

Data-driven Digital Agriculture Webinar Series



Digitizing Farms and Agriculture and Food Value Chains for Smallholder Farmers

Cropin: A 'full-stack' Agri-tech Solution

Webinar

Dec 8, 2021, Wednesday 9:00 -10:30 AM EST (Washington DC time)

[Click here to convert to your local Time](#)

WebEx (information enclosed below)

Chair:

Parmesh Shah, Global Lead, [Data-Driven Digital Agriculture](#), Agriculture and Food Global Practice, The World Bank

Speakers:

Kunal Prasad, Co-founder and Chief Operating Officer, [Cropln](#)

Arjun Goyal, Director of Development Programs, [Cropln](#)

Discussants:

Jason Garth Spensley, Senior Climate Change Specialist, [The Global Environment Facility](#) (GEF)

Priti Kumar, Senior Agriculture Specialist, South Asia Region, Agriculture and Food Global Practice, The World Bank

Katie Kennedy Freeman, Senior Agriculture Economist, Africa Region, Agriculture and Food Global Practice, The World Bank

Marie Agnes Jouanjean, Agriculture Economist, [Data-Driven Digital Agriculture](#), Agriculture and Food Global Practice, The World Bank

[RSVP and Add to Calendar](#)

(for The WBG Staff)

[Webinar Registration](#)

(for External Participants)

Join via Webex

Please click [here to Join via WebEx](#)

Meeting number: 2311 027 5288

Password: 26VMtcWsTn3

[1-650-479-3207](#) Call-in toll number (US/Canada)

[Global call-in numbers](#)

About the webinar

CropIn Technology is a 'full-stack' Agri-tech organization that provides a complete farm and farmer management system on its artificial intelligence and machine learning-based Software as a Service (SaaS) platform and sustainable business models to agribusinesses, governments, and development sector globally. With the mission to 'maximize per acre value' and the vision to 'make every farm traceable', CropIn adds value by increasing efficiency, scaling productivity, and strengthening sustainability across the board.

The CropIn solution, combined with the human efforts of 2,000 agri-entrepreneurs trained in digital technologies, provides actionable insights and advisories using Artificial Intelligence & Machine Learning enable smallholder farmers across six agri-value chains – cotton, cocoa, cashew, cassava, maize, and rice. CropIn has footprint in more than 18 countries in Africa and Asia.

In the webinar, speakers will share how SMART FARM - a digital farm management solution, crop monitoring, the precision agriculture online tool - helps smallholder farmers, sharecroppers, and tenant farmers, to cope with the climate challenge problems by integrating climate projection data in the farm management to increase crop yield by remote farms management, assessment of crops health, and efficient use of seeds and fertilizers. They will speak about CropIn's climate adaptation and resilient digital business model and its advance phase on access to finance and markets using the farm digital and monitoring solution usage depending on the goals of each stakeholder on the SMARTFARM platform.

Chair, Speakers, and Discussants Bio



Parmesh Shah is the Global Lead for Data Driven Digital Agriculture at the World Bank. He provides leadership to Bank's work in these areas and supports the development of global knowledge and learning in these areas to offer solutions to clients and other development partners. His current areas of interest are making markets and public services work for the poor, social entrepreneurship, digital and data-based innovations in agriculture and rural development, climate smart agriculture, Agriculture and technology enabled start-ups, venture and patient capital for innovation, promotion of on-farm, off-farm and digital jobs and public-private and people partnerships for rural poverty reduction. He is currently involved in developing a global program on scaling up data driven digital agriculture involving data platforms and establishing ecosystems for innovation, entrepreneurship and incubation. He holds a D Phil in Development Studies from Institute of Development Studies at the University of Sussex, MBA from Indian Institute of Management, Ahmedabad and B Tech degree in Agricultural Engineering from Pantnagar in India.



Kunal Prasad is the Co-founder and Chief Operating Officer at CropIn. He is also Member of Board and Managing Director of its Dutch subsidiary which handles international agriculture development sector. He has over 13 years of experience in the technical and management arena with substantial work in sales and business development, project management, product and customer experience. Kunal's strengths lie in his strong team management skills and his tenacious attitude that has helped CropIn reach out to over 4 million farmers in 56 countries. He is passionate about working on improving farm productivity, climate resilience, sustainability and food security. He has extensive experience in working with Government bodies, Development Agencies, Co-operatives and farmer groups globally. He believes that farming should be data-driven and collaborative, and so he is on a mission to digitize 20 million farmers by 2025.



Arjun Goyal is Director of Development Programmes at CropIn leading international agriculture development sector portfolio based out of The Hague, Netherlands. He is former UNDP officer where he served as Project Design & Partnership officer. Arjun has more than more 10 years of experience in programme design, business development and building strategic partnerships with the UN agencies and missions, global developmental agencies, governments and multilateral institutions, International Organizations and NGOs in achieving Sustainable Development Goals (SDGs). He has led programme design teams and executed large scale donor led projects in climate change and finance, digital technologies, poverty graduation and agriculture livelihoods, access to markets and access to finance, circular economy and waste management. He is alumnus of IIM Ahemdabad (MBA), law graduate from Faculty of Law (University of Delhi) and civil engineering from BIT Mesra, Ranchi.



