



CONFERENCE



Data Jam 2017

Challenge, Resources, and Questions

The Challenge

ICT4D 2017 Data Jam





- 📍 Public, private and civil society organizations from across the humanitarian and international development community.
- 📍 Agriculture-focused technologies/concepts associated with the conference
- 📍 Data sources supported by partners in the event

In this Data Jam your team will innovate by building upon these existing technology concepts and data sources



Data Jam Challenge

Identify an opportunity to improve on one (or more) ICT4D technologies through a scalable, value-added, data-driven innovation.

Describe (and demonstrate) the value of your idea to the underlying technology and its target audience.



Why Innovate on Existing Tech?

- 📍 **Leverage and extend existing platforms and technologies, build on what already exists**
- 📍 **Avoid repetition, create something innovative for the industry**
- 📍 **Incentivize partnerships, brainstorming and collaboration with organizations that are at the ICT4D conference**



Data Driven Agriculture

Information Services



Farmer management



Input and Hardware Supply



Social and Educational



Financial and Insurance



ICT4D Technologies

📍 Full List in Participant Packet

📍 Examples:

- **Rural Advisory Services**

- digitalGreen, Farmerline, iShamba, diMagi



- **Market Linkages**

- RML AgTech



- **Self-Service Farm Management Solutions**

- PEAT's Plantix, Plantwise Knowledge Bank, WeFarm



digitalGREEN [ABOUT US](#) and our approach [DISCOVER](#) great videos [CONNECT](#) with our partners [TOOLS](#) to catalyze change [WORK](#) with us [SIGN IN](#)

Type here to search for collections, videos and partners

Community Videos

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 5 Videos 37.02 Plant and Soil Nutrient ... Telangana Telugu By: SERP 15 15.4k 1,714	 7 Videos 50.38 Maternal, Child Health a.. Madhya Pradesh Neemadi By: RMNT 11 15.4k 934	 2 Videos 13.50 Housing Management Karnataka Kannada By: BAIF 10 6,355 0
		

PRODUCTS • SERVICES • BLOG • ABOUT • CONTACT • LOGIN • GET STARTED

Empower small-scale farmers with innovative mobile technology & information services

[See our services for farmers](#)

WORK @ FARMERLINE! Bring your passion, create solutions and change the game.. [Join Us](#)

PRODUCTS AND SERVICES

 Mobile Messaging	 Mobile Survey	 Content Development	 Weather Forecast
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Locally produced educational content

We partner with local public, private and civil society organizations to share knowledge on improved agricultural practices, livelihoods, health, and nutrition, using locally produced videos and human mediated dissemination.

Voice based service in local language

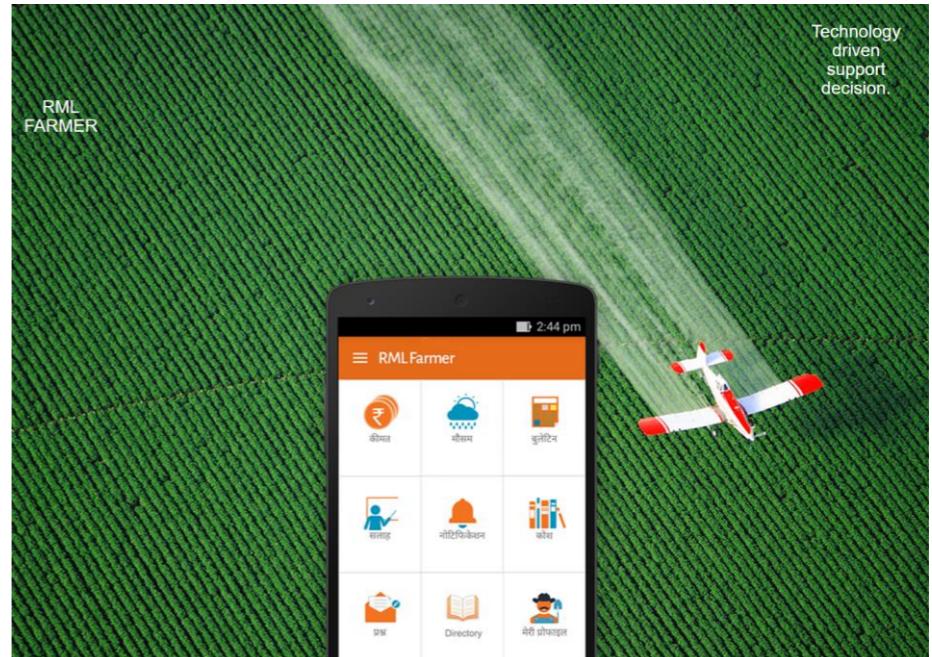
Technology at your service! We provide a range of supply chain innovation products and services that help small-scale farmers and organizations that work with them to benefit from such solutions.



