# How farmers create and own their data

**Self-sovereign identity (SSI) is key to equity and interoperability.**

To operate in the Digital Economy we must each have a unique, personal digital identity. We must own and control it because it represents our digital selves. We must have rights to manage how we are seen, what we show others, our connections and our role in networks. An SSI is ours, alone.

Using digital services creates valuable data that is stored and used by third parties for their benefit without our knowledge or consent[1]. This cannot happen if that service is managed through an SSI.

**Bluenumber lets people assert rights over data linked to their SSI.**

Any data created by a Bluenumber (B#) holder goes directly into their Personal Data Vault (PDV) so they have ownership and full control to store, share or sell it.

Farmer Producer Organizations (FPOs) in India want to make farmers' data monetizable to show good farm management, traceability and sustainability[2]. But data created by farmers about practices and sustainability is not protected or regulated under copyright.

Bluenumber partnered with FPOs to equip over 1,000 farmers across India with SSIs and PDVs. Farmers with smartphones, mobile wallets and basic digital literacy were engaged to generate SSI, create data and get paid.

Via an SSI-enabled app, farmers answered a simple 16-question survey to create a dataset about their farm, level of education and training, and basic household information and demographics. The data they generated went directly to their PDV to be used as a basis for claims of sustainability and traceability.

**B# showed that farmers can create, own and license data with SSI.**

Bluenumber licensed the dataset to show farmers how valuable it was. 885 farmers from 10 FPOs across 11 states in India generated 16 data points each on pulses, grains, oil seed crops, spices, fruits and vegetables. The farmers earned INR 85,500 in licensing income for this basic data, which they own and can re-license at will from their PDV.

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[1] Kaspersky.com, 2023, 'What is a digital footprint? And how to protect it from hackers', Available at https://www.kaspersky.com/resource-center/definitions/what-is-a-digital-footprint

[2] Bradshaw. J, 2022, 'The Growing Need For Data In Agriculture', forbes.com, Available at https://www.forbes.com/sites/forbestechcouncil/2022/07/12/the-growing-need-for-data-in-agriculture/?sh=4faea9d32181

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*885 farmers from 10 FPOs across 11 states in India generated 16 data points on pulses, grains, oil seed crops, spices, fruits and vegetables. Photo by amol sonar on Unsplash*