Jason Spensley is Senior Climate Specialist with the Global Environment Facility based in the World Bank Group, in which capacity he designs innovative investment strategies for climate resilience and nature-based solutions in developing and emerging economies. He previously managed the Green Climate Fund's Project Preparation Facility and Adaption Planning programmes with a portfolio of over USD100 million for climate action in more than 80 countries. Mr. Spensley has served with several global international institutions, including as representative of the United Nations Environment Programme on climate change for Latin America and the Caribbean; as Climate Technology Manager of the UNFCCC Climate Technology Centre; and with the Secretariat to the Convention on Biological Diversity. Earlier in his career, he created a successful adventure tourism business and supported implementation of local biodiversity conservation initiatives at community levels in Ecuador, Mexico and the Canadian Arctic. Mr. Spensley is fluent in English, French and Spanish.



Priti Kumar is a Senior Agriculture Specialist in the World Bank Group in India. She started her career in the Bank as an environment safeguards specialist supporting about 20 operations in Agriculture, Rural Development and Water Sectors and then became a Team Leader of several innovative programs and investment operations. Her key areas of interest are rural and agriculture transformation, natural resources and watershed development, women's empowerment and climate change. From 2019-2021, she led the preparation of the first multi-state Program-for-Results operation for India on a next generation watersheds program which focuses on evidence-based planning using innovative land and land-use digital portals and decision support systems. She was Program Manager of World Bank's multi-sector programs on climate change in the Maldives and Bangladesh from 2010-2013 financed through multi-donor trust funds. Her operational work from 2009-2013 on the Nepal Biogas Program supported

by a range of Results Based Mechanisms including Carbon Finance cuts across the energy, climate and environment sectors received the SDN Vice President's award in 2013. From 2014 to present, she has led GEF-6, IDA and IBRD investment projects on small-holder agriculture that, among other things, implements ag-tech and fin-tech solutions for rural communities in irrigation asset planning, weather-based advisories, and agricultural marketing and finance. Throughout her career in the Bank, she has worked in the South Asia Sustainable Development Network: in the Environment Sector (2000-2012); the Disaster Risk Management and Climate Change Sector (2012-2014); and Agriculture and Food Practice (2014 to present). Ms. Kumar holds a Master's in Systems Engineering focusing on groundwater systems from the University of Waterloo, Canada; Master's in Mathematics from the Indian Institute of Technology-Delhi; and Bachelor's in Mathematical Statistics from University of Delhi, India. Prior to the Bank, she gained experience for nine years in the private sector, not-for-profit organizations and IFIs.



Katie joined the World Bank in 2012 as a Young Professional. She spent her first year working on energy access issues in Africa with the Energy Sector Management Assistance Program (ESMAP) and subsequent years in the Latin America and Caribbean region on issues related to climate smart agriculture, risk management, on-farm circular economy, biomass to energy, productive uses of energy for agriculture, agro-logistics, cold-chain development and digital agriculture. Prior to joining the Bank, Katie worked at the Earth Institute at Columbia University implementing energy access and digital agriculture programs in Africa and Haiti and the United States Agency for International Development (USAID) supporting agricultural value-chain development programs in East Africa. Katie holds a Master's degree in Political and Economic Development from the Harvard Kennedy School and is working

towards a PhD in Farming Systems Ecology from the University of Wageningen with a focus on nutrient cycling technologies for on-farm circular economy in Uruguay. Katie started her career as a United States Peace Corps Volunteer (PCV) working with coffee farmers on the border of the Dominican Republic and Haiti.



Marie-Agnès Jouanjean is an Economist with the Agriculture and Food Global Practice at the World Bank. She focuses on data-driven and digital agriculture, exploring how digital technologies can support the transformation of agri-food systems in developing countries, and the role of governments to maximize efficiency, equity and environmental sustainability outcomes. Prior to joining the World Bank, Marie-Agnès worked at the OECD where she developed policy-oriented analysis on various dimensions of digital technologies in agriculture and trade as well as on Global Value Chains (GVCs). She also worked for a Think Tank (Overseas Development Institute (ODI)) and a range of International Organisations on barriers to trade (infrastructure, services, NTMs), regional integration, economics of resilience and climate change adaptation. Marie-Agnès holds a PhD in International Economics from Sciences Po Paris, that she did in collaboration with the research centre, LICOS, in KULeuven. She also has a degree as an Agronomist (IRC-CNEARC/Montpellier SupAgro and ENSAIA National School of Agronomics and Food Industry).

The Data-driven Digital Agriculture webinar series is now on The [World Bank Open Learning Campus, OLC](#). Please circulate the link to your constituents. The OLC is available to everyone inside the World Bank as well as externally.

Have a look at our website and join the community: <https://www.worldbank.org/digitalagriculture>

We look forward to your participation!



WITH SUPPORT FROM:

