

# Digitizing agriculture

Building a sustainable planet, together



## The challenge

Agriculture is the main economic activity in most low-income countries. Around 80% of the rural poor depend on it. Among the low-income segments, smallholders and their dependents are vulnerable, they have the least access to savings, credit, insurance, and other financial and agricultural services. Significant rural populations are vulnerable to the impact of climate change making sustainable agriculture vital.

## The opportunity

There is significant scope to strengthen the agriculture sector to enhance incomes and improve the well-being of farmers. It would also ensure food security, nutrition, and traceability. Digitization of agriculture will also involve dimensions of climate-smart practices, and sustainability.

## MSC offers



A deep understanding of needs of cultivators and the challenges or risks they face, as well as an understanding of their crops or livestock and associated loose and tight value chains



20 years of experience in agri-financial product lifecycle advisory—from consumer research and UI/UX to design, development, testing, and scale-up



Leadership in digital content development, training and capacity-building and skill development at scale



Policy advisory and implementation support to ministries, regulators, industry associations, and other stakeholders

## Clients and partners



and many more...

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## Our impact

- Country-level public goods, such as rich digital training material or toolkits that are used by 125 banks & 300,000 agents
- 100 farm and non-farm collectives that benefit from our advisory services, tools, and support
- Policy improvements related to fertilizers, seeds, crop insurance, electronic marketplaces—which benefit over 60 million smallholder farmers
- 5 million smallholder farmers receiving flexible credit that matches their farming needs