

# Sustainable Agro Alliance Tracker (SAALt)

## PROJECT CONTEXT/OBJECTIVES

Agri-entrepreneurs are the last mile connectivity with farmers and important nodal agents for passing information, services, technology, products and produces across the value chain. They are, however, often missing in the agricultural value chain.

The goal of the SAAL intervention is to connect agri-entrepreneurs to the value chain to improve livelihoods of poor farmers from excluded communities and to improve access to healthy food to consumers across Tamil Nadu. The main strategy is to remove obstacles in between willing suppliers and willing consumers in the organic and pesticide free vegetable value-chain, thereby unleashing the budding energy that will sustain a novel form of production and trade, also called 'inclusive value chain community'.

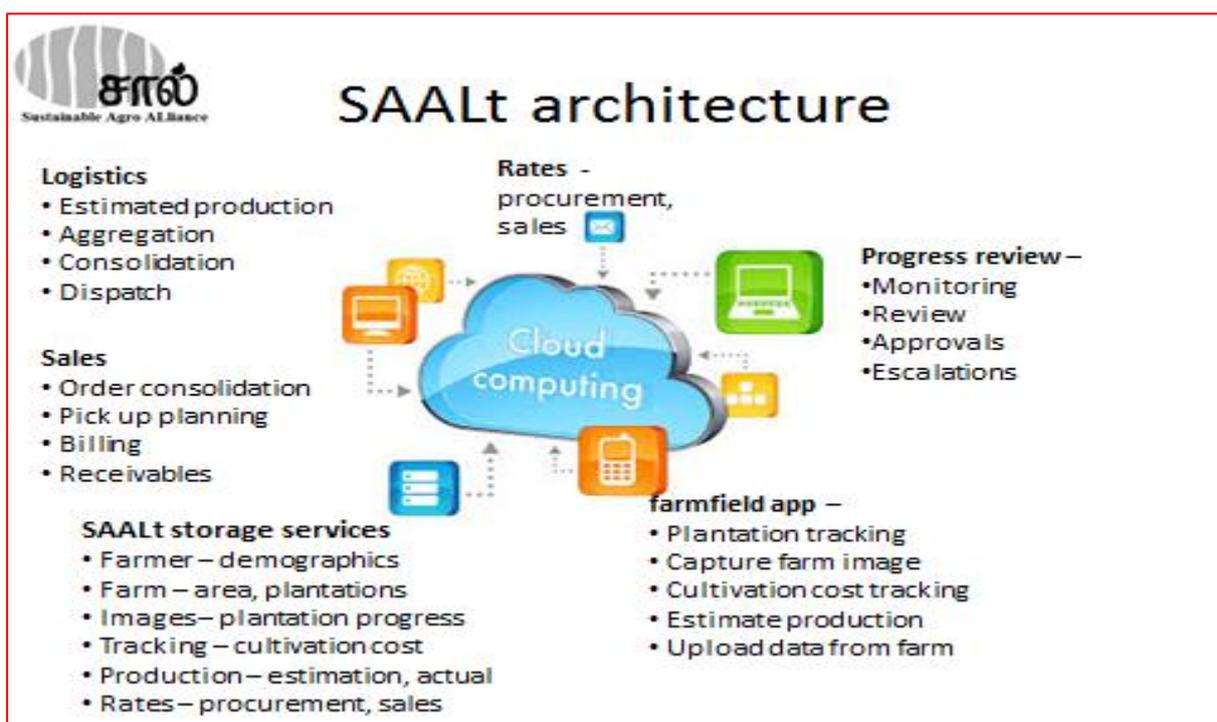
## APPROACH/METHODOLOGY

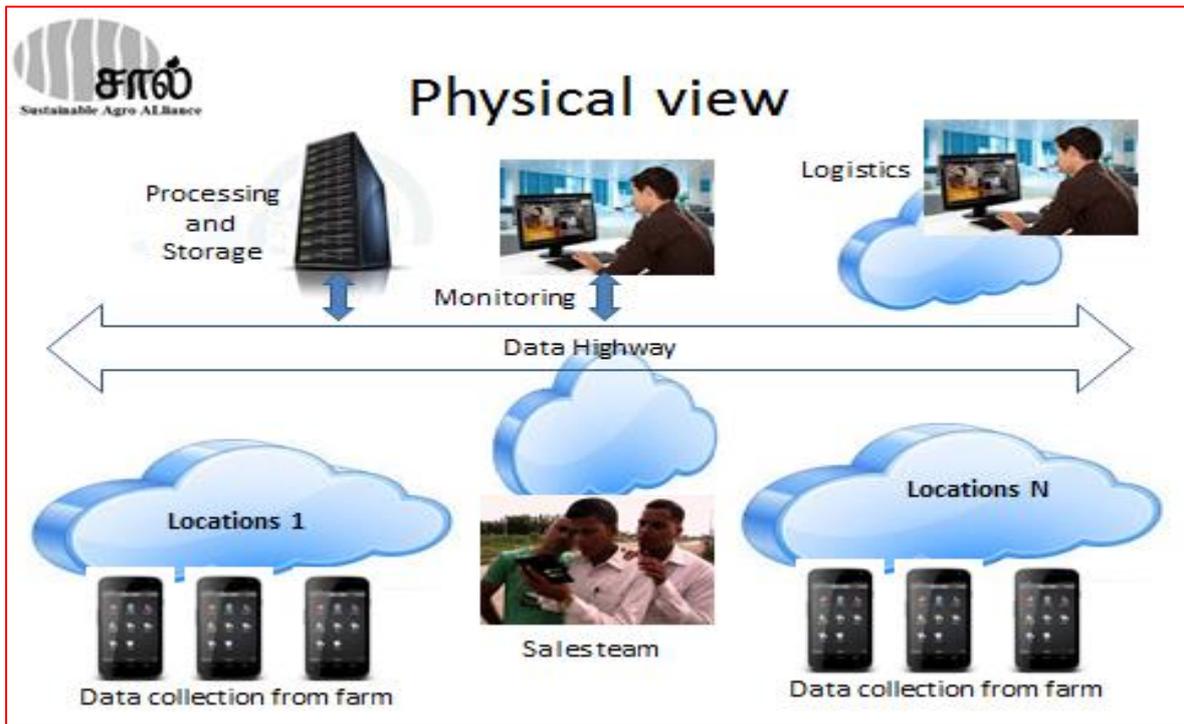
SAAL has created a mobile tracker to include agri-entrepreneurs and streamline information communications across the agricultural value

chain. The mobile app has the ability to capture and share data fed by agri-entrepreneurs via a cloud platform. The data collection is facilitated through common set of templates that would be used across partners to bring uniform process and data collection mechanism across all partners.

Farmer Name	Plantation	Field Size	Action
A. Lingadurai	Brinjal	15	View Add Edit
A. Lingadurai	Tomato	15	View Add Edit
A. Lingadurai	Chilli	15	View Add Edit
Ashwinj	Chilli	0	View Add Edit
Ashwinj	Tomato	Plantation Tracking	View Add Edit

The information collected through mobile phone includes farmer photo, field photos time to time along with GPS coordinates (to be able to monitor plantation progress from remote location), organic process steps followed along with date and cost for each activity and estimated production for the coming week.





