

YOUTH CLIMATHON

**INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION
IN ASIA & THE PACIFIC**

Co-Crop



**Bridging the information gap for rural areas in South Asia
through Conversational AI**

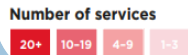
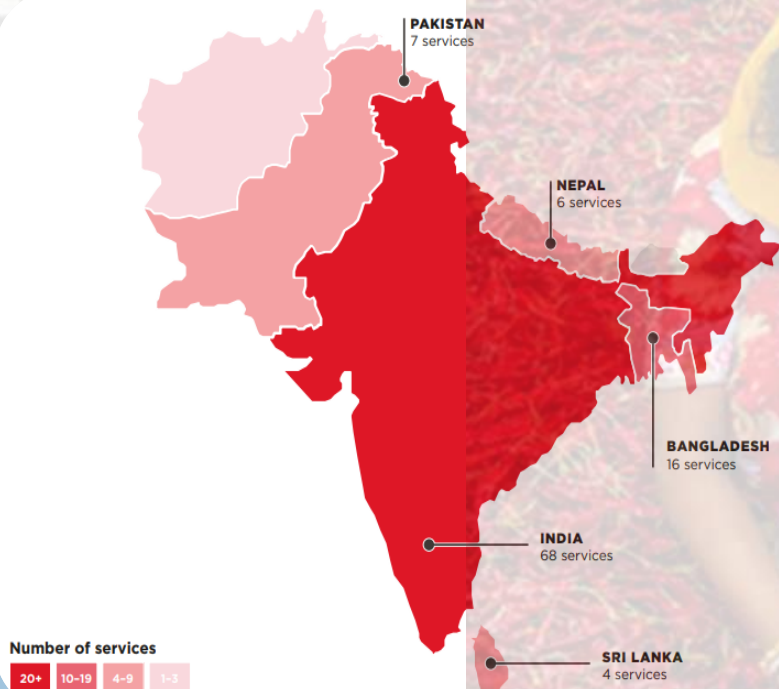
Problem Statement

- In South Asia, agriculture remains the backbone of the economy
- Extreme weather conditions expose farmers to increased threats of income loss and safety issues, particularly among vulnerable groups

- Farmers in rural areas are mostly digitally illiterate and not adapted to the current technological solutions
- There is an information gap between the traditional farming practices and agritech methods, resulting in farmers' mistrust and reduced adoption of such tools.



Agri-tech Landscape in South Asia



- Global spending on smart agriculture is projected to triple to **\$15.3 billion by 2025** ([Forbes](#))
- [Research](#) suggests that the market size of AI in agriculture should expect a compound annual growth rate of 20%, reaching **\$2.5 billion by 2026**.
- In rural India, the number of smartphone users increased to **760.53 million**. However, merely **4.4%** of rural households are digitally literate.
- Owing to the lack of access to resources, household responsibilities, and cultural barriers, women face constraints in learning about technology.

Proposed Solution: EdTech for Farmers

KEY ACTIVITIES

A generative AI-driven multilingual chatbot for farmers – **Croppy** – act as an educational platform to assess the knowledge and choose a learning track, including online courses and community sessions.



Meet
Croppy,
your Agri-Tech Guru

IMPLEMENTATION STRATEGY

Stage-wise Rollout: The project will be implemented in stages, commencing in India with a pilot intervention program in Assam

Youth Engagement: Leveraging the enthusiasm and quick learning abilities, the youth will be targeted who will further act as educators alongside trained professionals.

Pilot Assessment: Collate the insights and feedback from the pilot to refine the approach, using AI-driven feedback mechanisms

Expansion to Increase Inclusivity: Ensure gender-inclusivity by targeting female farmers to educate them about smart agriculture

Scalability Considerations: Design the project to scale for potential expansion to other regions based on suitable outcomes

