



NOKIA LIFE - AGRICULTURE

Area of Focus: Market Information

How it works: Nokia Life is an application that comes pre-loaded on most models of Nokia phones. The service is designed to specifically address information gaps in emerging societies to better inform and improve livelihoods, with targeted services for education, healthcare, agriculture and entrepreneurship. For the purposes of this profile we will focus only on the agriculture elements of the service.

Users who subscribe have access to agriculture information in 18 local languages providing market prices (up to 3 crops in 1-3 nearby markets per subscription), daily weather forecasts, and news and advice (including agronomy advice for select crops, best practices, location-based agriculture news, hyper-localized advice, and other information). Market prices are collected from over 9,000 local markets on a daily basis for over 400 crops & commodities and crop advice is managed by a team of agricultural experts.

Technology used: Nokia's Series 30, Series 40 phones and the Asha smartphones. Nokia states that its emphasis is on providing relevant information through a rich, smartphone-like experience to users with the most basic mobile phones.

Implementer/Funder: Nokia in collaboration with a variety of government agencies, NGOs, local content providers, and mobile network operators (MNOs).

Fees: Fees vary by country, but generally are available for a monthly subscription or a pay-per-use fee. The monthly subscription price varied from less than \$1 to \$1.50.

Primary Markets: India, China, Indonesia, and Nigeria.

Users: Nokia primarily targets non-urban consumers in emerging markets for the agriculture services.

Business Model: Nokia says that the service currently operates on a cost-even basis, and is growing rapidly in user base. In 2013, the service may be offered in more countries.

Impact: As of November 2012, more than 85 million people have used Nokia Life (across all of its services). Nokia claims that user feedback shows better market negotiation and 10%-15% increase in profits for farmers in India has resulted from the service.

For more information visit: <http://www.nokia.com/in-en/life/>

Sources: Bhanu Potta, Global Product Leader for Nokia Life on November 6, 2012.

DISCLAIMER

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