



Krishi Janani

Enabling a Healthy Agroecology

Indian farmers are facing a crisis. The Green Revolution of 1960s improved farm yields, leading to an era of unprecedented productivity and prosperity for many. However, some of the conventional agricultural practices adopted by farmers during and since then have led to a downward spiral of soil degradation, groundwater depletion and increasing reliance on synthetic inputs to maintain yields. Indian agriculture needs an update with fresh skills, energetic proponents and novel business models.

Meanwhile, there is an explosion of global interest, including in India, in organic food. And, technology offers vast opportunities to gather knowledge, disseminate information, enable networks of far-flung communities and facilitate collaborations. Krishi Janani connects these disparate threads for an innovative social business.

Krishi Janani is an ag tech network (online platform + young women-led rural ag tech centers) enabling organic and sustainable farming in India. It provides farmers localized information, knowledge network and market access as an affordable subscription service.

Krishi Janani's subscription service targets 118 million cultivators in India, with a special focus on smallholders and women farmers. The two-tiered subscription model – a free basic service and a paid premium service – is the conduit for trusted information on organic agriculture. Basic subscribers receive text message blasts with weather updates, urgent crowd-sourced reports (e.g. pest outbreaks) and market information. Premium subscribers send queries, find solutions to problems, get notified of government services, collaborate with other farmers, and form groups to bulk buy inputs and aggregate harvests. With updated data on farmers and crops, Krishi Janani is also high-quality traceability and sourcing database for buyers and advertisers.

With the online platform providing collaboration and transaction technologies and trained young women at the local ag tech centers as digital intermediaries, Krishi Janani enables small farmers have transformative global impact by building social capital, finding micro solutions for complex global crises such as climate change and creating economic wealth in depressed rural economies.

Krishi Janani's prototype is at www.krishijanani.org. Work is currently underway to develop the technology, setup ag tech centers, finalize community partners and sign up farmer-subscribers for the basic service, all for a formal launch of the network in January 2016.

Krishi Janani is an unconventional idea and business model. Philanthropic capital will build out the ag tech network, establish a free + premium subscription model and generate revenue streams. Lean Startup approaches of hypotheses testing and validated learning will iterate a model that is commercially profitable, fits the Indian context and creates a sustainable agroecology.

A solution rooted in an understanding of the complex food system sustainability challenges facing farmers, championing tech-savvy young women as community leaders and built upon the strong technical capacity of Appropriate IT's key staff and platform partners is what make Krishi Janani unique. To add to that, doing this as a social business which utilizes a subscription model to profitably serve farmers is what makes Krishi Janani an exciting and super challenging moonshot. [Join us!](#)