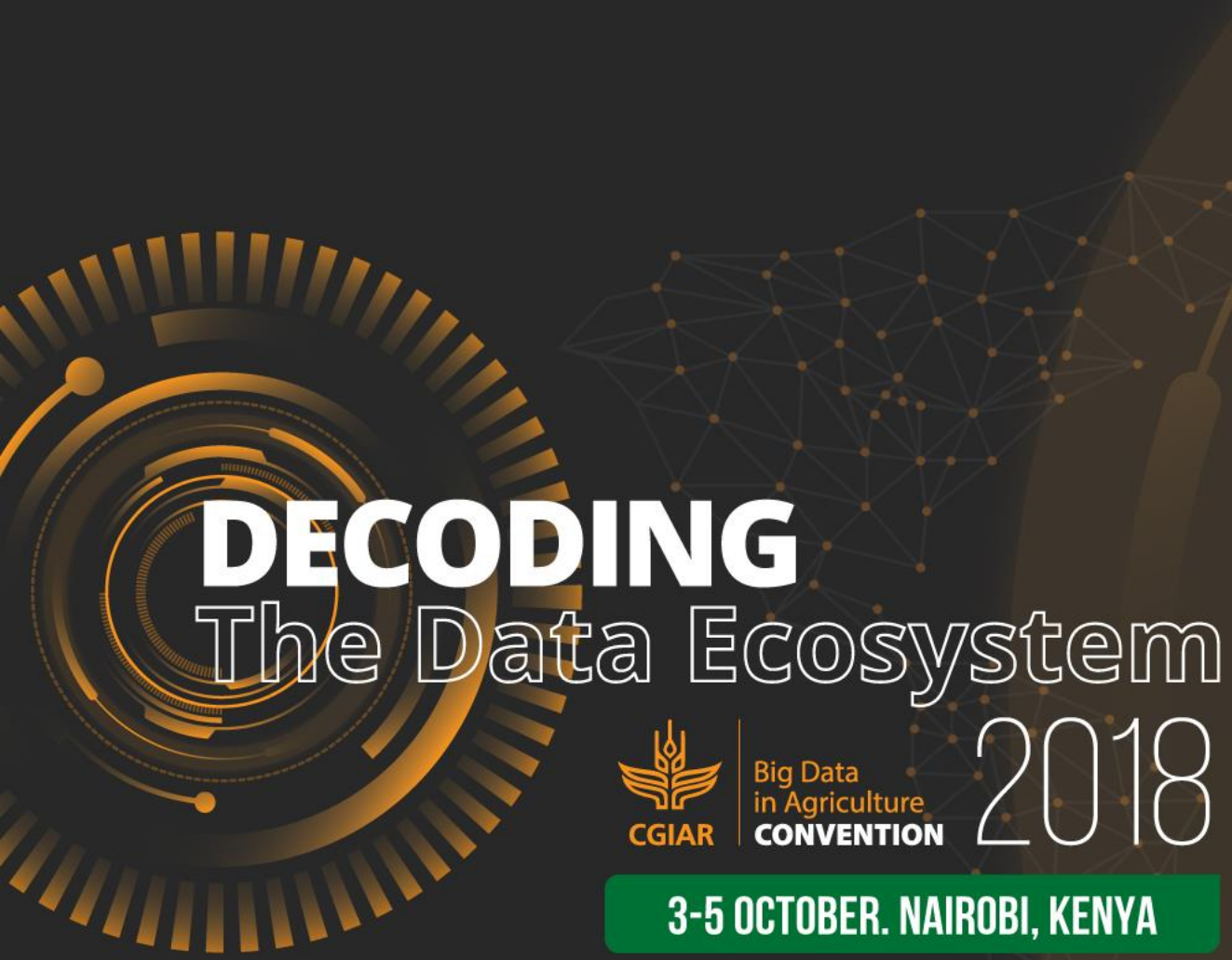


Democratizing data and transforming service provision in the pastoralist drylands:

