



[Agriculture] ARUN Seed, Certified Non-Profit Organization

ARUN

<https://arunseed.jp/en/>

- ❑ Address: Bunkyo-ku, Tokyo
- ❑ Number of employees:5
- ❑ Established in 2014
- ❑ Description of business: Scouting social entrepreneurs, implementing, disseminating, developing, and researching social investments in developing countries

Outline of the demonstration project

- Project for PoC on the quality and traceability of agricultural products through a farming support platform based on AI image recognition model in Myanmar

Cooperation with local companies/governments

- Local partners:
Greenovator Co Ltd. (Farming support services/apps, E-Commerce, Consultancy)
In collaboration with the Department of Agriculture of the Ministry of Agriculture, Livestock and Irrigation



Targeted economic/social issues and solutions

- While farms in Myanmar are well diversified, the overall productivity of agricultural sector is low in part due to undersupply of quality public services in rural areas, such as introduction of modern technology and distribution know-how. In particular, farmers are faced with several issues in quality and traceability of sesame, which is regarded as an indispensable and valuable cash crop in Myanmar.
- Improve quality and traceability of sesame as a target crop, based on AI image recognition model, introduce a QR code, and make linkage with a platform "e-Marketplace" for improving market access for stakeholders in agriculture.