OBJECTIVE



Enhance digital literacy



Bridge information gap
in rural areas

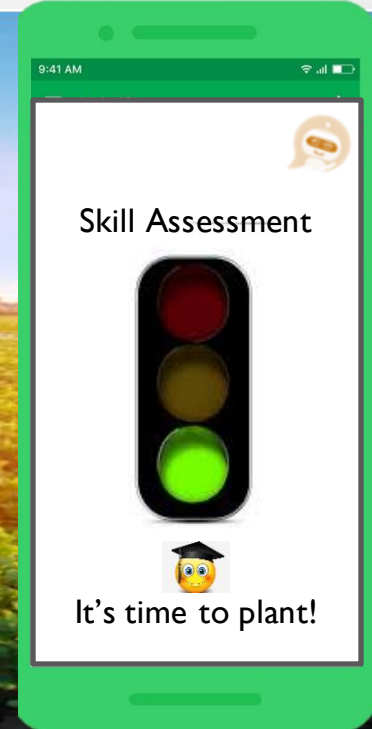
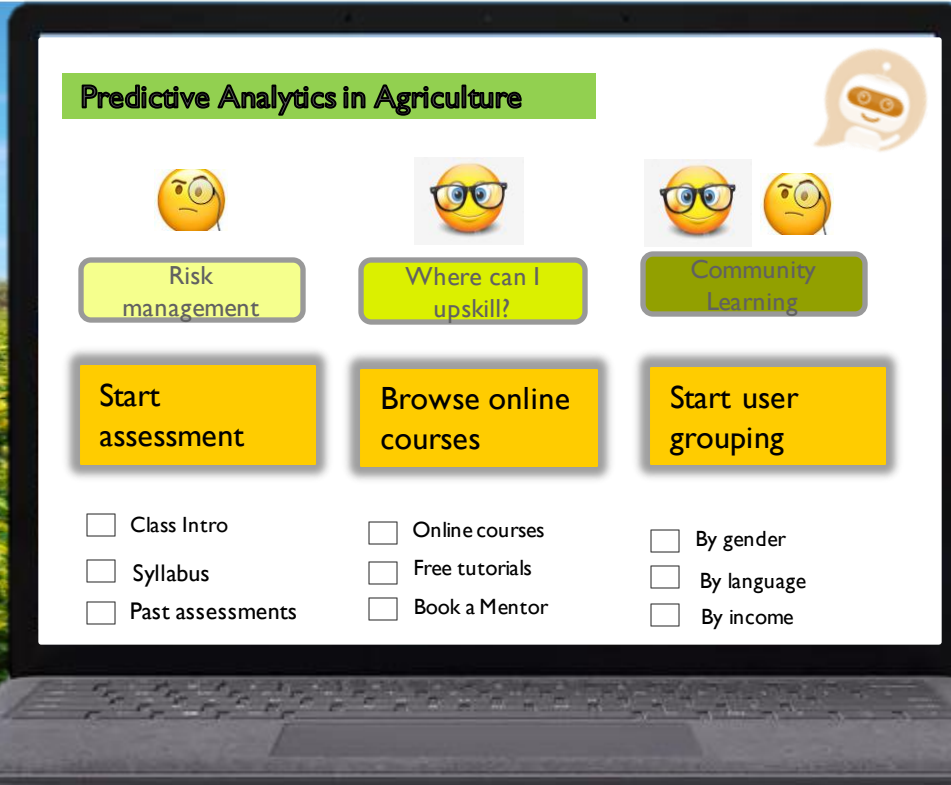


Enhance know ledge on
climate-smart agriculture

TARGET AUDIENCE

Small-scale farmers, aged 20-30 and based in India and Bangladesh, with basis digital connectivity (smartphones)

Croppy Platform Mockups



BUSINESS MODEL

VALUE PROPOSITION

Empower and equip small-scale farmers with **digital literacy on climate-smart agriculture**

Provide **accessible and personalized learning** experience through Croppy

Address gender disparities by incorporating female farmers in knowledge sharing

Create job opportunities and promote economic growth within the community

REVENUE STREAMS

Foster **multi-stakeholder partnerships** corporates, edtech companies, corporate sector, philanthropies and High-Net-Worth individuals to sustain a steady flow of finances.

Croppy will be suggested as an **add-on to existing agritech solutions** to maximize their conversion among farmers in South Asia

Croppy will offer **free and premium versions**. Farmers and mentors will get free access to the premium version. External users will need to subscribe to the premium version, to enjoy unlimited features

Seek **grants from governments, and multilateral organizations**, focusing on climate innovation, SDGs, and agritech

CHANNELS

Accessibility: Leverage instant messaging platforms (e.g. WhatsApp, Telegram)

Direct Outreach: Collaborate with local agricultural extension services and community networks

Engagement: Conduct community-led workshops facilitating personalized learning and fostering trust

Enhance Legitimacy: Tap into local networks and local governance structures

Raise Awareness: Utilize local media like radio, public announcements

ESG Evaluation & Impact



ENVIRONMENT

EdTech training for farmers to promote an environmentally empowered planet

- Use conversational AI, chatbot and education technologies to increase the exposure to smart agriculture and climate resilience
- Enhance in adapting the marginalized communities to negative impacts of climate crisis.



SOCIAL

Empowering Marginalized Communities Through Social Change

- Create green jobs for mentors and expose farmers to agritech.
- Support local communities, fosters sustainable livelihoods and reduces poverty.
- We will measure social impact through certificates rates, community surveys, and real-time feedback from the chatbot.



