



Designing agri- platform co-ops with women farmers

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- Agrarian economy
 - 70% of rural households depend on agriculture
 - 17-20% of India's GDP; employment to 60% of the population
- Climate change has made agriculture unpredictable and risky
- Women are crucial stakeholders in agriculture, yet concentrated in the low-value space (labour-work)
- In India, 85% of rural women are engaged in agriculture, yet only about 13% own land, restricting their bargaining power, access to finances (credit)

INDIA'S AGRI-SECTOR AND THE ROLE OF WOMEN

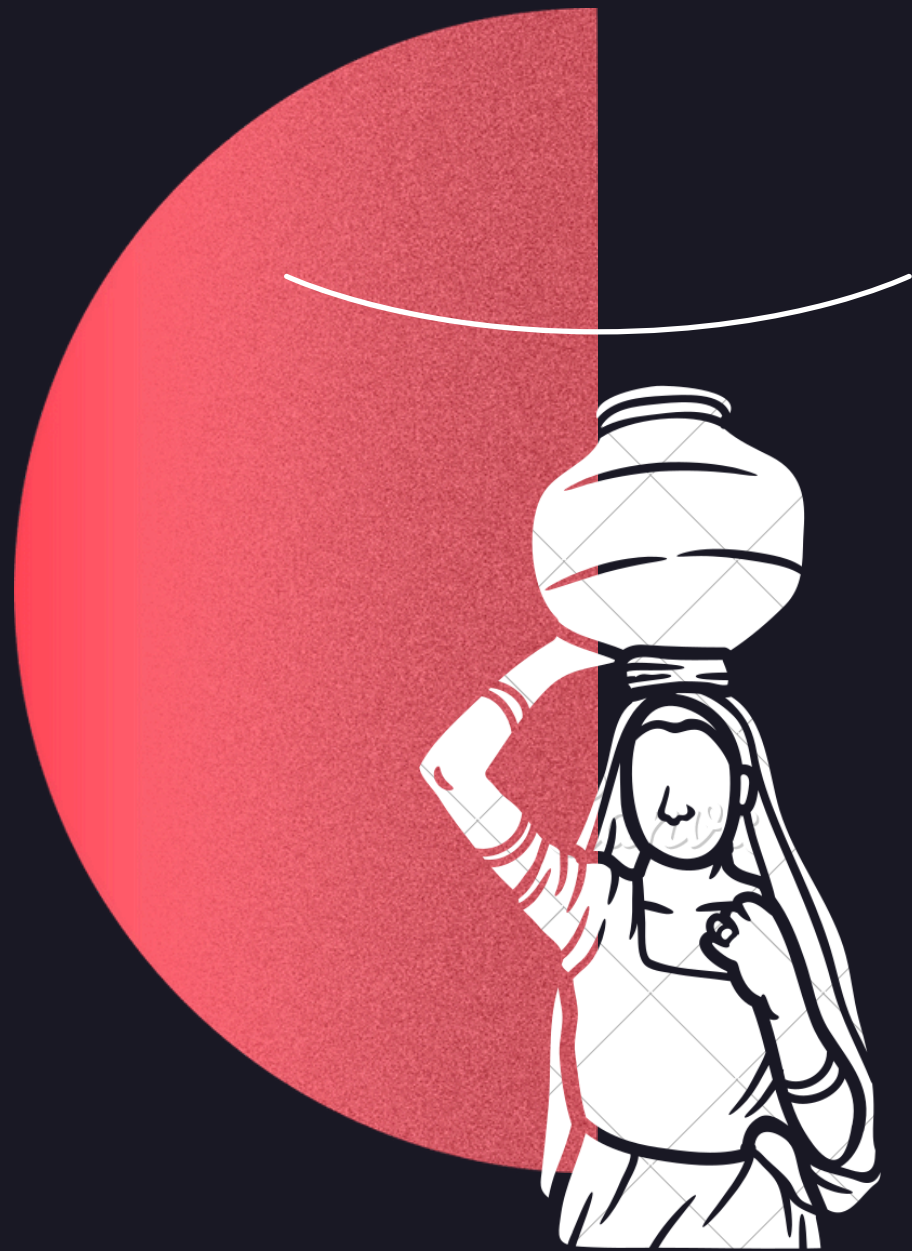


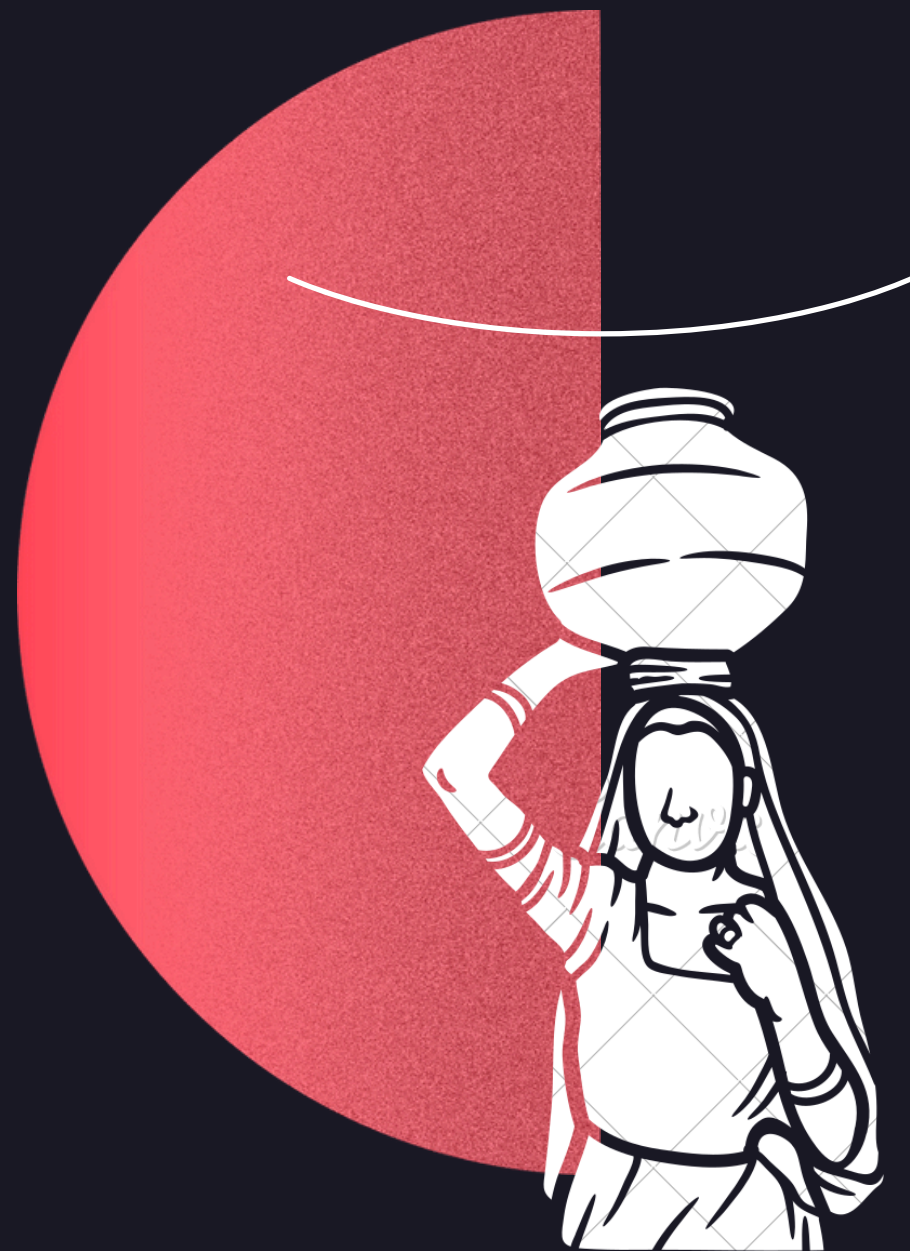
AGRI-TECH PLATFORMS IN INDIA

- VC funded: USD 300 million investment in 2020 alone
- Currently there are over 1000 agri-tech start ups in India
- Reaching very limited, largely male farmers. Targets those with access to internet, smartphones
- Often, these are 'online middle agents', i.e benefits not reaching farmers



