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Rice Farmers' Smart Farming Companion



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Trends

01	Rural population use smartphone for entertainment
02	Smartphone Data consumption is largely on prepaid basis
03	Smartphones and app are largely operated by women and younger generations
04	Advance farmers keep logbooks for comparative purposes among seasons
05	Industry requires long term solution for impact tracking on the ground
06	Remote advisories delivered digitally are not widely adopted by farmers

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Image: Sample logbook entry from Thai rice farmer

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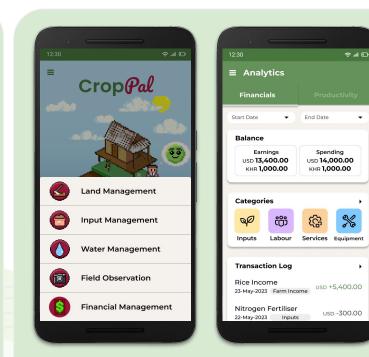
App Overview



Gamified and embedded with

Google Earth Engine

Crop performance monitoring that just clicks with farmers, coupled with advanced remote sensing for real-time feedback that farmers can react to intuitively.



Easy to record, easy to review

The most requested feature by farmers around the region

Comparing cost VS productivity over different seasons Identify strategies to maximize yield and eliminate crop failure risk Monitoring market rates of inputs over the years



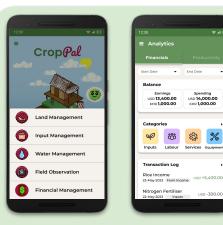
Community alerts & survey

[coming soon!]

Automated community alerts to minimize effects of pest and disease on crops. Additional survey for holistic understanding

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SRP Integration



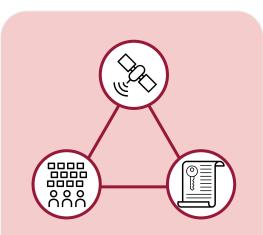
Basic Functions

Field activities log auto generates **27%** of the SRP Questionnaire and **40%** of Performance Indicator at Basic to Intermediate Level



Advance Features

Survey and feedback feature unlocks additional **58%** of the SRP survey and **50%** of Performance Indicator at Basic to Intermediate Level



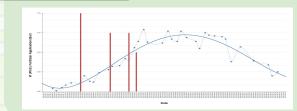
Data Validation Logic

Data confidence level assessed via **remote sensing data**, **user statistics** and **third party information**.

System View

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Logic Check



RP Scheme			Org. L	evel Output
Notifications	SRP Standard Asse	ssment		
Dashboard	Overview			
SRP Standard	Overall Sco 91.3	pre		
Assessment	913 913			
Performance Indicators	Themes			
	Farm Management	Preplanting	Water Use	
	6.8/7	13 / 13	9.1 / 11	
	Nutrient Management	Pest Management	Harvest & Post-harvest	
	7.1/9	11.5 / 14	14.3/16	
	Health & Safety	Labour Rights		
	14/14	15.5 / 16		
		A		
Q Notifications	Performance Indi	cators		
2 Dashboard	Farmers Profitability		Labour Productivity	
SRP Standard	100 SCD 2,000 - 5 Productivity 2.0 - 4.3 kg / h	y I	0.5 - 2.0 kg rice produced / days labor Water Productivity & Quality 2 - 4 inigations / season 32 - 95 %	
Assessment.				
Performance			Nutrient Use Efficiency (P)	
Assessment	20-43 kg/h Biodiversity	vectare	0.5 - 3.0 kg grain yield / kg P input Greenhouse Gas Emissions	
- Performance	20 - 43 kg / h Biodiversity Pest damage	rectare	0.5 - 3.0 kg grain yield / kg P input	
- Performance	20 - 43 kg / h Biodiversity Pest damage	rating: 70 - 90% 123 - 300 sprays/ season	0.5 - 3.0 kg grain yleid / kg P input Greenhouse Cas Emissions Methane: 05 - 25 Mg CCO2 e / ha Nitrous Oxide: 20 - 5.0 Mg CCO2 e / kg rice Health & Safety 90 - 100 / 100	
Performance	2.0 - 4.3 kg / h Biodiversity Pest damage Pesticide use Food Safety 30 - 50 / 50	rectare rating: 70 - 90% 123 - 300 sprays/ season r ar & Youth Inclusion	0.5 - 3.0 kg grain yleid / kg P input Greenhouse Gas Emissions Methane: 0.5 - 3.5 Mg CO2 e / ha Nicrous Cikler 2.0 - 5.0 Mg CO2 e / kg rice Health & Safety	
Performance	2.0 - 4.3 kg / h Biodiversity Pest damage Pesticide use Food Safety 30 - 50 / 50 Child Labou	rectare rating: 70 - 90% 123 - 300 sprays/ season r ar & Youth Inclusion	0.5 - 3.0 kg grain yekot / kg P input Greenhouse Cas Emissions Mitrous Oxide: 2.0 - 5.0 Mg CO2 e / kg rice Health & Safety 90 - 100 / Jafety 00 - 1acidemis / Inbour day Women's Empoyement	
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- Performance	2.0 - 4.2 kg / h Biodiversity Peetide Peetide Food Safety 30 - 10 / 50 Child Labou 67 - 92 / 100	rectare rating: 70 - 90% 123 - 300 sprays/ season r ar & Youth Inclusion	05 - 30 fog dan i yiled i kg b ingut Greenhouse GBE finisisions Methane GS - 32 Mg CO2 e / Is Micros Coke 2 e 2 G Mg CO2 e / Is Micros Coke 2 e 2 G Mg CO2 e / Is Health 5 Safety 90 - 1 accidents / Inbard kg Women't Empowerment 150 - 210 / 210 y Isbour Timin yield	
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Potential Benefits & Other Applications



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*At a scale of 20,000ha, excluding customization (if required) and one-timed set up fee