THE mFACTOR

Andrew Mude
International Livestock Research Institute

WHAT YOU NEED TO KNOW ABOUT
INDEX BASED LIVESTOCK INSURANCE

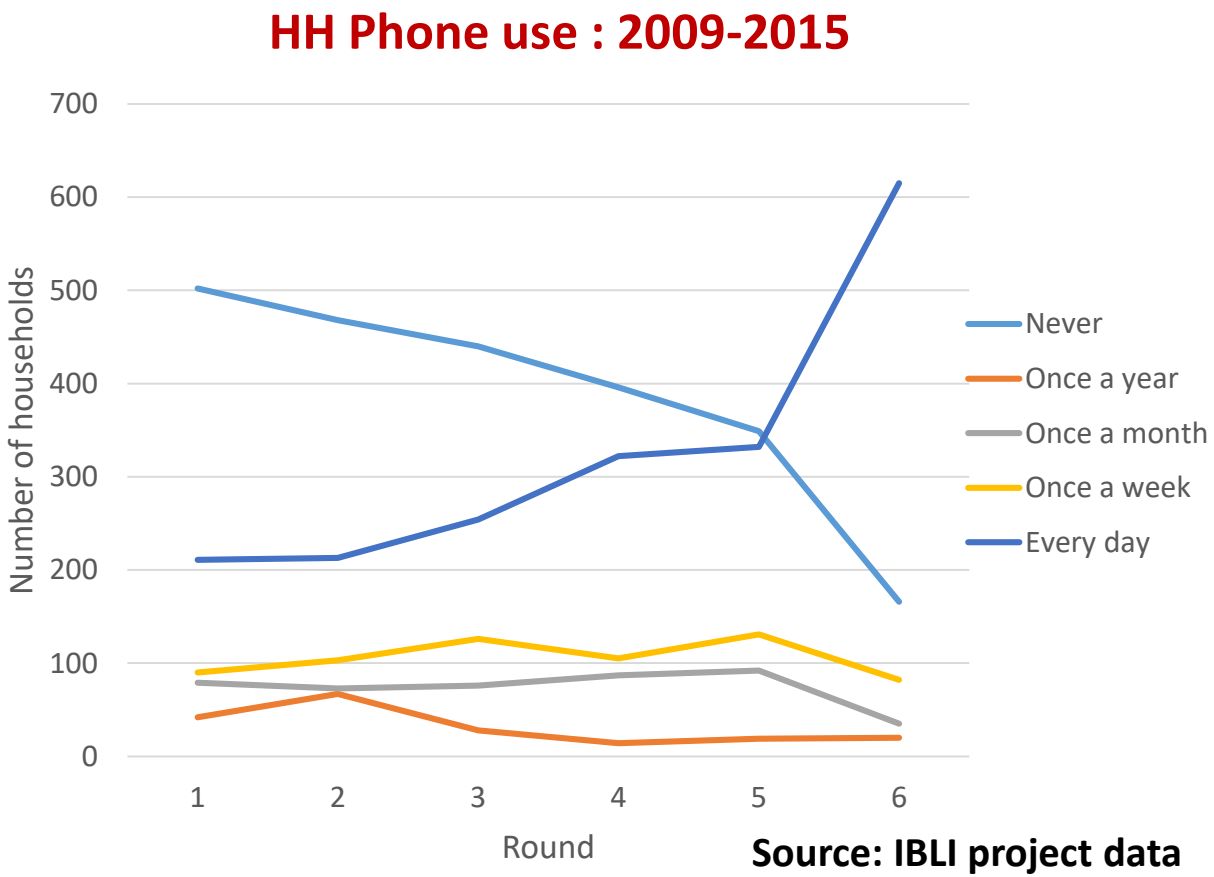
Supporting Livestock Farming as a Sustainable Source of Income

