



# DECODING The Data Ecosystem



CGIAR

Big Data  
in Agriculture  
CONVENTION

# 2018

3-5 OCTOBER. NAIROBI, KENYA

**Democratizing data and  
transforming service  
provision in the  
pastoralist drylands:**

**THE mFACTOR**

**Andrew Mude  
International Livestock Research Institute**

# WHAT YOU NEED TO KNOW ABOUT INDEX BASED LIVESTOCK INSURANCE



**Supporting Livestock Farming as a Sustainable Source of Income**







Big D  
in Ag  
CONV

3-5 OCTOBER, NAIROBI, KENYA

2018

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- **Mobile Phones as Data Provisioning Tools**

- Crowd Sourcing for Rangeland Conditions
- Livestock Market Information Systems
- ...and more

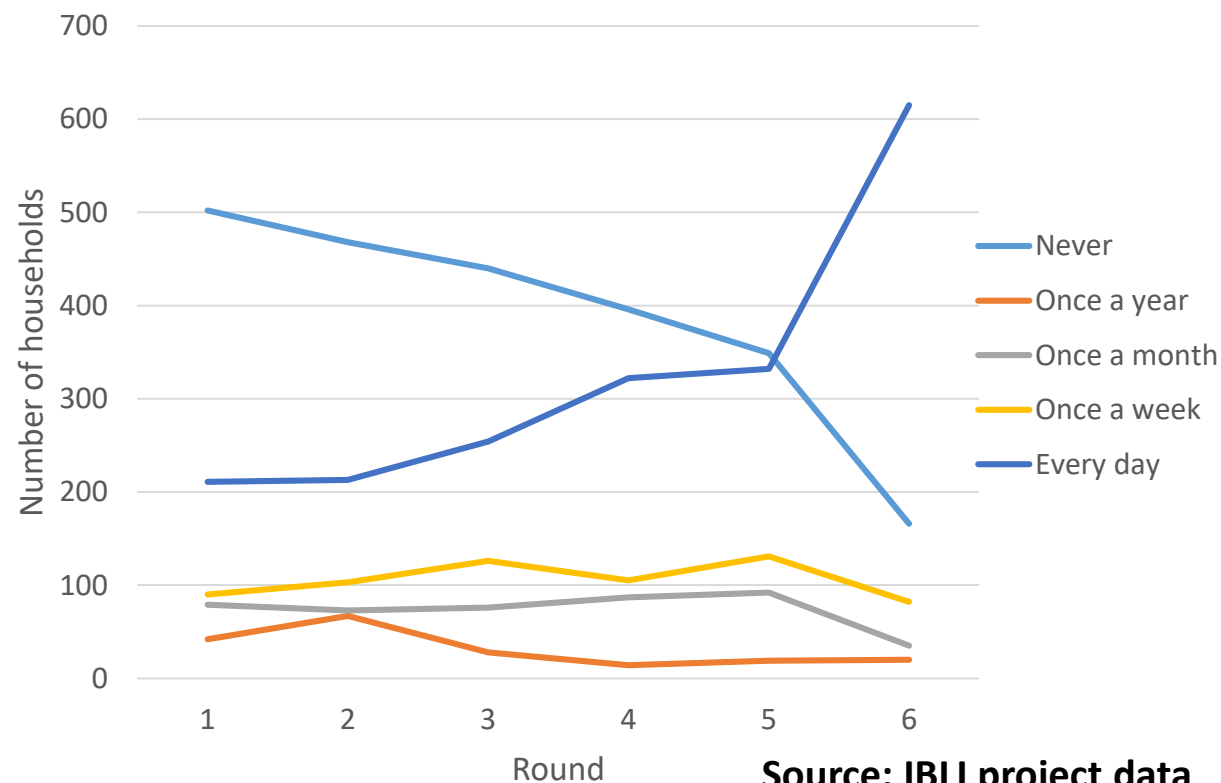
- **Mobile Phones as a Training and Performance Assessment Tool**

