## Partnership with Shivia to adapt the Haller Farmers App to deliver farming content to smallholder farmers in India.

**Donor Reference:** FF 0719
**Date of Acceptance:** 10th June 2024
**Donation Amount:** £20,000
**Project Duration:** June 2024 – June 2025
**Number of Beneficiaries:** Positively impacting 44,000 beneficiaries directly, and 264,000 indirectly. These numbers will rise as Shivia's app will be freely available to download - as is the Haller Farmers app
**Location:** App development is taking place in the UK and Romania with an established developer who has worked extensively on the app, and who provides much more competitively priced expertise. User testing in taking place through Shivia, in the states of West Bengal, Odisha, Jharkhand, Bihar, Chhattisgarh, Gujarat, Rajasthan as well as in Madagascar and the beneficiaries would be on the Indian Sub-continent

### Project Background

This £20,000 funding provides a defined one-year outcome, as part of a two-year software project, enabling the crucial further technological development of the Haller Farmers app, so that its' content & functionality can be "white-labelled" i.e the content is adapted, whilst keeping the Haller framework and functionality, to incorporate farming information relevant for Indian grassroots farmers. This significant development forms the backbone of a strategy that positions Haller to share the technology & expertise with other like-minded organisations, potentially across the globe, by aligning farming 'know how' with their specific geography & beneficiaries.

The 2-year programme enables our charity partner, Shivia https://shivia.com/ to develop the Shivia Farmers app. The Haller content is adapted for Indian smallholder farmers, taking into account the unique climates, environments and needs of these farming communities. The end result is that Shivia's expertise can be shared with their beneficiaries, many of whom are based in what is known as

**Registered with FUNDRAISING REGULATOR**

Haller Farmer's App available at www.hallerfarmers.org

the "poverty corridor' and as with the Haller app helps additional beneficiaries , who may have a phone, but who can't access their direct programmes.

The balance of the £70,000, 2-year project is being financed by a previous donor, The Marr Munning Trust, who introduced both charities. This has enabled a strategic partnership that will help those in need by providing on-line skills, tools and knowledge, to more smallholders to create self-sustaining communities and ecosystems.

## Project Aim

The aim of this project is to extend the success of the Haller Farmers app, created for Kenyan rural smallholders, into the Indian subcontinent. This will be achieved by developing the app's architecture so that Shivia's content & existing expertise can be shared with their beneficiaries in the region and beyond. In essence, creating a digital legacy for Shivia's impactful livelihood programs that have been impacting farmers in India for over 10 years.

With little agricultural educational provision in either Africa or India, our initial user research suggests that this technology will be adopted more readily in India, than the initial uptake experience in Kenya, particularly as India is becoming increasingly technology-led, with cashless villages, online education and infrastructure development.

## Project Progress

The elements of the one-year project completed to date include:-
1. Supporting Shivia to digitise all their educational and video content and training programmes, creating informational content for the application.
2. Working with our App development partner, to create an App using the existing frameworks and design, but tailored specifically to Shivia.
3. Creating relevant new iconography and colourways aligned to the Shivia brand and giving the new app its own Shivia identity and look and feel, inspired by colours of the diverse landscape and the way of life of Indian farmers.
4. The creation of an English prototype for user research and testing with Indian smallholders to ensure the app performs in line with the needs and desires of the target audience.
5. Ensuring IP licensing preserves integrity for both Haller, and the Shivia white-label application for the long term, through the creation of a new and improved Licensing Agreement, while also remaining adaptable for and inclusive of future partners.

6. Ongoing support and hands-on guidance provided to Shivia regarding all elements of the app development, from the Haller team and App Product Manager.

## Expenditure to Date

| WHITE LABELLING HALLER FARMERS APP | Total Budget £ | Exp to date £ | Var £ |
|---|---|---|---|
| **Set up Costs:** | | | |
| Wireframe Development (paid to Steepsoft AI) | 3,500 | 3,500 | 0 |
| White-label deployments (paid to Steepsoft AI) | 2,500 | 2,500 | 0 |
| **App Development Costs:** | | | |
| Haller support & resources | 5,000 | 2,500 | 2,500 |
| Workshop - Haller & Shivia software architecture design | 2,700 | 2,700 | 0 |
| **Maintenance Costs:** | | | |
| Maintaining white-labelled app on IOS (paid to Steepsoft AI) | 1,200 | 0 | 1,200 |
| Maintaining white-labelled app on Google Play (paid to Steepsoft AI) | 1,200 | 0 | 1,200 |
| Ad hoc bug fixes (paid to Steepsoft AI) | 900 | 0 | 900 |
| **Legal:** | | | |
| Acquiring Intellectual Property (IP) licenses for software development | 1,400 | 1,400 | 0 |
| **Dedicated Project Partnership Management** | 1,600 | 800 | 800 |
| **TOTAL** | **20,000** | **13,400** | **6,600** |

## Conclusion

Thank you so much for the support of this project, which we believe is a springboard for future joint initiatives, delivering expertise directly to smallholders, providing techniques to enable them to adapt to the impacts of climate change, access health content, learn about family planning and help with disease prevention.

We look forward to updating you in another 6 months, once the project has been completed.

**Ally Davies**
**Donor Relations**
**ally@haller.org.uk**