



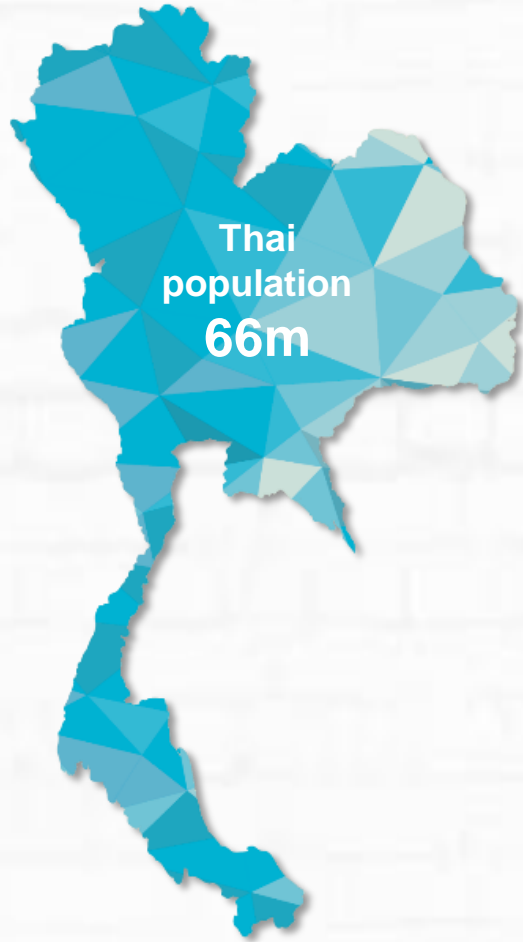
Smart Farmer

Mrs. On-uma V. Rerkpattanapipat

Head of Communication & Sustainability Division
Total Access Communication PLC or dtac

Majority of Thais, farmers, struggling financially

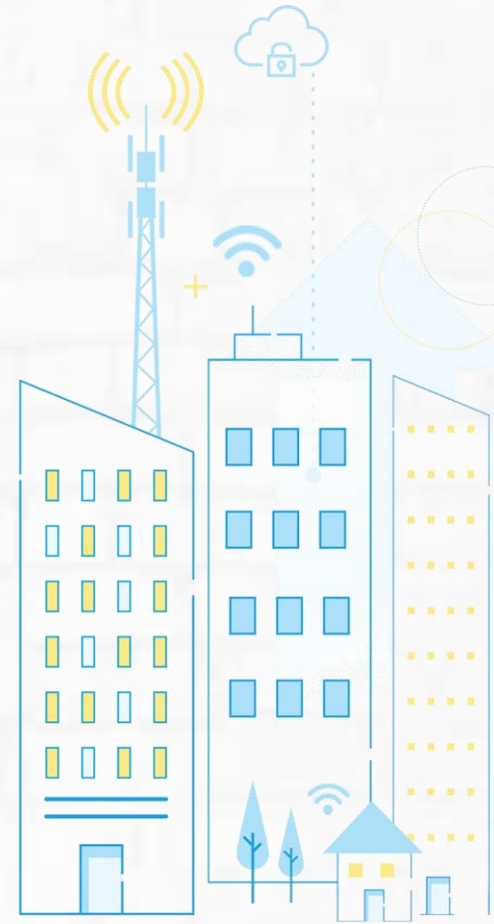
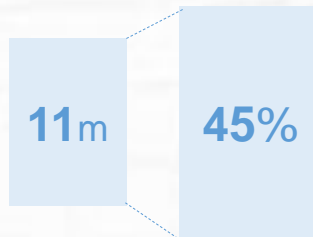
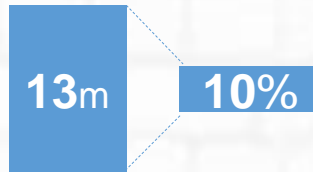
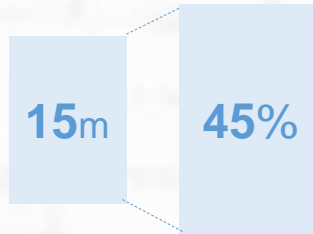
dtac sees digital technology as an equalizer