- mLearning and Gamification
- Tracking impact of training on sales

- **Mobile Phones as a Service Delivery Tool**

- Delivering Sales
- Delivering Premiums
- Delivering Information

**HH Phone use : 2009-2015**



**Source: IBLI project data**



# Mobile Phones as a Data Provisioning Tools

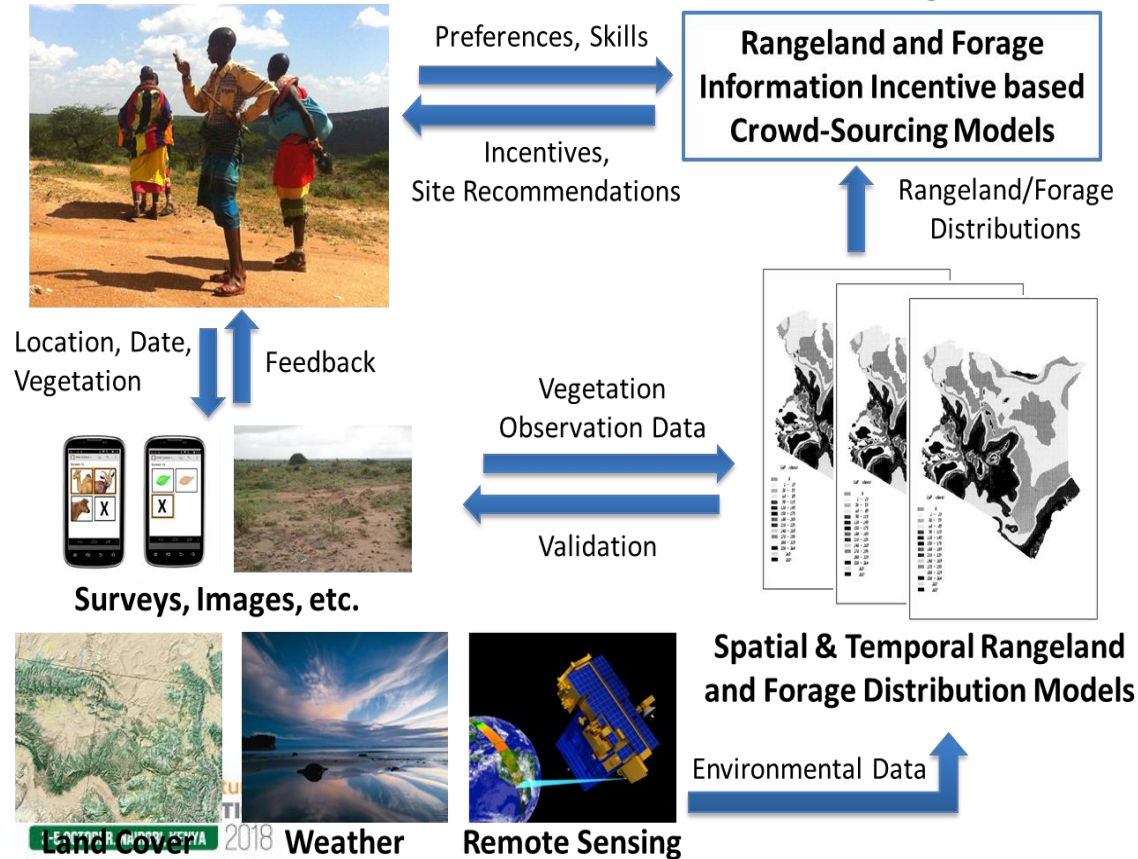
## Crowdsourcing Rangeland Conditions

Herders Submit Vegetation Images and Surveys with Smartphones

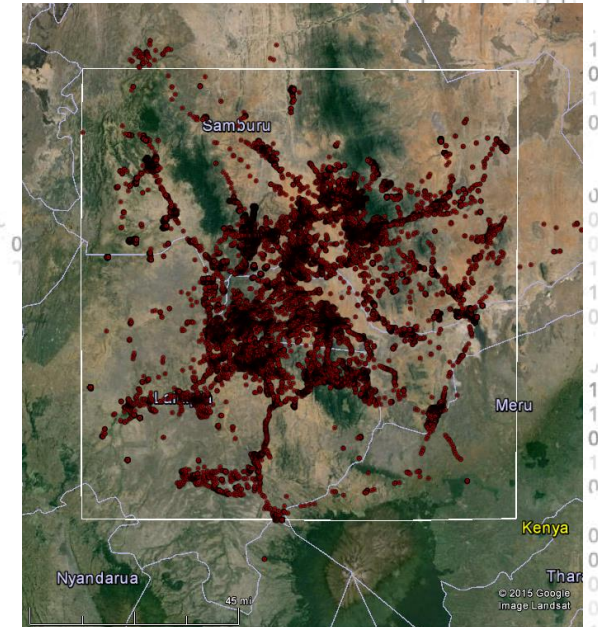
Data Collection

Crowdsourcers (Pastoralists, etc.)

grazel<sup>it</sup>



- 112 Herders, 5 months time
- 100,000+ submissions with geo-tagged pictures!
- \$USD 0.10-.50 per image. 8 images a day on average



