



MyCrop

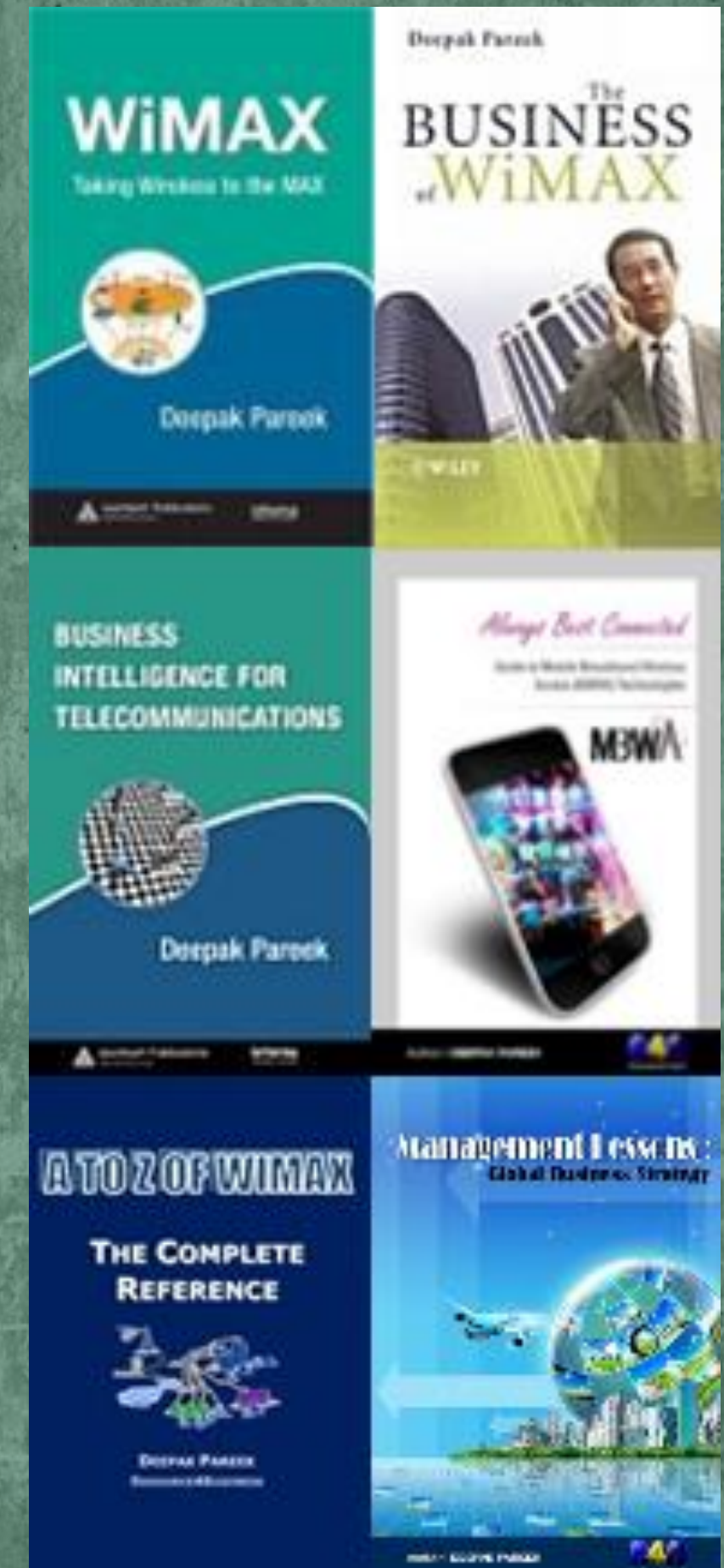
PLATFORM VISION FOR SUSTAINABLE AGRICULTURE

**FARMER EMPOWERMENT BY
OPEN COLLABORATION**

CHANGING THE WORLD, ONE FARMER AT A TIME

WHY ME

- A PUBLISHED AUTHOR OF 7 BOOKS ON VARIOUS TECHNOLOGY AND BUSINESS SUBJECTS.
- ADVISED HON. NARENDRA MODI (CURRENT PRIME MINISTER AND THEN CM GUJARAT) FROM 2008 TO 2011.
- WORKED CLOSELY WITH GOVT. OF INDIA ON WORLD'S LARGEST DATA PROJECT "AADHAR", UNIQUE IDENTIFICATION AUTHORITY OF INDIA, TO MAP 1.2 BILLION CITIZENS.
- PROFILED BY ITU IN THEIR WHO'S WHO LIST FOR 2005 AND 2006 AS INTERNATIONAL ICT VISIONARY.
- THE ECONOMIST CONFERRED "CERTIFICATE OF ACHIEVEMENT" FOR GREAT CONTRIBUTION TO TECHNOLOGY LANDSCAPE.
- VISITING FACULTY AT TOP INSTITUTIONS LIKE IIT, IIM, NIBM (INDIA), KITA (S. KOREA), KPSA (KENYA), IBBM (MAL).