GOVERNANCE

Governance Training of AgriTech Policies and Digital Divide

- Educate both the older generation of farmers on best practices and exposure to agritech tools and policies.
- Facilitate youth engagement to act as trainers and educate on climate-smart agriculture
- Relevant materials will be incorporated into the syllabus

Cost Considerations

Initial Investments (Pilot test in Assam)

Prototype Chatbot Customization (Open AI or IBM): \$400

Data Scraping Development and Collection: \$300

Product Testing & Design: \$150

Training & Ongoing Costs

Youth Training (logistics, 15-20 mentors): \$150

Data Maintenance and Validation: \$100-\$200 per year

Material Update and User Feedback: \$100-\$200 per year

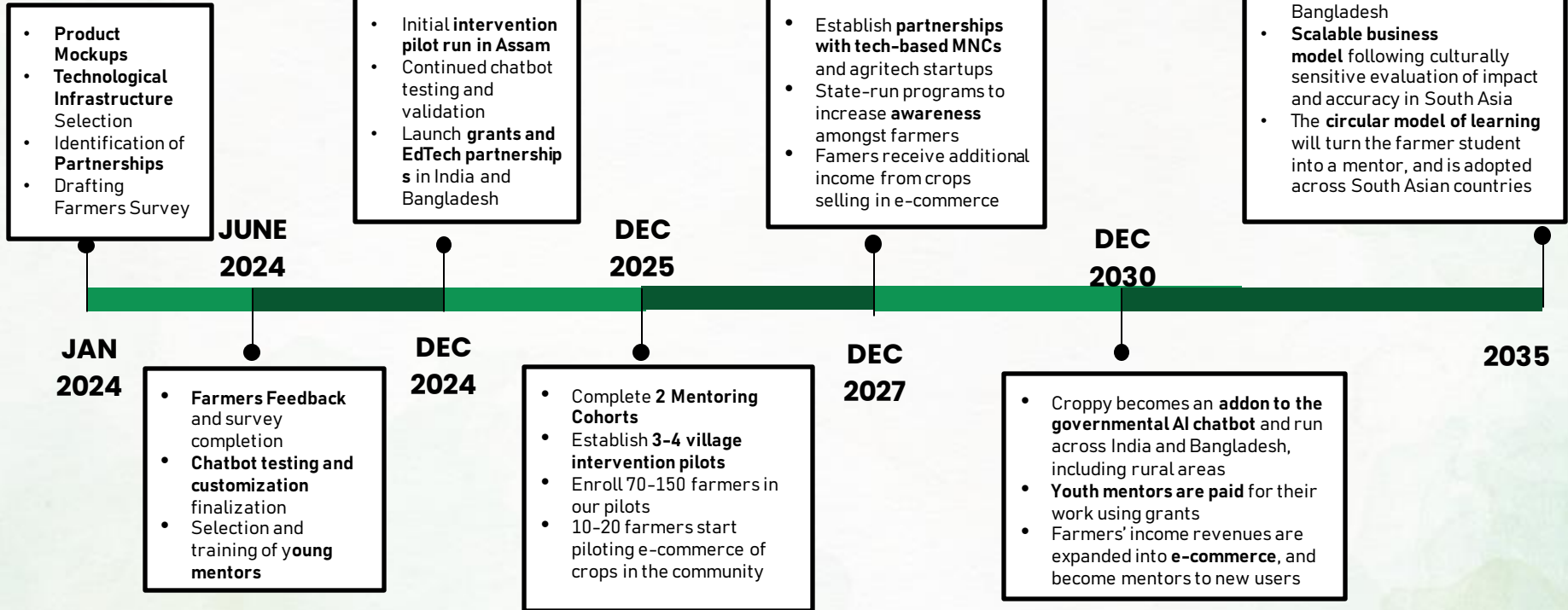
Pilot test: allow examination of efficiency of the chatbot
Reliance on open-source platforms: reduce costs and train young mentors on voluntary

These mentors receive free agritech training and career guidance in exchange for their service.

S&E ROI

- **Enhanced agricultural benefits** and climate resilience for farmers to support their families
- Great **exposure to digital innovation** and possibilities of additional income sources (e-commerce)
- Young mentors receiving **career advisory and field experience** in agritech

Implementation Plan



Partnerships

To strengthen the project's impact and influence in South Asia, we emphasise on multi-stakeholder partnerships

Foundations and High-Net-Worth Individuals

Fostering resource pooling with HNIs and family foundations who share similar goals and value for sustained, long-term flow of financial resources.

UN Agencies

Provide technical expertise, policy support and advocacy, as well as impact-based solutions

Corporates, Startups, and Innovation Hubs

Provide capacity-building, knowledge and information sharing, cause-marketing campaigns, and technical assistance.

Emphasise partnership with agritech solutions.

Government Ministries

Collaborate on designing and implementing training programs for farmers.

Financial Institutions

Partner with banks and financial institutions to facilitate access to financial services

Explore avenues for micro-financing and subsidies

Non-Government Organisations (NGOs) and Civil Society Organisation (CSOs)

Foster training and capacity building, advocacy outreach to raise awareness, and facilitate community engagement.



About the Team



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Maya Sherman

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Education: University of Oxford



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