

## CUSTOMIZED AND ACTIONABLE CROP ADVISORIES PLATFORM

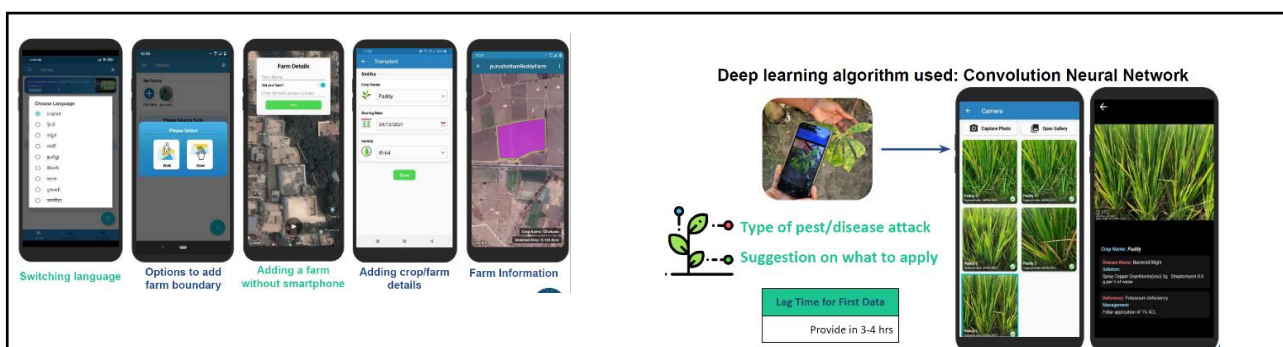
**Domain:** Agri-technology & Agri-inputs

**Technology:**

A customized and actionable crop advisories platform for decision-making for the farmers and other stakeholders of agro-ecosystem through proprietary algorithms that leverage cutting-edge technologies like Remote Sensing, Machine Learning (ML), and Artificial Intelligence (AI). The technology uses scalable algorithms combined with multi-satellite data using high-resolution real-time/historical data to provide affordable crop advisories at a farm scale.

**Technology Features:**

- AI/ML algorithms using satellite and weather data, crop models, image processing, and package of practices
- Geofencing a farm boundary
- Crop and soil health management: Near real-time detection of crop and soil health variability and non-performing areas
- Crop water management: Near real-time identification of water-stressed areas and monitor agricultural drought



**Technology Status:**

Product is ready and deployed through several multinational companies, not-for-profit organizations, and Indian research institutes.

**Applications:**

- Reduce exploitation of water resources
- Reduce over-usage of fertilizers, insecticides and pesticides
- Improved crop water efficiency

**Value Proposition:**

The overall AI in agriculture market is projected to grow from USD 1.0 billion in 2020 to USD 4.0 billion by 2026 at a Compound Annual Growth Rate (CAGR) of 25.5%.

**Market Potential:**

This technology has market potential in several areas including in farm specific, dynamic crop advisory, and for early warning of the risks (Pest and diseases).

**Requirements:** We are offering commercialization opportunities for the technology.