



MRITTIKKA

Area of Focus: Nutrient management

How it works: Mrittikka is a soil nutrient analysis and recommendation tool that enables farmers to receive tailored input requirements for their fields. The application is managed by rural entrepreneurs who provide soil testing for farmers and then use Mrittikka to analyze the results. Based on the type of crop, soil type, size of land, planting season, and irrigation access, Mrittikka recommends specific fertilizers and application amounts, along with information on proper application. In addition to what fertilizers are recommended, Mrittikka can also tell farmers where they can purchase the required fertilizers, the cost per kilo, and the total cost for the amount of fertilizer recommended for their plot. If the entrepreneur has a printer, they can also print out a detailed soil analysis report that includes information on the pH level, organic carbon, and other key chemical levels, as well as the fertilizer requirements for their plot broken out by fertilizer type and quantity.

Technology used: Mobile phone and web-based online/offline application

Implementer/Funder: Mrittikka is a joint venture between Grameen Intel Social Business Ltd. and eKutir Social Business, a social enterprise based in Orissa, India.

Fees: Entrepreneurs who want to use Mrittikka pay a one-time licensing fee of approximately US\$10. Farmers accessing the service pay a small fee that is determined by each individual entrepreneur.

Primary Markets: Currently in Eastern India, with plans to scale across India and into Southeast Asia. They are also in an early pilot phase in Bangladesh.

Users: They are currently working with about 10 entrepreneurs who have served approximately 5,000 farmers.

Business Model: Mrittikka is licensed to local entrepreneurs, with licensing fees going to support ongoing development and operations. It is up to each entrepreneur to set their own fee structure for services provided to farmers using Mrittikka.

Impact: Since it is a relatively new application, it is still too early to tell what impact Mrittikka will have on the yields and incomes of farmers accessing its services, or how viable a business option it will be for local entrepreneurs. That said, it does have the potential to reduce waste from inappropriate or over application of inputs, and to lead to improved yields and income for farmers who apply the recommendations they receive.

For more information visit: <http://www.grameen-intel.com/products/agriculture/mrittikka>

Sources: Interview with K.C. Mishra, Founder and CEO of eKutir on July 10, 2012.

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