# Advertisement

## Animal Data Safari

Big Data Convention 2018



October 4<sup>th</sup>, 14:30 – 18:00

### Booth:

#### **KAZNET:**

Micro-tasking livestock market information

### Flashtalks:

#### **Nathan Jensen:**

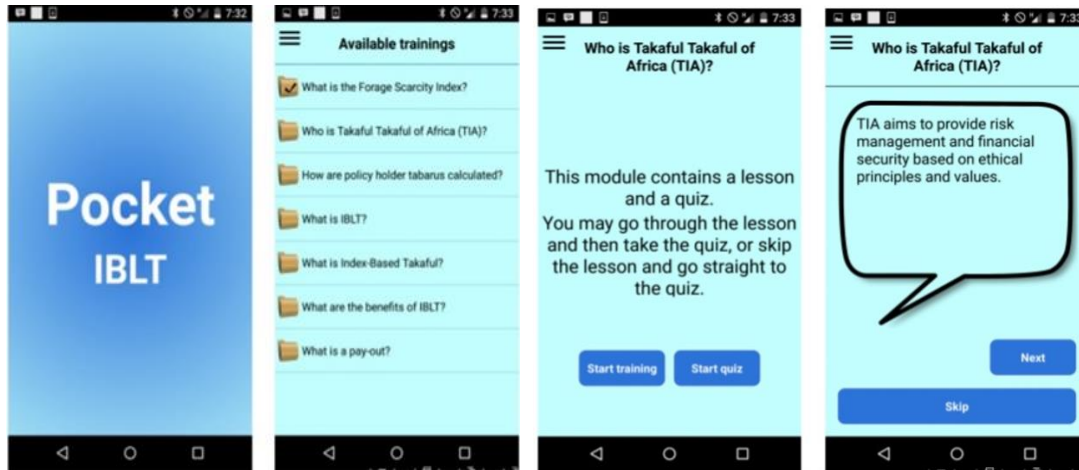
Crowdsourcing information in the drylands

#### **Francesco Fava:**

Integrating locally crowdsourced and remotely sensed data



# Mobile Phones as a Training and Performance Assessment Tool

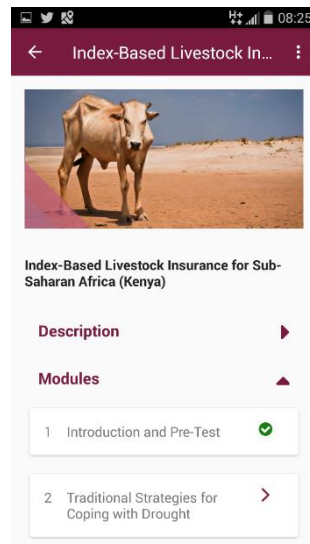


### Traditional Strategies (cont.)

Traditional strategies include:

- Migrate herds
- Distribute animals among relatives in other areas (Dabare)
- Borrow livestock from relatives to replace lost animals
- Move animals to enclosures maintained for grazing in times of drought (Kalo)

Photo by Kristy Siegfried / IRIN



HOME
SCORE 548
?