39m
Labor Force



Population GDP
Composition



Source: National Statistic Office, NESDB

Smart farmer is the forefront of a major change



1,700

People
Less than 20 years old



3M

People
Between 20-45 years old



6M

People
Between 46-60 years old



4M

People
More than 61 years old



980,000

Registered
Smart Farmer

5,500

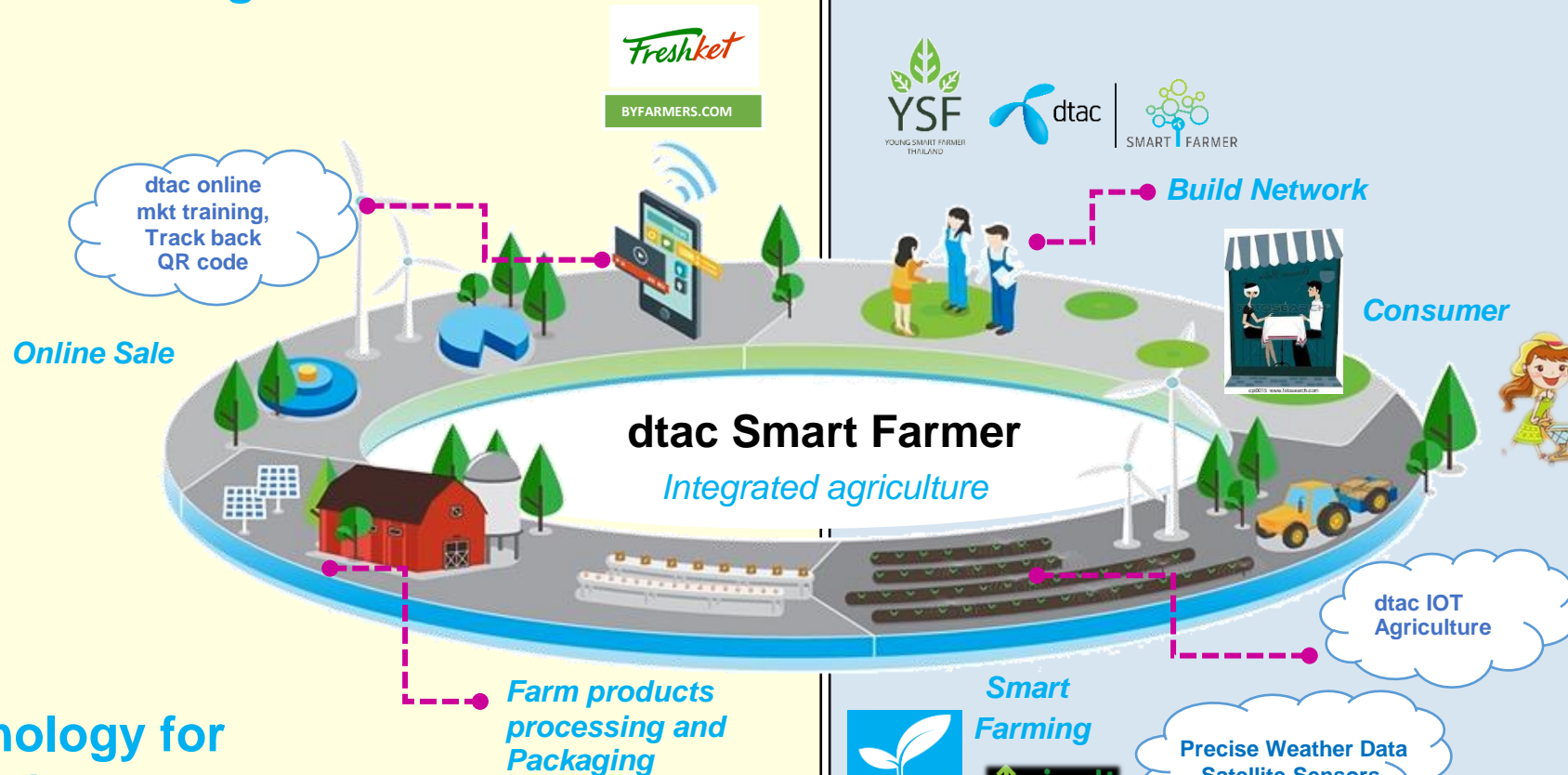
Registered
Young Smart Farmer

- Entrepreneurship
 - Smart Thinking
 - Smart Market
 - Environmental Friendly
 - Minimum yearly earnings of 180,000 baht per family
- Agriculture
13m