**TODAY HUMAN CIVILIZATION
IS AT THE CROSS ROADS
PLAGUED BY **THREE MAJOR**
CHALLENGES**



A person is holding a globe of the Earth in front of their face, with their hands visible. The background is a blurred outdoor setting. The text is overlaid on the image.

FOOD SECURITY

**WITH 1 BILLION PEOPLE ALREADY HUNGRY
WHILE 2 BILLION MORE WILL BE ADDED BY
2050 AND ANOTHER 2 BILLION BY 2100,
WRITING IS ALREADY ON THE WALL**



FOOD SECURITY

IS NOT ABOUT JUST PRODUCING MORE FOOD
IT IS ABOUT PRODUCING FOOD WHICH IS

DIVERSE

SAFE

LOCAL



CLIMATE CHANGE

**UNSUSTAINABLE FARMING IS CONSIDERED TO BE
KEY DRIVER BEHIND WORLD BECOMING LESS
HABITABLE**

**WE ARE PASSING OUR NEXT GENERATION
FAR WORST THEN WHAT WE INHERITED**



CLIMATE CHANGE

AGRICULTURE IS CONTRIBUTING HEAVILY IN
DEGRADING THE ENVIRONMENT

DEFORESTATION

POLLUTION (SOIL, WATER AND AIR)

ENERGY INTENSIVE



AGRARIAN DISTRESS

SMALLHOLDER FARMERS ARE IN ENORMOUS
DISTRESS DUE TO ECONOMICAL FAILURE. GROWING
FOOD CROPS IS NO LONGER LUCRATIVE
PROPOSITION

TODAY MOST FARMERS DON'T WANT THEIR
CHILDREN TO CONTINUE FARMING



AGRARIAN DISTRESS

FOOD CROPS ARE TODAY UNVIABLE AS AN OPTION
FOR THE FARMER BECAUSE OF

LOW YIELD

HIGH INPUT COSTS (RESOURCES AND LABOR)

INCREASED RISKS

UNSUSTAINABLE OPERATIONS



WE CANNOT TACKLE THESE CHALLENGES

**BY OLD SCHOOL IDEAS WHICH CREATED THESE
PROBLEMS.**

**INDUSTRIALIZATION OF AGRICULTURE HAS
OUTLIVED IT'S PURPOSE**



**WE CAN TACKLE THESE CHALLENGES
BY CREATING A TRULY SUSTAINABLE
AGRIFOOD SYSTEM**

**PRODUCING MORE FOOD WITH LESS LAND,
LIMITED WATER AND FEWER RESOURCES
HENCE MAKING FARMING SUSTAINABLE AND
PROFITABLE FOR SMALL HOLDER FARMERS**



A TRULY SUSTAINABLE AGRIFOOD SYSTEM NEED TO BE

DATA & INSIGHTS DRIVEN

SCALABLE

HOLISTIC

ENVIRONMENT FRIENDLY

SELF-LEARNING & INTELLIGENT

REAL-TIME

COLLABORATIVE

PROFITABLE



**2.5 BILLION SMALLHOLDER FARMERS ARE KEY TO SOLVE PROBLEMS
FACED BY WORLD TODAY AS A LARGEST CULTIVATORS OF FOOD CROP, THEY
MANAGE 500 MILLION FARMS**