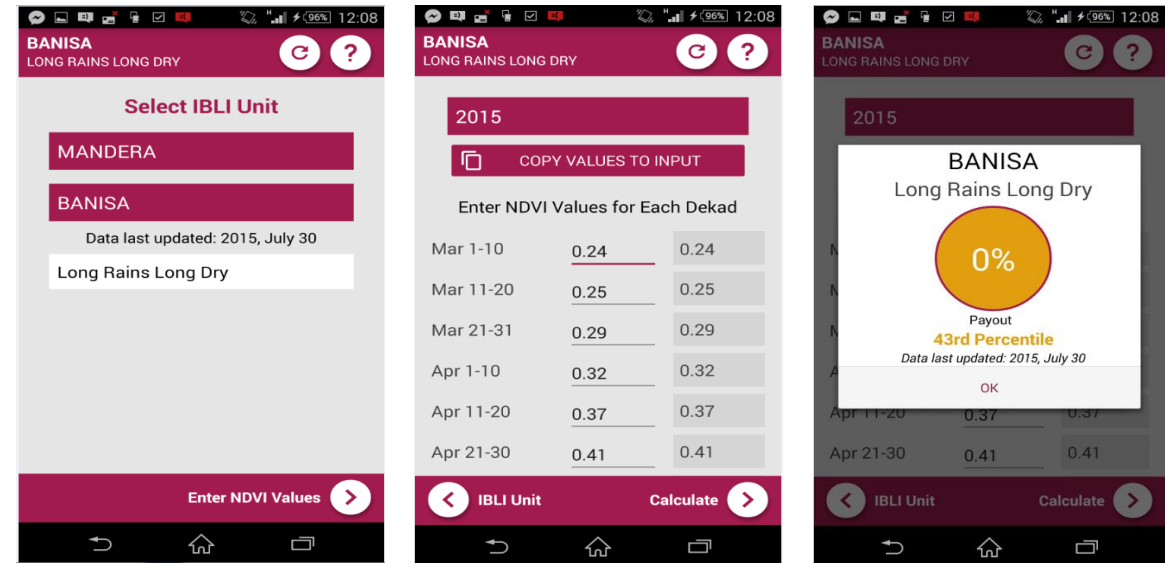
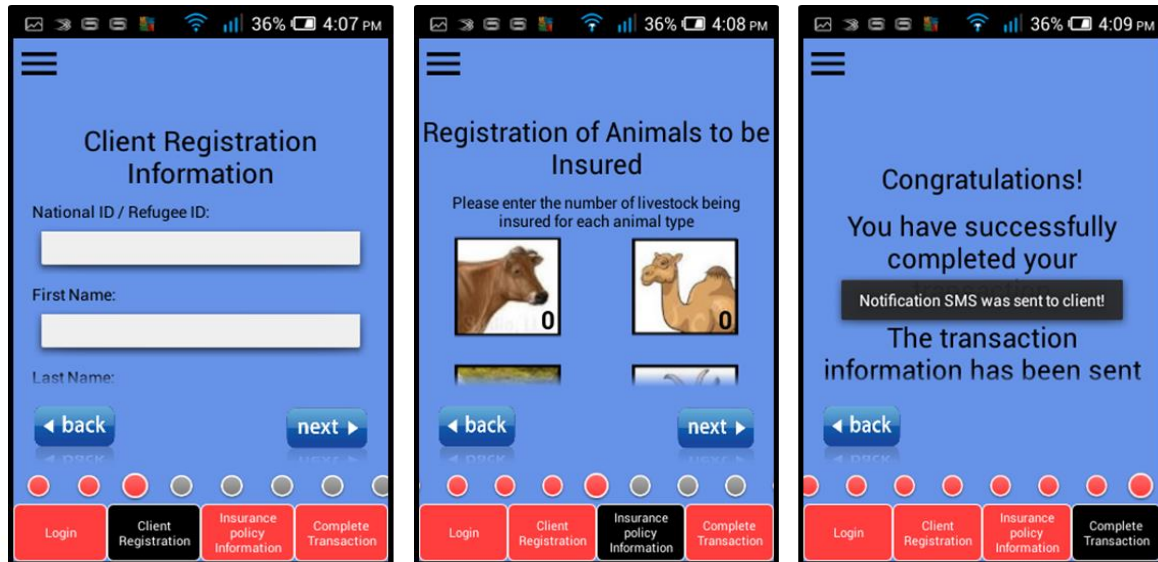
**CONGRADULATION!**  
**YOU HAVE EARNED 100 POINTS**

following the correct protocol when you move into a new area is very important. It can smooth your path and ensure agood name for the IBLI product. But if you get it wrong,you not only jeopardize your own potential to make sales but risk creating a bad name for all of us involved in trying to put this valuable product into the hands of Borena pasto-ralists

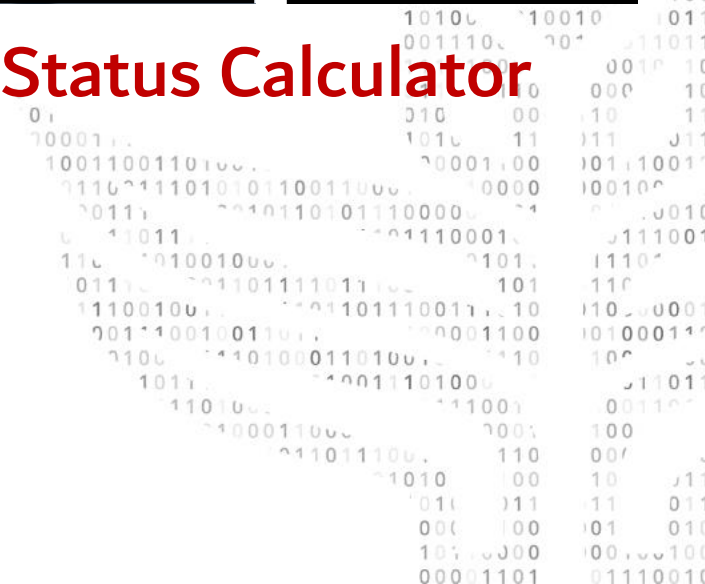
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# Mobile Phones as a Service Delivery tool

## Mobile Sales Transactions Platform



## Mobile Index Status Calculator







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```

# Thank you!



Platform for  
Big Data  
in Agriculture

[bigdata.cgiar.org](http://bigdata.cgiar.org)