iShamba CALL CENTRE & SMS SERVICE

SMS Information Service and Call Center

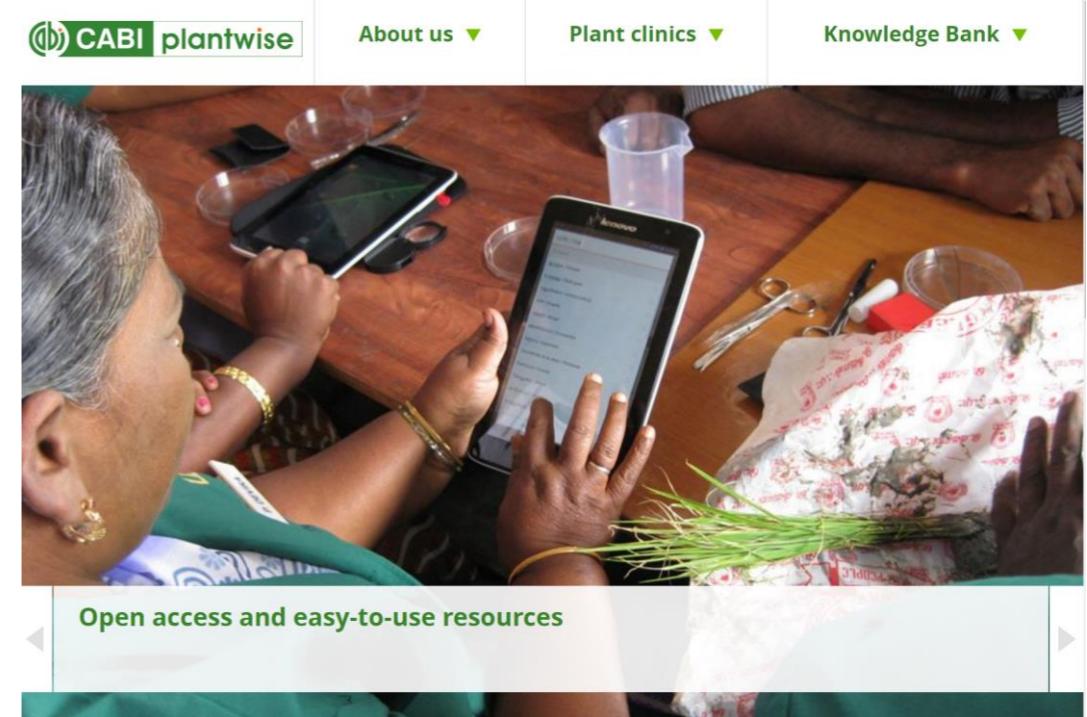
iShamba is a call centre of agricultural experts where you can SMS in your questions or call in to speak to an expert for instant help. Once you sign up, you will also receive agri tips on crop and livestock, market prices and weather updates.



SMS messages to registered farmers for the farmers' preferred crops.

Messages cover crop prices in nearby markets, news on input prices, yield improvement tips, and district-level weather forecasts. RML receives its content information from weather information providers and experts from various ICAR institutions. Farmers can pay for the service on a monthly basis or can pre-pay at a discount for multiple months at a time.





Pest and disease diagnostic and intervention app

An app that provides users worldwide with customized information concerning best practices, pest & disease incidences, information on preventive measures and independent options for action.

Plantix offers the possibility to send pictures of affected plants directly via smartphone and guides through an identification process to determine the plant disease in a very simple manner.

Knowledge Bank to combat plant health problems.

The Knowledge Bank is an online platform which can retrieve maps of current pest and disease outbreaks, and help users diagnose and treat pest problems. The Knowledge Bank is filterable based on country or region.