Source: Department of Agricultural Extension

From philanthropy, CSR to Sustainability and beyond

dtac's Precision Farming IoT Agriculture



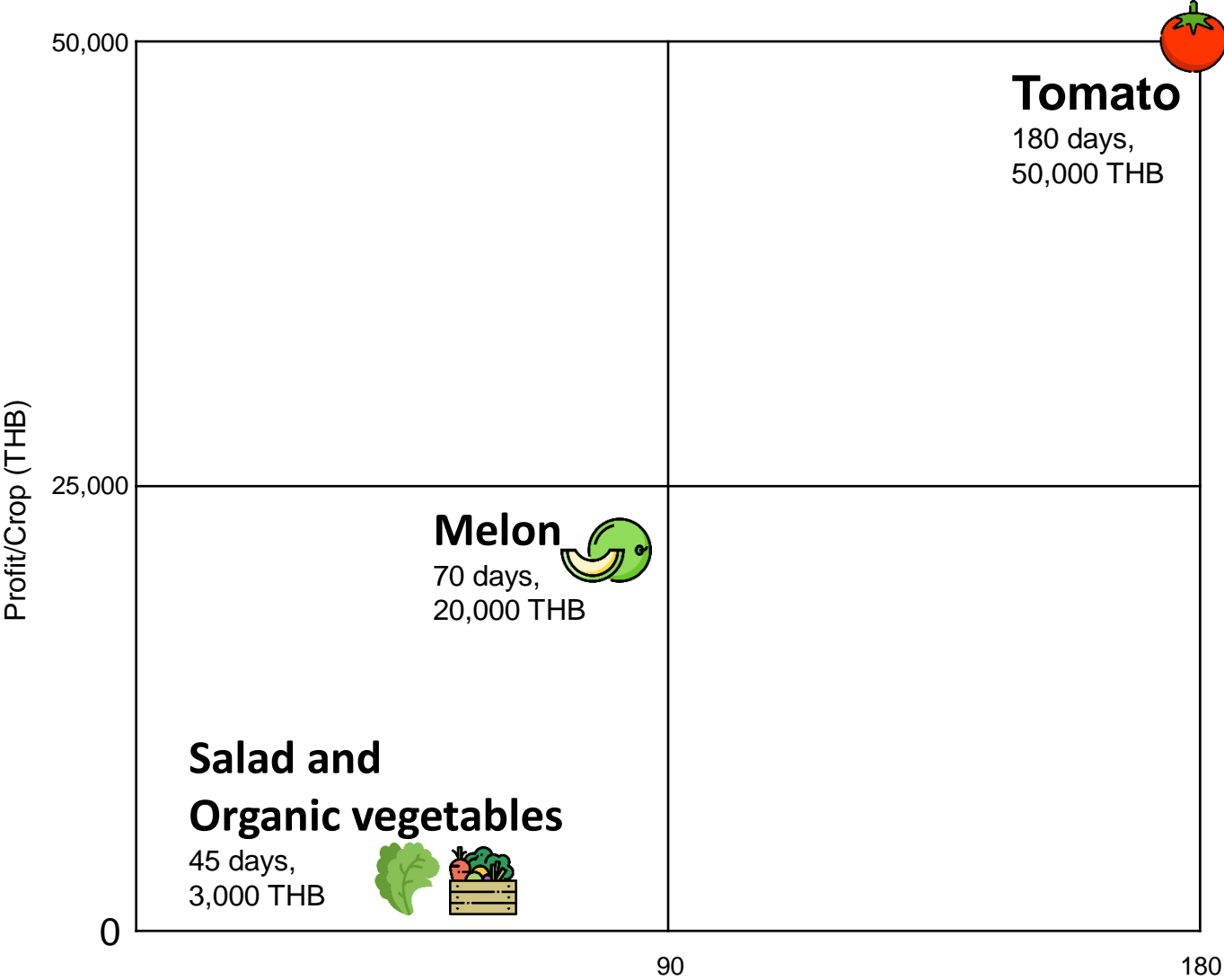
Innovation and Online Marketing

Satellite Technology for Precision Farming

Internet of things (IoT)



