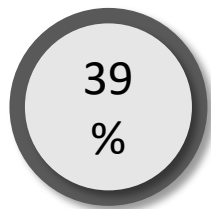
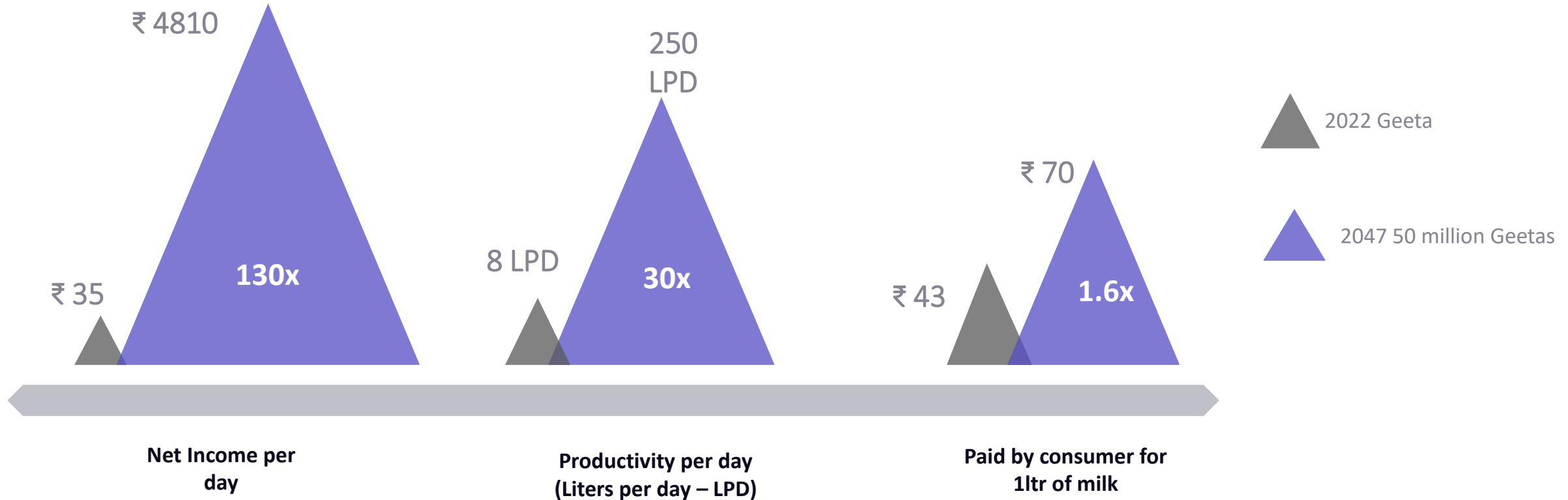
Formal lending & insurance products for farmers

15+ Financial Partners including India Post Payments Bank

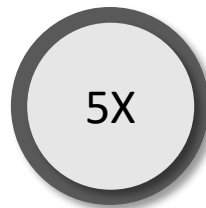


Can (supply chain led) digitization help 50 million Geetas' shift orbits by 2047?

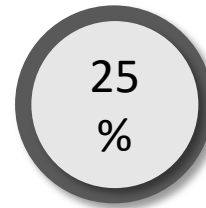
Case study of one such 'Geeta'



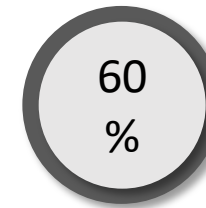
Increase in productivity



Increase in Farmer profitability



Reduction in energy consumption (better cold chain management)



Reduction in methane emission through improved cattle productivity



Thank you