The screenshot shows the WeFarm mobile application. On the left, under 'FEED', there are four cards:

- KISII, KENYA: Soita wants to know: what are best varieties for mango.
- KITALE, KENYA: Lilian recommends: apple, tommy atkin, kent and ngowe.
- MURANG'A, KENYA: Maulyne wants to know: is rotten maize flour suitable for dairy cattle.
- KITUI, KENYA: koech recommends: No it contain aflactoxin.

On the right, under 'LIVE MAP', is a map of East Africa (Kenya, Tanzania, Uganda) with several location markers (green and purple dots) labeled with letters A, Q, C, and D. Cities like Nairobi, Mombasa, and Kisumu are visible.

Peer to peer advisory service

WeFarm is a free peer-to-peer service that enables farmers to share information via SMS, without the internet and without having to leave their farm. Farmers can ask questions on farming and receive crowd-sourced answers from other farmers around the world in minutes.



Open source, mobile data management and collection platform

Enables development professionals to build mobile apps to collect data for their projects and organizations. Active in over 60 countries, CommCare describes itself as “the most widely adopted, technically advanced, and evidence-based mobile platform for low-resource settings.”





Social media

There are great opportunities for agricultural startups and farmer technologies to leverage the possibilities of social media. Teams may choose to focus their data-based idea on one of these platforms.

Supported Data Resources

- 📍 aWhere's Weather and Agronomic Data
- 📍 ICRISAT's Village Dynamics in South Asia Survey Data + Mahubabnagar Weather Data
- 📍 ESRI India's ArcGIS platform and Open Data Library
- 📍 Digital Globe's Basemap +Vivid High-Resolution Satellite Imagery
- 📍 Other “unsupported” data and technology



Data in Agriculture: A New Frontier!





Before You Start...

Some Important Things to Know



Challenge

📍 It is Required...

- 📍 Your idea must address at least one of a select list of ICT4D technology concepts (list provided by organizers)
- 📍 You must utilize data in your idea

📍 Teams may Choose...

- 📍 The specific problem point you choose to address
- 📍 The data sources chosen
- 📍 Method of data usage/visualization
- 📍 Type of solution chosen, i.e. product, service, etc.
- 📍 Specific target audience, problem and solution

