



Stellapps

Founding year: 2011

Countries in Operation: India, France; expected in Kenya and Nepal

Stellapps is a Bangalore-based Internet of Things (IoT) firm serving the dairy industry with core mission of "significantly increasing the income of dairy farmers by improving milk productivity, ensuring better milk quality, prices and financial inclusion" through its end-to-end dairy technology solutions.

Innovations

Stellapps digitizes and optimizes milk production, procurement and cold chain management through a full-stack cloud-based solution, primarily focusing on data acquisition via sensors from animal wearables, milking systems and equipment as well as machine learning over the big data acquired. Its mooKare solution includes mooOn (Herd Management Solution), smartAMCU (comprehensive procurement solution), mooFlow ERP (customized ERP solution for milk processing companies) and mooPay (FinTech solution for payments and lending). mooKare collects data from multiple sources - farmers, vets and animal wearables - to monitor animal health and better manage risks in the production process. smartAMCU and smartCC enable transparent, traceable and efficient milk procurement at milk collection centers. ConTrak helps keep milk fresh in cold chain through sensors. Over the span of 8 years, Stellapps has empowered 1.5 million farmers and 550,000 cattle with technology.

Application to Agriculture Insurance

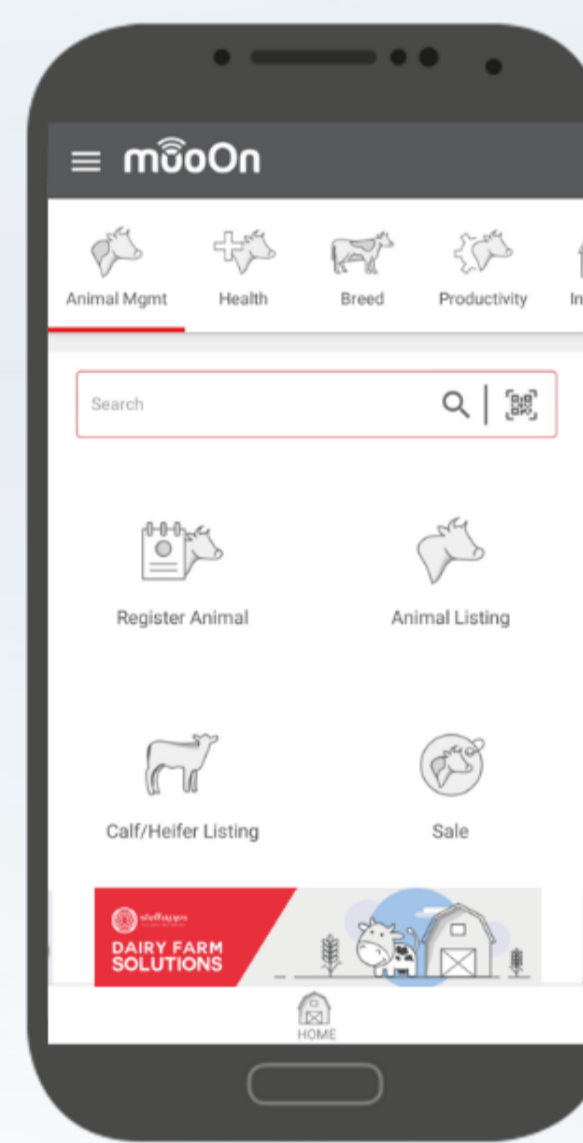
Stellapps offers data, distribution channel and IT infrastructure that can encourage development of on-demand customized livestock insurance leveraging big data and advanced analytics. The data collected through wearables and app include full lifecycle of real-time health data of livestock as well as disease records, animal alive/dead status, nutrition records, veterinary check-up, artificial insemination data and milk production history. The availability of granular real-time data helps accelerate insurers' modeling capability to capitalize the acquired data for differentiated pricing and short-term policy or sachet insurance. Stellapps is increasingly partnering milk collection centers, where marketing and education activities are taken place, and the collection centers can serve as point of sale. Insurance premium can be paid immediately through mooPay or deducted from the payment for milk due to the farmers whatever matches with availability and ability to pay. mooPay can also facilitate semi-auto claim settlement upon recorded death of the animal. In this way, the livestock insurance process is simplified and visible to increase trust and collaboration in the system.

Partnerships and Next Steps

Strategic partnership has been an enabler of success and insurance scale-up. Stellapps works with private and cooperative dairies and insurers, as well as facilitates value-added vet services to dairy farmers that balance accessibility and affordability while making profit. It connects stakeholders on the dairy value chain to develop ecosystem:

- Farmer – affordable and easy-to-understand livestock insurance with premium payment possible through milk
- Insurer – increased offerings of livestock insurance products and cost reduction in servicing the scattered, small holder dairy market
- Vets – efficient management of cattle health through digital data record and enhanced connection with farmers
- Dairy companies – increased farmer loyalty, increased milk procurement through increase in cattle productivity

One of Stellapps' priority will be to work with insurers to use the big data captured and processed by its apps to develop livestock insurance that are tailored to the dairy farmers' needs especially offering sachet insurance for smallholder farmers.



Contacts

Stellapps:
Aparna Divakar,
Presale Executive:
Aparna.divakar@stellapps.com

GIIF WBG
Vijayasekar Kalavakonda,
Senior Financial Sector
Specialist: vkalavak@ifc.org

About the Agriculture Insurtech Challenge

The path to unlocking the full potential of agriculture insurance in improving livelihoods of 2.5 billion smallholder farmers, often poor and marginalized, comes with various challenges. Whatever changes the world undergoes in the coming decade towards the realization of SDGs by 2030, our progress can only be meaningfully measured against the welfare of those individuals. Purpose-led entrepreneurs and social enterprises perceive challenges as opportunities to stimulate creativity, progress and value creation as they envision and create a new reality, leveraging the benefits of technology. To partner with such innovators to advance insurance in rural Asia, GIIF organized an agriculture insurtech innovation challenge in 2019 to best select and endorse Asian-grown enterprises. Out of 100+ applicants, 9 startups won the financial support in the three categories: Data & Analytics, Sales & Distribution and Premiums & Claims.



About the The Global Index Insurance Facility (GIIF)

The Global Index Insurance Facility (GIIF) is a dedicated World Bank Group's program that facilitates access to finance for smallholder farmers, micro-entrepreneurs, and microfinance institutions through the provisions of catastrophic risk transfer solutions and index-based insurance in developing countries. As of 2019, GIIF's regional partners have facilitated approximately 7.6 million contracts, covering close to 38 million beneficiaries primarily in Sub-Saharan Africa, Asia, and Latin America and the Caribbean. GIIF's objectives are to provide access to financing for the vulnerable; to strengthen the financial resilience of the poor against the impact of climate change and natural disasters, and to sustain food production for local communities and larger markets.