CGIAR Big Data in Agriculture CONVENTION
3-5 OCTOBER. NAIROBI, KENYA 2018

- **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

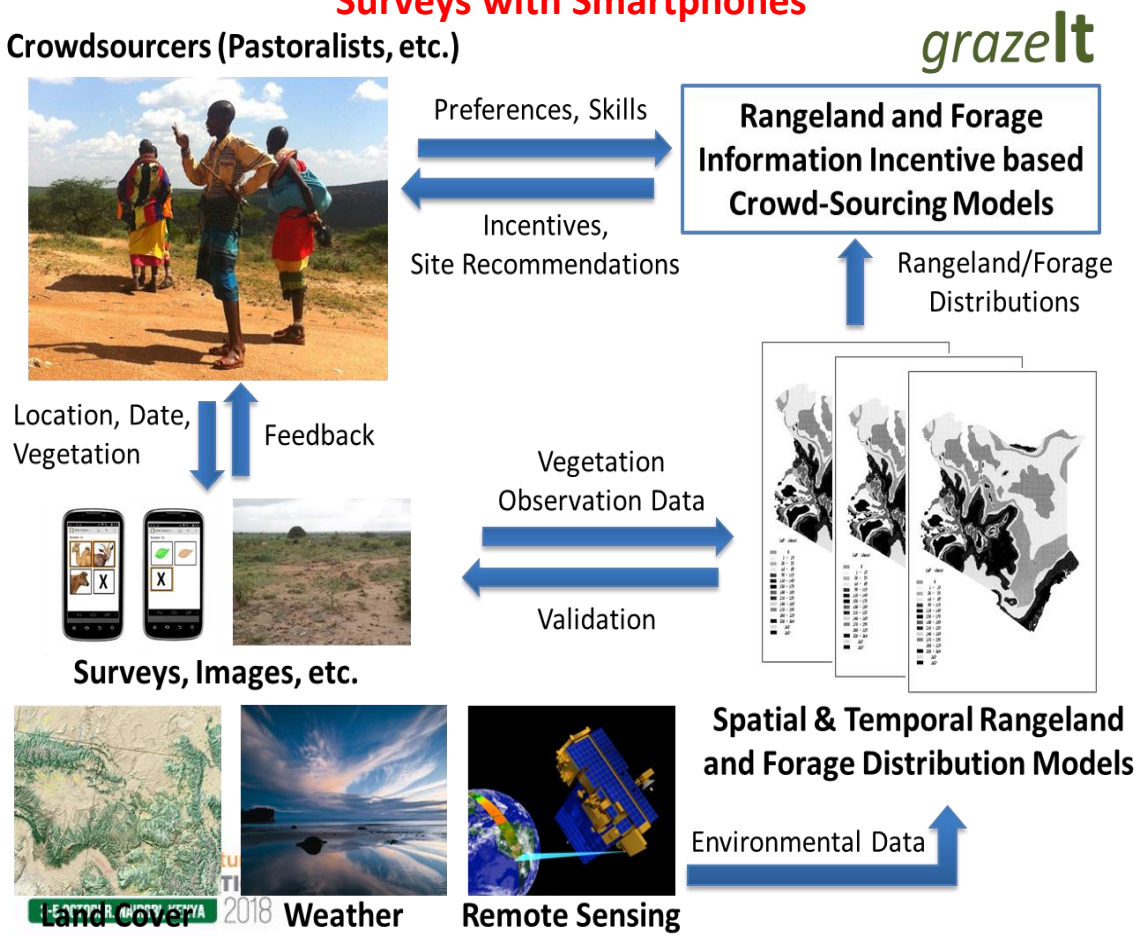


Source: IBLI project data

Mobile Phones as a Data Provisioning Tools

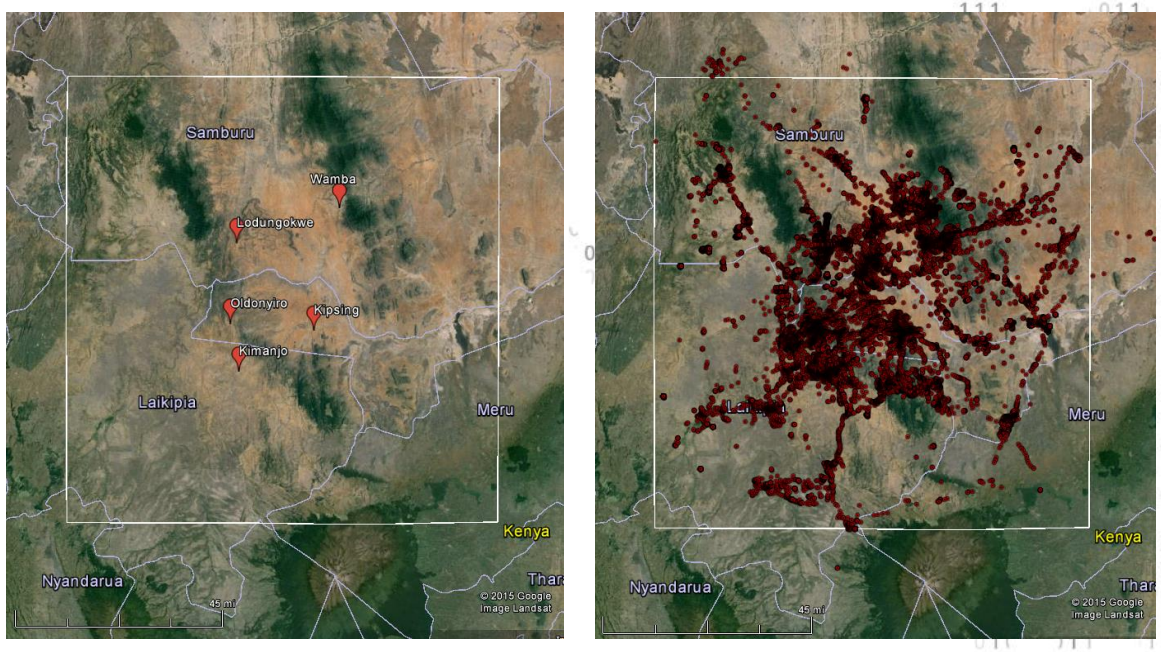
Crowdsourcing Rangeland Conditions

Herders Submit Vegetation Images and Surveys with Smartphones



Data Collection

- **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 4th, 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