Smart farming requires investment, but payoff



The return of investment based on tomato plant was only 1 crop

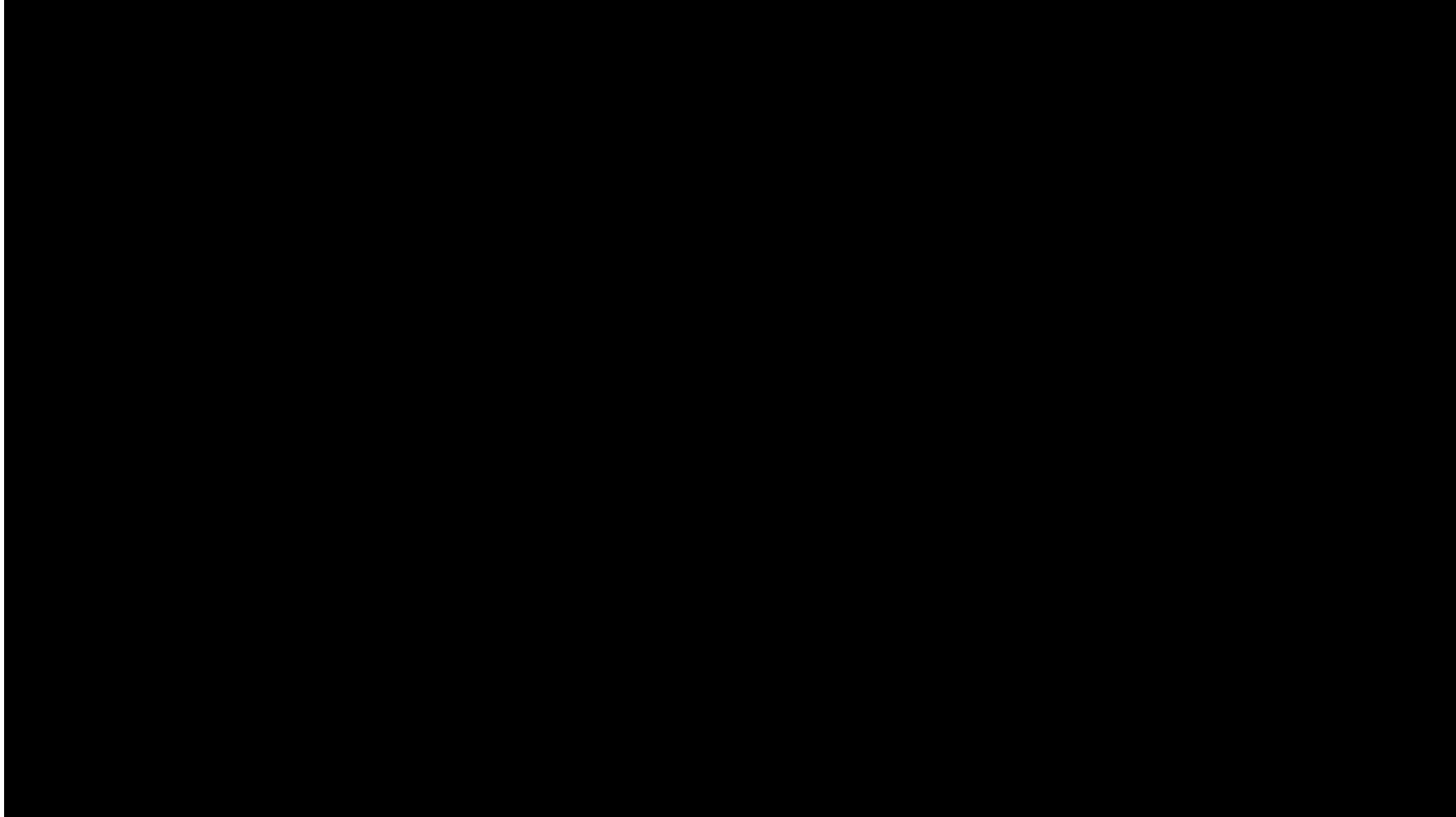
(Current price of IoT device= 15,000 THB)

78% of the farmers agree that technology helps farmers gain more knowledge and skills for their profession

