



Source data ethically for business claims

Businesses need data to be efficient, competitive and responsive to customers.

They want legal datasets, sourced ethically and transparently¹. Bluenumbers (B#) enables businesses that need authentic and legally-safe data to source it directly from individuals who create it. B# is a free self-sovereign identity (SSI) for workers and farmers who can create data and keep it securely in Personal Data Vaults (PDV). If necessary, certifiers can verify the creators and the data they create by credentialing so the origin and content is trusted.

Sahyadri Farms Sustainable Grassroots Initiatives Ltd ('Sahyadri') is the largest Farmer Producer Organization in India. They guarantee their farmers a sustainable income and a share of business returns.

Sahyadri used MillionMakers™ to ethically gather direct worker and farmer voice data about their operation - as a critical measure of sustainability and the enhanced employer-employee relationship.

MillionMakers™ enabled each Sahyadri worker and farmer with a Bluenumbers® self-sovereign identity (SSI) and invited them to create data that measured ethical practices and support Sahyadri's claims. With the B# SSI workers and farmers owned all data they created to generate income for themselves.

Bluenumbers® enabled Sahyadri to source data ethically from workers and farmers.

Sahyadri engaged 76 factory workers and 213 farmers, collecting 10,674 data points directly from individuals via their own smartphones in 30 days. Sahyadri has a dataset to support business claims of sustainability and no forced labor. The data creators were paid INR 144,500 to license the data generated.

¹ Bishton, T, 2022, 'What data buyers want', PoolData.io Available at <https://www.pooldata.io/blog/what-data-buyers-want>

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