MDF supported Telenor to provide farmers in Gilgit-Baltistan (GB) and Chitral access to actionable, timely and relevant crop information on their mobile phones. This helps them reach higher yields and reduce post-harvest losses. Having the right information is critical to supporting the growing, processing and post-harvesting processes, to properly manage fruit and vegetable cultivation.

MDF enabled Telenor to build an understanding of regional agricultural constraints and expanded their service into new regions through the crop advisory and weather alerts service. MDF helped them with research on agriculture constraints and sourcing weather content for advisory service. It connected them with relevant stakeholders in the region and supported in developing and stylising content according to the regional social norms.

**In 2017, my potato yield dropped to 500 kg due to a pest attack. Having learned about crop spraying techniques through Telenor’s service, I tried them out and the following year, it increased the farm’s yield to 4000 kg – earning an extra USD 300.**

Mehar Jahan, a potato and apricot farmer, Gilgit.