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FREEDESIGN

FreeDesign (inc. 2016) specializes in climate smart technology design, transfer and adoption, specifically for rural communities.

We have been co-creating livelihood solutions with startups, NGOs, financial institutions and corporates innovating in the hardware+digital tech space.

We implement programs to develop, pilot and scale technologies via last mile operationalization service & strategy.

Suyash Borse
Project Manager

Armed with MSc agronomy, he implements entrepreneurship development programs with pioneers in the Agri Tech space. Has built teams with SHGs, FPCs and local stakeholders to implement novel crop protection technologies.

Abhinav Dey
CEO

Engineer turned award winning social entrepreneur- has worked on empowering rural changemakers. He has developed agri-tech skilling initiatives with teams from 10+ countries and institutions like Harvard & MIT since 2013

Shilpa Prabhudeva
Partner & Research Lead

Develops innovation projects with govt+academia network like GRAPES USA, international development agencies like GIZ , and startups like OYO. She has 10+ years experience leading research teams across US and India in Agriculture, Health Automation.

Vignesh Seshadri
COO

After his stint at unicorn startups like Meesho, he has set up high impact tech ventures with village entrepreneurs. He has been a SBI Fellow and has diverse network of NGOs, startups and corporates working together to build a holistic agri-ecosystem.

Building rural tech based livelihoods

Stakeholder Mapping, MVP building
Product/service Go-to-market Field catalyst

Pilot

Tech capacity building for rural entrepreneurs, identifying rural talent

Technology

Systems Design, Ecosystem Building, Feasibility study, Market Research

Innovation

FreeDesign

Outreach, Monitoring & Evaluation, Tech-as-a-service setup & management

Operations

Digital Content, Micro-Influencers, Reaching rural audiences

Media

Business

Strategy

Value Chain Development with agribusinesses, FPCs, SHGs and partners

Facilitating Community-ownership of entrepreneurship model & growth

Operationalize Phygital Crop Advisory VLE teams & enable App adoption for scaling Agritech startups

Solving for: Rural Populations are not able to access crop advisory services and value chain services being offered digitally. This results in information asymmetry.

Delivered: Assess aspiring entrepreneurs for agri extension capabilities. Design and implement program to prepare them for facilitating use of digital solutions in farming communities. To achieve this goal we enable VLEs to collaborate with public and private institutions to scale program effectively in their regions.

Impact: Enable community building by identifying Village level entrepreneurs. Driving adoption of mobile based app and timely intervention through Agri Clinic events organized by VLEs with FPCs.

Reducing agrochemical residue and human health hazard using innovations in precision spraying technologies

Solving for: Existing crop protection practices are time and cost intensive. Personnel who sprays has exposure to chemicals and often suffers from health issues.

Delivered: Spraying efficacy using different techniques were measured and most effective methods were piloted using remote controlled systems.

Impact: Facilitated farm entrepreneurs to pilot novel spraying tools and methods that are faster, more effective and less hazardous.

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Decentralized solar entrepreneurs for FaaS (Farming as a Service) mechanization in Lac, poultry, rice value chains

Solving for: Increase productivity, reduce drudgery and limit carbon emissions from agro processing supply chain

Delivered: Facilitate local solar entrepreneurs from Jharkhand, Odisha, Karnataka to pilot business use case of novel technologies with rural entrepreneurs, prototyping & testing new solutions.

Impact: The solar VLEs scaled the adoption of agri-machinery through short, mid and long term solar interventions with farmers and agribusiness owners.

SELCO Foundation

Animal detection triggered mobile alerts and deterrence systems to prevent crop damage due to wildlife conflict

Solving for: Intensive crop damage and violence occurring due to animal intrusion in farms

Delivered: Occurrences of damage are mapped and animal deterrence & detection methods are identified. We facilitate rural entrepreneurs to set up technology solutions in farms.

Impact: Operationalized rural teams to scale the use IoT systems in farms. This improved the response for mitigating conflict and reduced crop damage through timely mobile alerts.

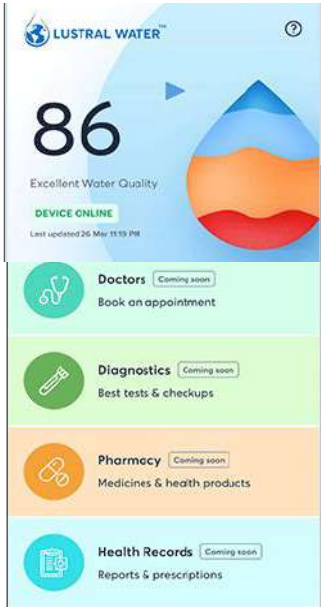
IUCN International Union for Conservation of Nature

IoT based Precise Irrigation Systems

Solving for: Depleting water levels due to irrigation practices in tomato and potato clusters

Delivered: Irrigation system based IoT services were piloted in target areas. Multiple solutions were tested for comparative study.

Impact: Agronomy based carbon emissions and water consumption from field were substantially reduced in pilot farms. Performance of multiple irrigation automation systems were calibrated with our sensors & reports were generated using remote monitoring device installed.



MVP launch for water purifier technologies rural service

Solving for: Unsafe drinking water and lack of affordable & options for accessing purified water

Delivered: We studied existing purification service models that the startups had. Accordingly, we developed an affordable purification system and add-on device to share purifier health stats on mobile based app.

Impact: The MVP helped VLEs This helped US and India based startups to launch product in the market. The launch enabled them to reach critical mass of customers and next round of investment.

PurePaani

LUSTRAL WATER™
EVERY DROP IS YOURS

Tech capacity building programs to address food security in Ugandan refugee camps

Solving for: Lack of access to nutritious food & income

Delivered: Local entrepreneurs identify technologies services that can be used in local agri value chains. They start providing post harvest value addition services.

Impact: Refugees started driving local adoption for machinery in sesame and groundnut value chains. They have started repair cafes working on solar, electronic device maintenance. Entrepreneurs are training more youth and women, enabling them to provide technology services in agriculture.

IDIN
International Development Innovation Network

Clients and Ecosystem of Partners

NGO Institutions

SELCO Foundation

IRMA

EnAble India

srijan सृजन
Self-Reliant Initiatives through Joint Action

Multilateral Agencies

IUCN International Union for Conservation of Nature

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

USAID

ICRC

Global Communities

IDIN International Development Innovation Network

India Inclusion Foundation

Youth for India
Enrich lives. Fuel change
A State Bank of India Initiative

FAB LAB

ARDUINO OPEN-SOURCE COMMUNITY

Startups

PurePaani

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Corporates

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Google News Initiative

Rabobank

mastercard

AXIS BANK

Grassroots Collectives

SEWA
SELF EMPLOYED WOMEN'S ASSOCIATION

Plustrust

JEEVIKA