



DEVELOPING SMART AQUACULTURE WITH JALJEEVIKA

VIDEO TRANSCRIPT

Accenture and Microsoft helping social entrepreneurs scale their impact

Voiceover

Aquaculture is a growing business for smallholder fish farmers in Asia; and with low greenhouse gas emissions, it's good for the planet too. But as demand for fresh fish increases, there's an urgent need to boost yields whilst minimizing the environmental impact.

This is Rani. For the last six years she's been running a small ½-acre freshwater aquaculture farm growing Katla and Rohu fish.

Despite working 10-hour days, she struggles to make ends meet. She lacks access to timely advice that would help her manage her ponds, fine-tune feed schedules, and take preventative measures when bad weather threatens. And with fish feed amounting to 60% of total costs, it's difficult for farmers like Rani to make good yields and an income for their family.

There are 14 million people like Rani working in freshwater fisheries in India alone. And there's potential for more. Up to 3 million extra hectares could be brought under production if there was a sustainable and smart way to improve yields and farmers' incomes.

Neelkanth Mishra, Co-Founder, Jaljeevika

With the support of Accenture and Microsoft, has developed a visionary service platform for fisheries and the aquaculture sector. It aims to help build a greener, more productive aquaculture ecosystem.

Voiceover

The solution's models calculate accurate levels of ammonia in ponds, which helps eliminate the need for ammonia sensors. This helps farmers increase yields and reduce costs by optimizing feed levels through predictive advice.

Lathika Pai, Country Head, Venture Capital and Private Equity Partnerships, Microsoft

Startups that are working towards social challenges are creating sustainable positive transformation through their innovative tech solutions., our collaboration with Accenture is helping Jaljeevika scale their solutions quickly and drive meaningful and measurable impact.

Sanjay Podder, Managing Director and Global Lead, Technology Sustainability Innovation, Accenture

The agriculture sector has been one of the biggest contributors to greenhouse gas emissions and therefore our initiative along with Microsoft and Jaljeevika is very significant.

We have improved the farm productivity, at the same time we have empowered the small-holding farmers with the information they need. So that not only is it more profitable for them, not only the yields are higher, but at the same time the entire farming process is done sustainably.



**Nataraj Kuntagod, Principal Director – R&D,
Technology Sustainability Innovation, Accenture**

We've combined affordable, dependable IOT-based edge systems, long-range and low-power wireless like LoRa, and no-code platforms from Microsoft, to create a resource-efficient and scalable technology solution.

Neelkanth Mishra, Co-Founder, Jaljeevika

In recent trials in Maharashtra, we increased the average body weight of fish by 175%.

Jaljeevika's vision is to harness technology and standardise process to improve the livelihoods of millions of small and marginal farmers in the years ahead.

This platform is a great step forward.

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