



## Drone data for small farmers

### **Service providers gather data and keep a copy.**

If a provider surveys your land, monitors your security or tracks your spending, they have your data in their database. Maybe they don't openly resell it, but they can use it to build profiles, refine service offerings and sell more services. Where personal, financial or medical data protection is regulated by law you may have some right to access or control. Either way, you give valuable data to others<sup>1</sup>.

We are becoming aware of what we give away for free and how our data is exploited without delivering any benefit to us.

Bluenumbers (B#) self-sovereign identity (SSI) is for individuals to assert their data rights. Service providers using B# build customer trust as any data created during service delivery goes into the B# holder's Personal Data Vault (PDV).

### **Providers should keep data only with permission from data owner.**

Drone Seva provides agritech services by using drones to deliver agricultural inputs such as spraying fertilizer and pesticides, or mapping boundaries and land characteristics. There are over 2,000 such 'agri-tech' providers in India alone<sup>2</sup>. They offer important services to small farmers - precision spraying saves money by reducing wastage, time and manual labor costs. The resulting data can show sustainable practices and farm management, but it is not available to farmers. And if they had it, they would need somewhere to keep it.

Bluenumbers engaged farmers wanting to use Drone Seva services. Bluenumbers gave each farmer SSI to own data from the service and a PDV to store it securely.

Bluenumbers subsidized the drone cost and agreed to license a copy of the dataset to show farmers how valuable it was. Bluenumbers defined it wanted data on practices and farm location - what a buyer typically needs to claim a product is sustainable and traceable: farm details, crop, seeds and fertilizers, irrigation, weather and yield.

### **Bluenumbers lets service providers create data assets for customers to own.**

Bluenumbers paid 44 farmers a total of INR 1,056,000 as subsidy for drone services and license fee for the data generated. Every farmer indicated they would subscribe to other digital services without reservation if they could keep their data.

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<sup>1</sup> Freedman, M, 2023, 'How businesses are collecting data (and what they are doing with it)', Business News Daily, Available at <https://www.businessnewsdaily.com/10625-businesses-collecting-data.html>

<sup>2</sup> Tracxn.com, 2023, 'AgriTech Startups in India', Available at <https://tracxn.com/explore/AgriTech-Startups-in-India>



*Blunumber enables service providers to create data assets for their customers.*



*44 farmers used the Blunumber SSI with Drone Seva services to create data*