Needs of women farmers in rural Gujarat

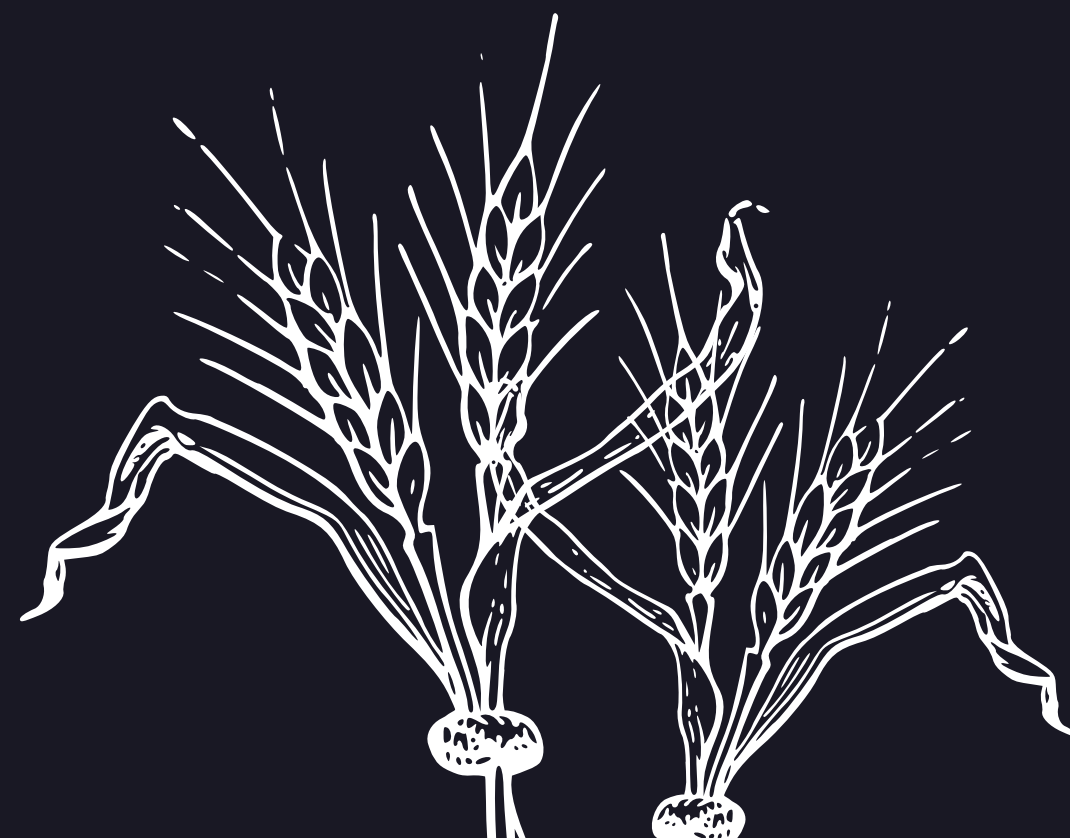




- Access to markets - local and national
 - Access to logistical resources, such as transport
- Access to credit (nature of farming cycles - seed capital during COVID)
- Access to quality inputs - seeds, fertiliser, storage facilities
- Access to information
- Social protection - childcare, healthcare, insurance