Agri-entrepreneurs can use the SAALT app on Android-based tablet PCs and mobile phones to:

- Oversee production monitoring
- Feed production and farming activities data with photos
- Aggregate location specific information for geographically distributed data (i.e. for production planning, progress tracking, cost of cultivation, return on investment tracking and inventory)
- Automate the entire process of data collection and exception reporting
- Receive availability of data every day without any delays in transit from villages to central planning team
- Integrate with external information system like market prices – whole sale, retail for sales team planning
- Share information on organic vegetable availability to outside world for bulk procurement from merchants through internet

The collected information gets uploaded and synchronized with cloud platform each week to have real time data. This allows users to track community's current production levels, expected production along with field and plantation progress. This approach avoids frequent travel by

agri-entrepreneurs to visit the SAAL office, saving both transport costs and time.

#### PROJECT ACTIVITIES

Sustainable Agro Alliance (SAAL) is a consortium for social organizations Agrarian Development Institute for Sustenance and Improved Livelihood (ADISIL), The Covenant Center for Development (CCD), M.S. Swaminathan Research Foundation (MSSRF) established in 2013. This consortium is technically supported by Change Alliance Pvt Ltd, a subsidiary of Christian Aid, UK.

#### PROGRESS/MILESTONES

So far, 458 farmers have been successfully registered to the app, as well as a number of agro-entrepreneurs.

#### LOOKING AHEAD

SAAL is planning to widen the reach of partners to reach target farmer groups and have the maximum impact with farmers by administering the service.