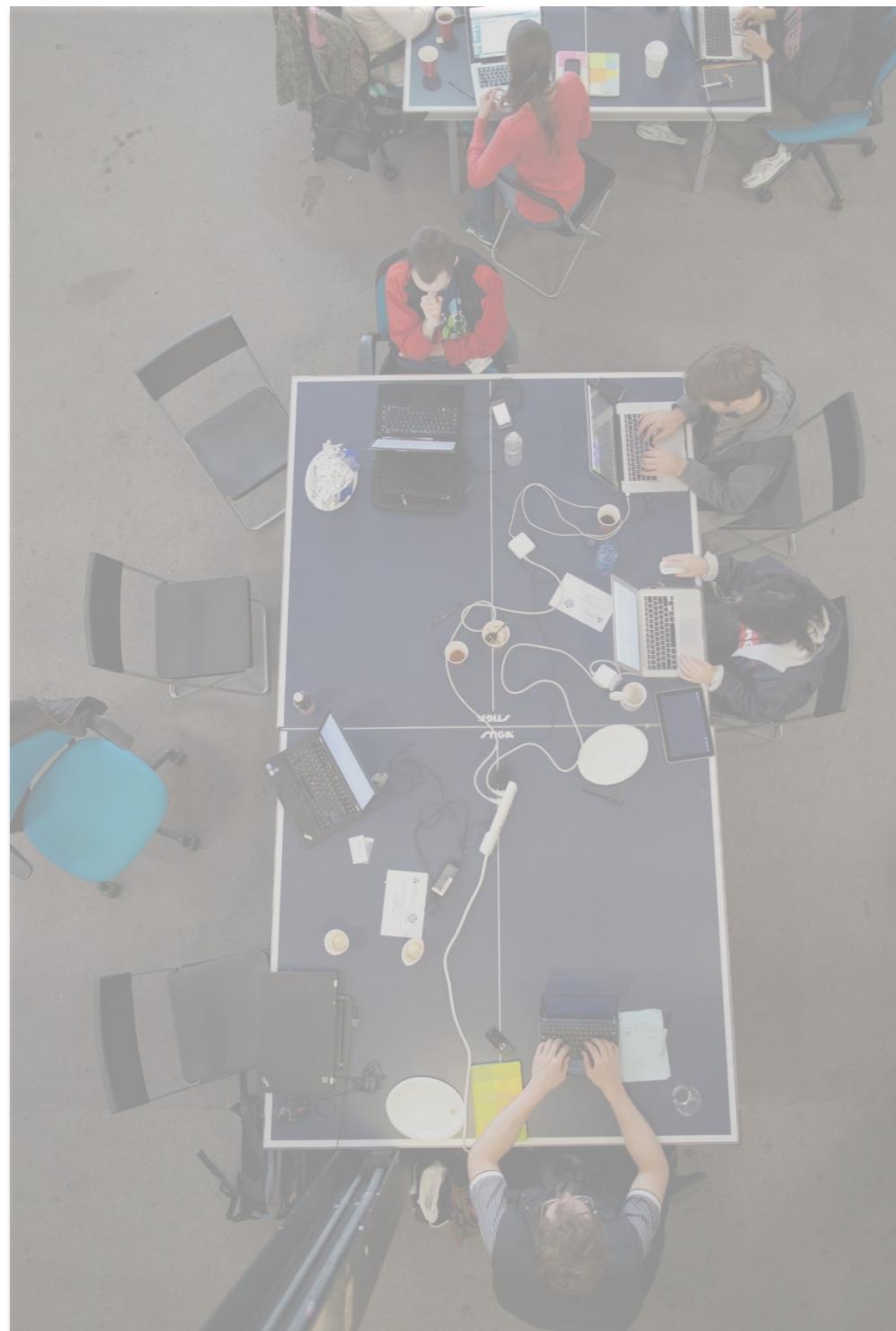


Team Project Flow

- 📍 General Agenda...
 - 📍 Friday AM: Team ideation phase
 - 📍 Articulate user problem and solution statements
 - 📍 Define the market – what is the business case?
 - 📍 Friday PM: Coding/prototyping, data analysis, design
 - 📍 Saturday AM:
 - 📍 Additional project work
 - 📍 Pitch and presentation drafting
 - 📍 Saturday PM: Presentation practice
- 📍 *Be sure to manage your time*



Common Mistakes to Avoid



- 📍 Too much time dreaming, not enough time implementing
- 📍 Using a cool method but not solving a genuine problem
- 📍 Not explaining your data
- 📍 Honor code: Create something new, do not present a project you have previously created

Final Presentations

- 📍 5 minutes per team
- 📍 Explain *how*
- 📍 Explain *why*
- 📍 Put team members' full names AND contact emails on final slide

Judging Criteria

📍 Description in Participant Packet

📍 *Impact*

📍 *Advancement*

📍 *Addresses the Challenge*

📍 *Feasibility*

How can I present?

- 📍 However you like!
- 📍 Power Point, Prezi (www.prezi.com), ArcGIS Story Maps, Video, Demo, etc.

Just remember to address the challenge statement

Example:

Slide 1: The Problem

Slide 2: The Solution

Slide 3: The Market

Slide 4: The Innovation

Demo

Slide 5: The Future



Logistics

- 📍 Included in your participant folder:
 - 📍 Rules and Regulations
 - 📍 List of ICT4D Technologies
 - 📍 Access credentials for data resources

- 📍 Teams
 - 📍 Create your own team (3-8 persons)
 - 📍 Try to balance your skills
 - 📍 Tables and workspaces



Logistics

- 📍 We will be in the iHub Friday and Saturday!
- 📍 Representatives and mentors are available – ask questions!
- 📍 Final presentations will be held in the iHub beginning **3pm Saturday**
- 📍 The winning team will be presented Thursday at the ICT4D conference
- 📍 If you need assistance with transportation, please consult with event organizers



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(Germany)

ACHING
BLIC ABO
IRD @
FOP...)

with
churches/
religious

Combine
Photo contests.

Idea for video:
short interview
of monument
owner proudly
showing his/her home

ASKING +
NATIONAL ASSOC.
OF PHOTOGRAPHERS
TO BE JURY
→ THEY HELP & PARTICIP.

involve
Schools

Have fun!

BEING PART
of EUROPEAN
HERITAGE DAYS

MEETING +
EUROREGIONS

"△ EUROPE FEELING"

IDEA:
to picnic
coop.
with local
govs
↳ photographic etc

USE FLICKR
COMMUNITY



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