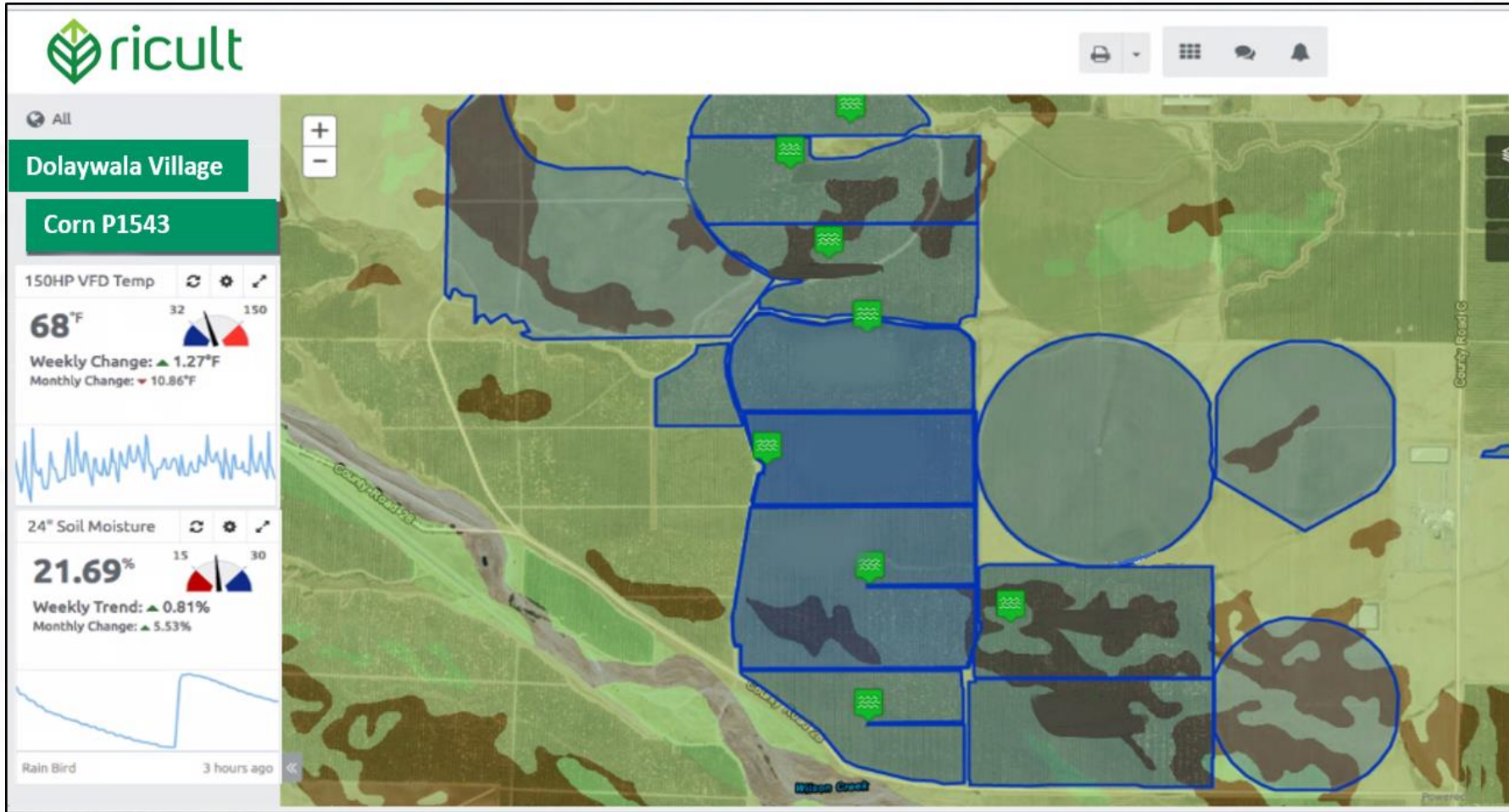
76% agreed that technology is a source of knowledge which allows farmers to access information more easily

71% agreed that technology helps improve their quality of life

VDO Smart Farmer



dtac's Precision Farming Service



20-30%

The service to boost farmer's yields by 20-30%.

20 times better!

Thai farmers spent 7% more for a 1 yield increase, then they could do 20 times better!





Thank you