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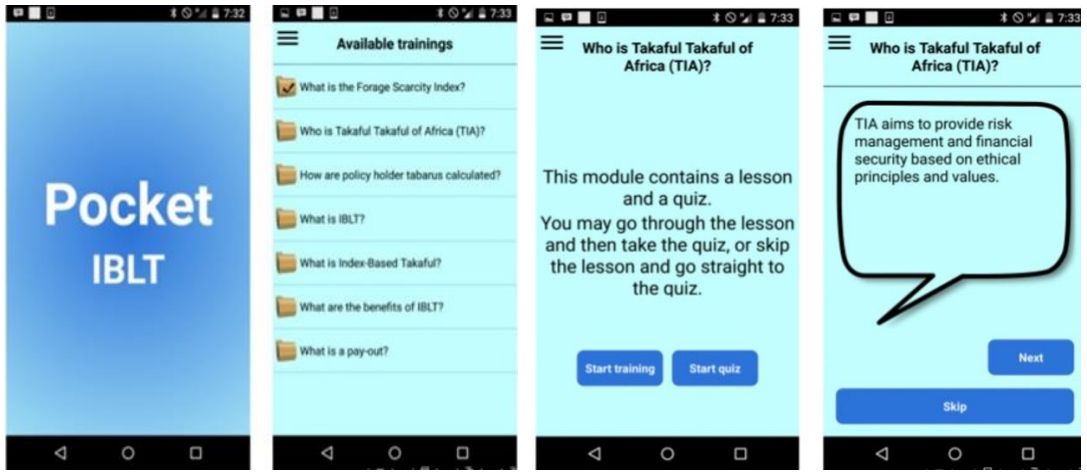
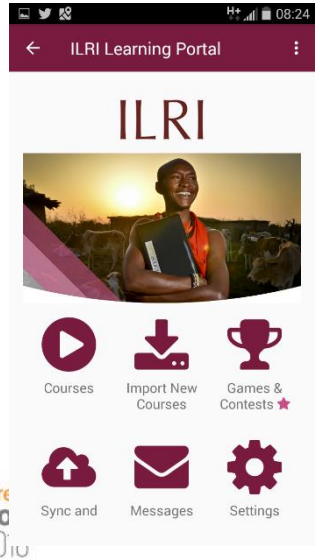
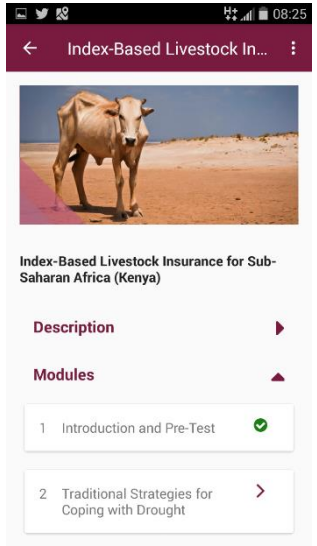
