

Press Release

Vi CSR and Nokia partner for SmartAgri solution to enhance farming practices and livelihoods of 50,000 farmers in India

- **Vodafone Idea CSR has deployed Nokia's Worldwide IoT Network Grid (WING) solution to equip farmers in India with precise and practical data to help them achieve better yields**
- **Deployment of the smart agriculture-as-a-service solution includes soil probes, weather stations, insect traps and crop cameras to help drive productivity of soy and cotton crops**
- **SmartAgri project aimed at improving the productivity of 50,000 farmers across 100 locations in the states of Madhya Pradesh and Maharashtra in India**
- **Visit the Vi booth (Hall #3; Booth 3.B) at IMC 2020 from 8-10th December to know more about the program**

Mumbai, 7th December 2020: Vodafone India Foundation, the CSR arm of Vi, in partnership with Nokia has deployed a Smart Agriculture solution that aims at improving the productivity of farmers in India. The pilot project being implemented across 100 locations in the states of Madhya Pradesh and Maharashtra will be benefitting over 50,000 farmers in the region by enhancing their productivity and income.

The SmartAgri project aims to enhance the livelihoods of small farmers through sustainable farming approaches, deployment of IoT solutions and by improving their access to information, using technology. This socially relevant project is in line with the Government's vision of inclusive growth. It has a huge potential for replication and scale up of this technology across the country.

To demonstrate the impact of technology in transforming agricultural practices in India, Vi CSR chose the agri-heartlands of Madhya Pradesh and Maharashtra, and on-boarded Nokia as the IoT solutions provider, and Solidaridad for field implementation.

The unique CSR initiative will be showcased at Vi booth (Hall #3, Booth 3.B) at IMC 2020 from 8-10th December.

Talking about the program, **P. Balaji, Chief Regulatory & Corporate Affairs Officer, Vodafone Idea Limited** said, "Vi CSR is committed to leveraging technology strengths to create social impact through sustainable solutions. Smart crop management using Smart IoT and AI based solutions is transforming the prevalent agricultural practices



into more 'intelligent' ones enabling farmers with smart decision making and helping them improve production and crop quality through better utilization of resources. Our SmartAgri project is unique as it brings an entire ecosystem of stakeholders such as Nokia for its innovative technology, Solidaridad for project management, and also green experts and researchers from University - all under one roof, to positively impact the lives of farmers in India."

As part of this project, over 400 sensors have been deployed over 100,000 hectares of farmland to collect various data points which are then analyzed by a cloud-based and localized Smart Agriculture app. The app provides local language support as well as weather forecast and irrigation management information. The sensors generate insights that is helping to improve soy and cotton crop yields. Crop management through WING can include smart irrigation, smart pesticide control, and proactive information sharing frameworks on crops and weather, as well as a platform for commodity exchange. The use case can also employ Remotely Piloted Aircraft System (RPAS) technology or drones instead of traditional sensors for crop management.

Ankur Bhan, Head of Nokia WING Business, at Nokia, said: "Our mission for WING is to shape the future of agriculture and other industries, to create a smarter and more connected world. Together with Vi CSR, our managed service offering will help an initial 50,000 farmers and their families, with the aim of rolling out the solution across India."

Smart Agriculture is a leading use case that India is exploring in the 5G era. The complete end-to-end solution from Nokia WING is supported by deep domain expertise and an agriculture partner eco-system.

Note to editors:

India is home to one-sixth of the world's population and is one of the largest food producing countries in the world.

Livelihoods of about 60 percent of Indians depend on agriculture which contributes about 18% to country's GDP.

As per FAO, feeding a world population of 9.1 billion people in 2025 will require a 70% increase in overall food. Therefore, there is increased dependency on India to enhance agriculture output.

For this, India needs to overcome challenges such as changing land use and availability, growing water scarcity, climate change and low farm productivity, to meet the growing food demand.



Technology can play a key role in enhancing farm yield and easing these challenges of the agriculture sector. Delivering relevant information and advice to Farmers such as weather forecast, soil quality and plant growing cycles can make them more productive.

Michele Mackenzie, Principal Analyst, IoT and M2M Services at Analysys Mason, said: "We see a growing demand for new technologies that increase productivity and yields in the agricultural sector, while mitigating the impacts of climate change. Farmers and producers require end to end solutions and seek flexible business models so that they can focus on their core business. The cooperation between Nokia WING and Vi CSR is an innovative example for rebalancing the needs of the society and the environment by introducing sustainable farming practices in India."

Nokia is committed to driving technology innovations that play a key role in achieving a more sustainable planet. Last year, they delivered zero-emission products to over 150 customers worldwide and committed to decreasing emissions from its operations by 41 percent by 2030. Nokia is also helping to Connect the Unconnected*. For example, in Brazil, Nokia is helping to bring connectivity to some of the 93 percent of Brazilian farmers who currently have no access to broadband services on their farms, while in Kenya, Nokia will upgrade the fiber network to provide higher capacity for expanded broadband services in East Africa.

[*Nokia Planet and People Report 2019](#)

Resources:

- [Webpage: Worldwide IoT Network Grid \(WING\)](#)
- [Webpage: Nokia Sustainability](#)
- [Webpage: Press release](#)

About Nokia

We create the technology to connect the world. Only Nokia offers a comprehensive portfolio of network equipment, software, services and licensing opportunities across the globe. With our commitment to innovation, driven by the award-winning Nokia Bell Labs, we are a leader in the development and deployment of 5G networks.

Our communications service provider customers support more than 6.4 billion subscriptions with our radio networks, and our enterprise customers have deployed over 1,300 industrial networks worldwide. Adhering to the highest ethical standards, we transform how people live, work and communicate. For our latest updates, please visit us online www.nokia.com and follow us on Twitter @nokia.



About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

The company offers products and services to its customers in India under the TM Brand name "Vi".

For more information, please visit: www.MyVi.in and www.vodafoneidea.com

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