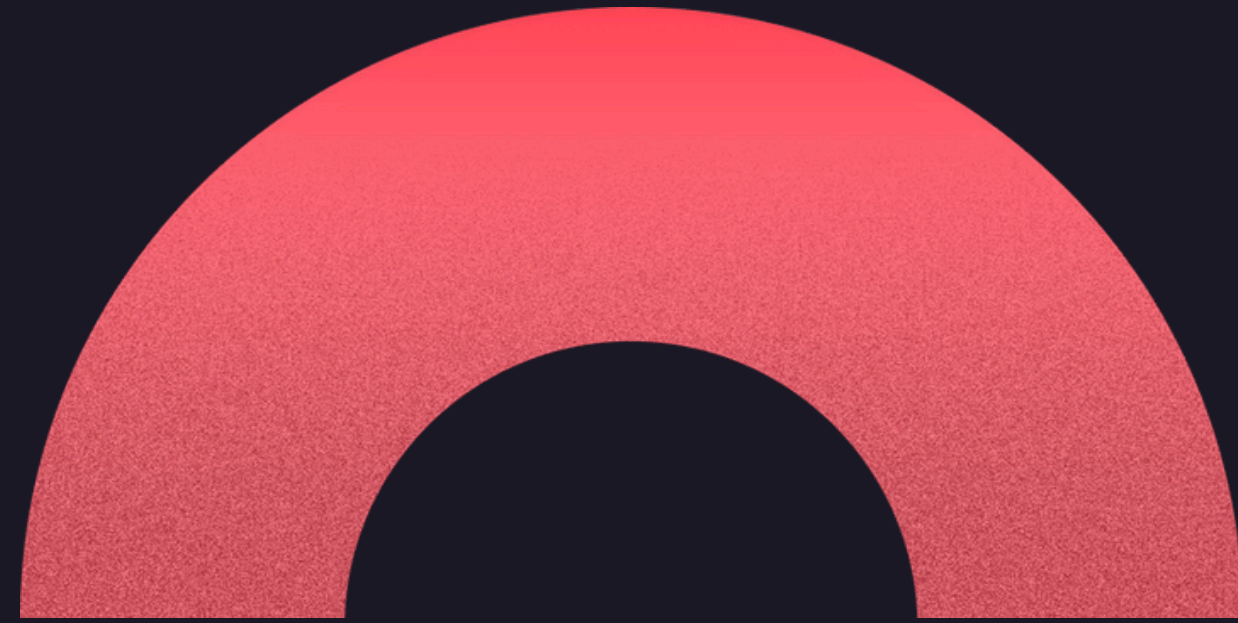
LIVED REALITIES (DIGITAL INCLUSION)

- Access: technology, internet, credit
- Capacity or know-how in using digital technology
 - Lack of awareness of tech as a 'productive' asset
- Understanding of data/data sensitisation is limited





**...PLATFORMS ARE DESIGNED FOR THOSE
WITH CONTINUOUS, PERSONAL ACCESS
AND KNOWLEDGE OF TECHNOLOGY...**



**WHERE IS THE NEXUS?
EARLY LEARNINGS**

WOMEN-OWNED, WOMEN-LED

Obstacles to women's active participation are often structural, rooted in sociocultural norms at the community. Mixed cooperatives replicate these inequalities

LOW-TECH/HYBRID

Using women community leaders (aagewans) as active agents of digital inclusion (SEWA Lilotri-Whatsapp)

POWER THROUGH FEDERATIONS

Women's cooperatives must remain small, rooted in local context
Scaling through replication of many small co-ops, gaining power through federated structures



EARLY IDEAS FROM CO-DESIGN

FARMER-LEVEL

- Information on crop, soil health, weather
- Information on market pricing, by crop
- Training calendar for farmers
- Information on transport logistics for aggregation
- Linkages to social protection
- Later: raising input demand

CO-OP LEVEL

- Member information and dashboard for ease of input marketing activities
- Communication tools (traditional methods work best) for co-op governance use
- Market intelligence feeding into decision-making

MARKET

- B2B and B2C market integration
- Payment gateway integration

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