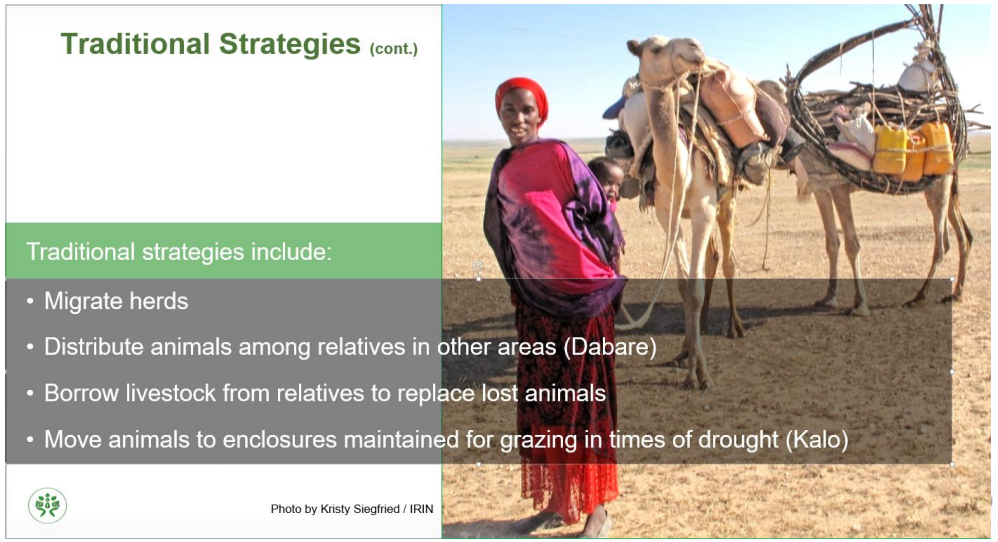
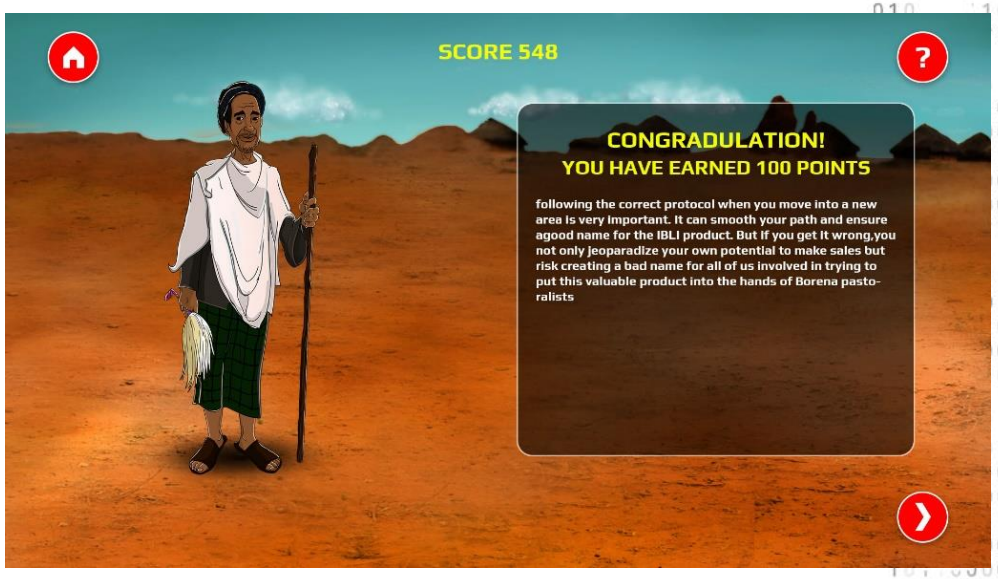
Mobile Phones as a Training and Performance Assessment Tool





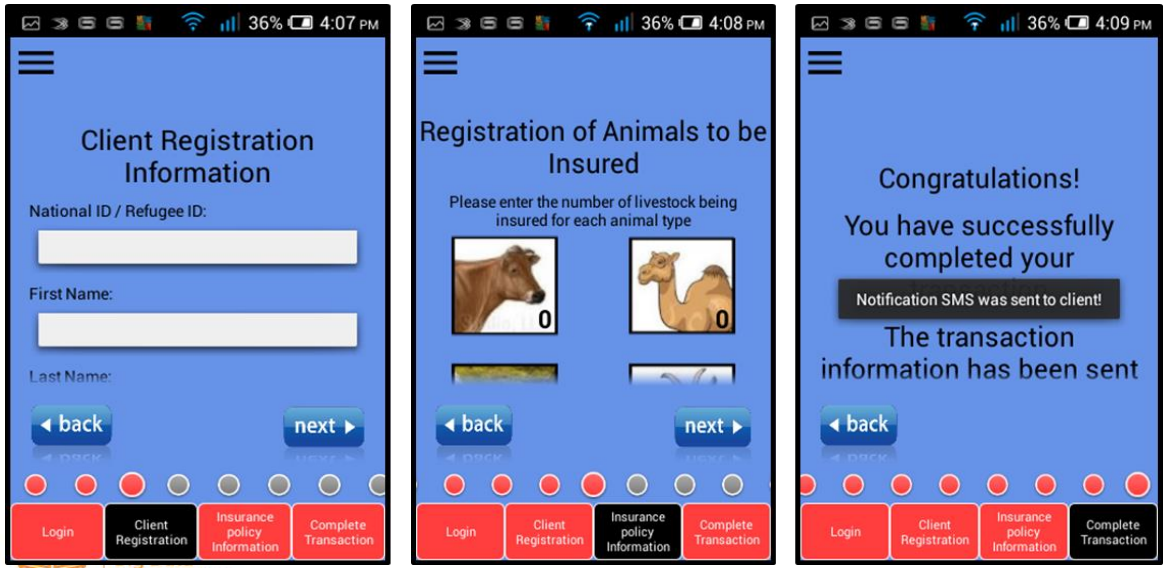


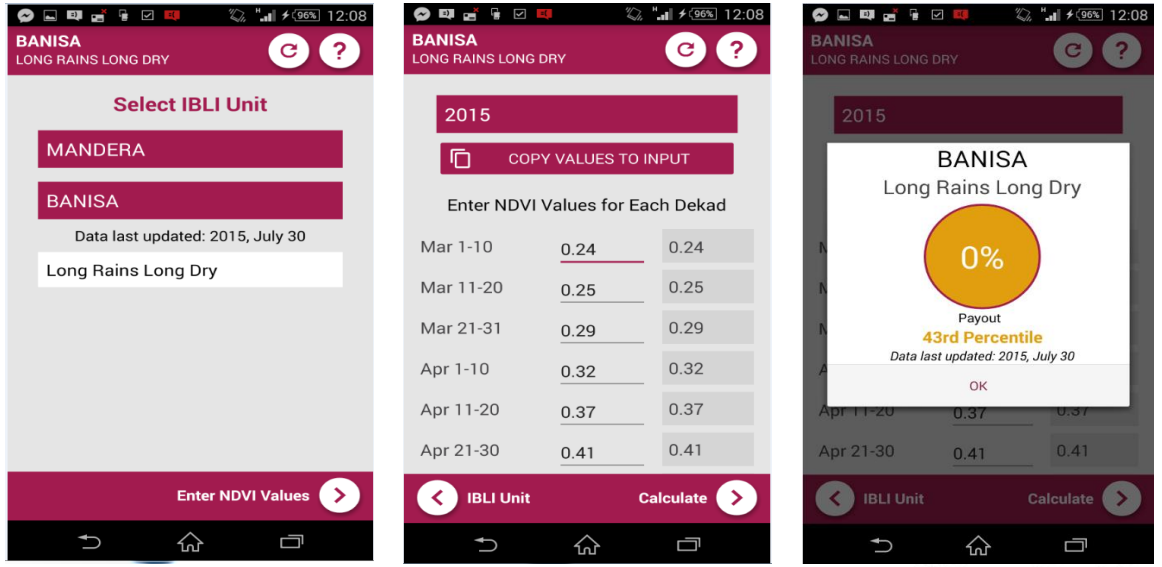




Mobile Phones as a Service Delivery tool

Mobile Sales Transactions Platform





Mobile Index Status Calculator

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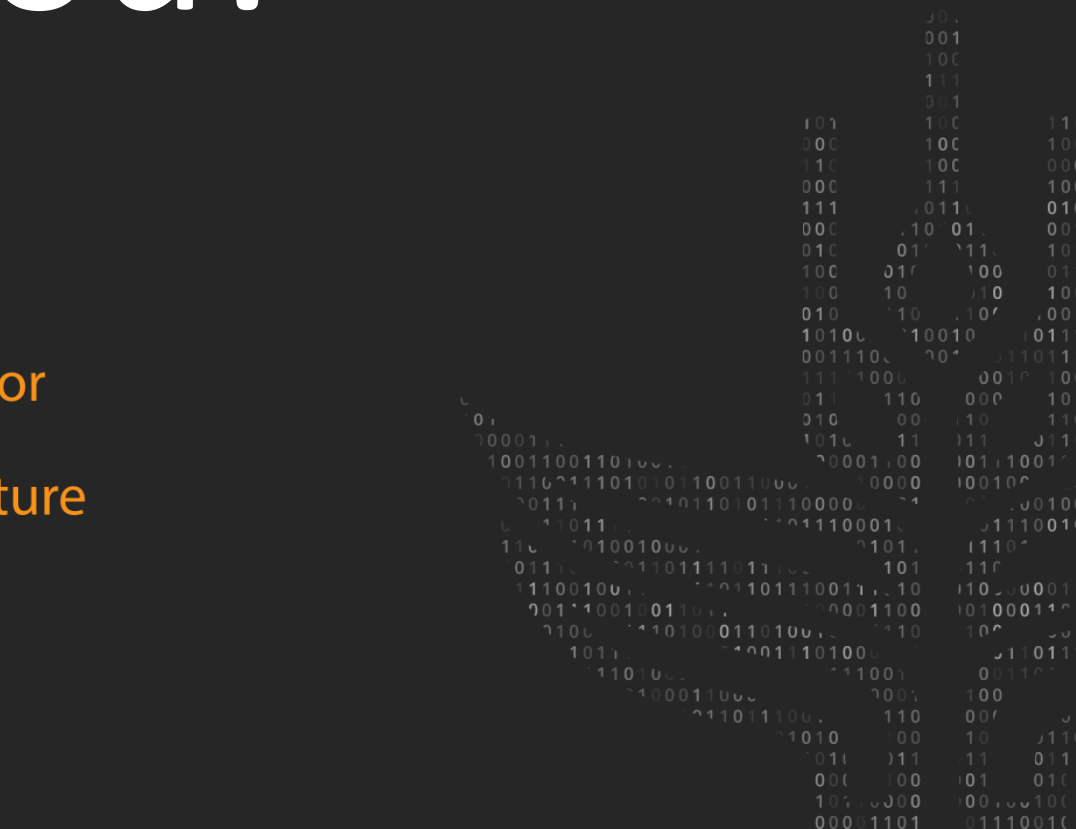
Where are you?
I'm coming.

Thank you!

CGIAR

Platform for
Big Data
in Agriculture

bigdata.cgiar.org