**BUT SMALLHOLDER FARMERS ARE IN ENORMOUS
DISTRESS
BECAUSE OF**



**INFORMATION
VACUUM**



**AVAILABILITY
OF QUALITY INPUT**



**ACCESS
TO CREDIT**



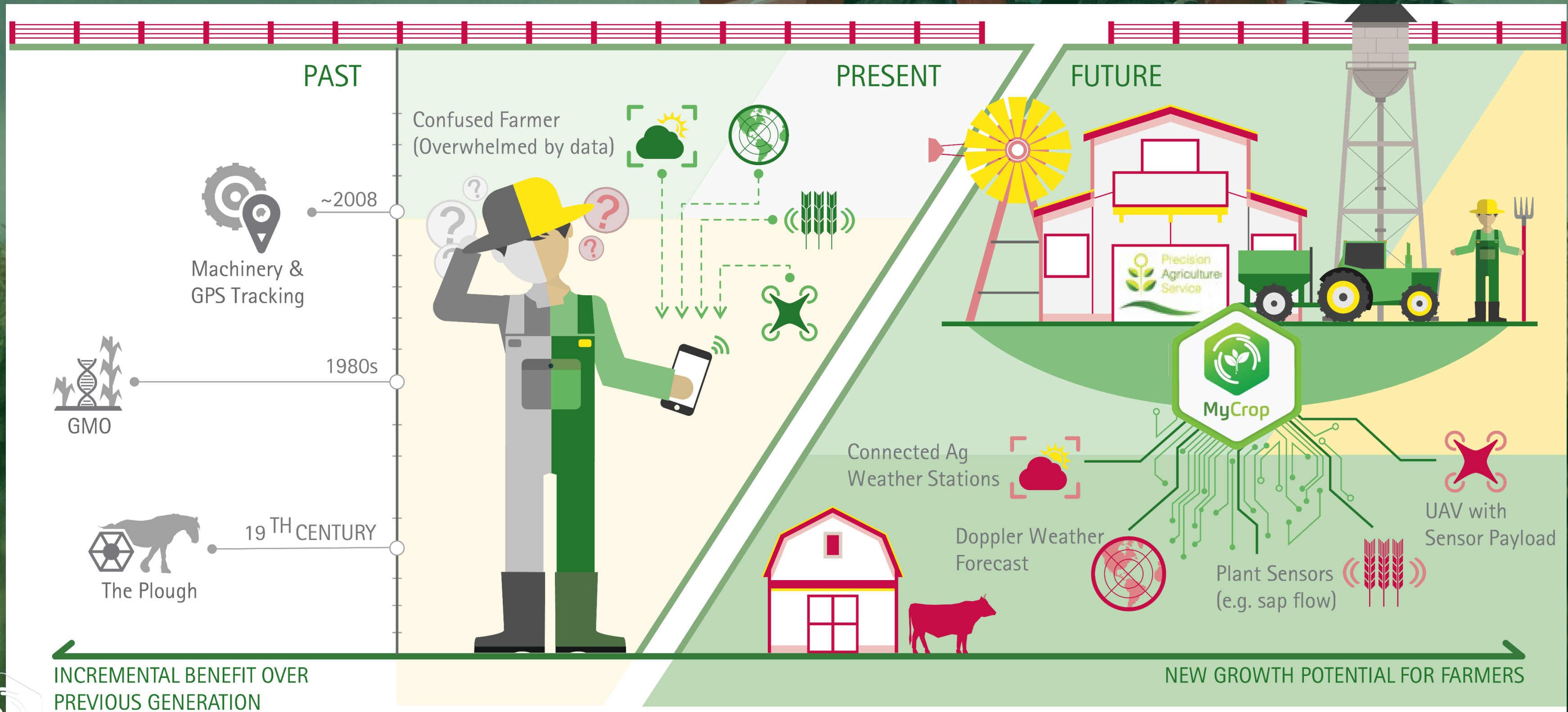
**MARKET
LINKAGES**



**NEW AGRICULTURAL
TECHNOLOGY AND
BUSINESS MODELS ARE
NEEDED...**



WE NEED A FUTURISTIC PLATFORM FOR FARMERS



ENRICHING FARMER'S LIFE

A **COLLABORATIVE PLATFORM** THAT BRINGS **ALL STAKEHOLDERS TOGETHER**

BY COMBINING CUTTING EDGE TECHNOLOGY, INNOVATIVE BUSINESS MODEL, FOCUSED HUMAN EFFORTS.



**A HOLISTIC
PLATFORM
DELIVERING ALL
RESOURCES AT
FARMER'S
DOORSTEPS**

INFORMATION



INPUTS



FINANCE



MARKETS



FARMER INFORMATION
SYSTEM

MONITORING, ANALYSIS
& PREDICTION

**A SCALABLE
INTELLIGENT
REAL-TIME
SOLUTION FOR
FARMER'S
PROBLEMS**



DECISION SUPPORT
TOOL

AGRI INPUTS & OUTPUT
E-COMMERCE



DATA DRIVEN DECISION MAKING FOR ALL STAKEHOLDERS

PUBLIC DATA SOURCES

Weather & Climate

- Satellite
- Predictions
- Historic Database

Soil Database

Crop Models

Markets Info.

Agro Input Datasheets

Best Practices Inventories

- Global
- National
- Regional

Farmer Info.

- Demographics
- Yield & Production

Other Info.

DECISION MODELS, EVALUATORS & ALGORITHMS

Integrated Farm Models

Crop Growth Models

Water Balance Models

Soil Nutrition Models

Precision Agriculture Algorithms

Best Practice Evaluators

Farm Optimization Models

Shortest Supply Chain Analytics

Risk Assessment Models

PROPRIETARY DATA AND SENSORS

Local Sensors

- Soil
- Weather
- Crop

Crop Variety Yield Database

Private Inventories

Remote Sensing Images

- Satellite
- Drones

Input Prices

Yield Maps

**BIG DATA
&
MACHINE
LEARNING
PLATFORM**





MyCrop

A TECHNOLOGY ENABLED INITIATIVE FOR FARMERS THAT EMPOWER THEM THROUGH FARMER MITRA DELIVERING THEM INFORMATION, EXPERTISE AND RESOURCES, TO INCREASE THEIR PRODUCTIVITY & PROFITABILITY HENCE IMPROVING THEIR STANDARD OF LIVING.



A PARTNER FOR EVERY AGRICULTURE STAKEHOLDER



FARM PLAN FOR PRECISE FARMING DECISION

FACILITATE FARMERS IN TAKING MOST OPTIMUM DECISIONS. MYCROP PROVIDES AUTOMATED **FARM PLAN, CUSTOMIZED FOR EACH FARMER** BASED ON WEATHER, SOIL, PEST, CROP DATA ON REAL-TIME BASIS.

PRODUCT INFO



BIG DATA



OPEN DATA



INTELLIGENT ALGORITHMS



FARMER MITRA, CONNECTING SMALLHOLDER FARMERS WITH MYCROP PLATFORM

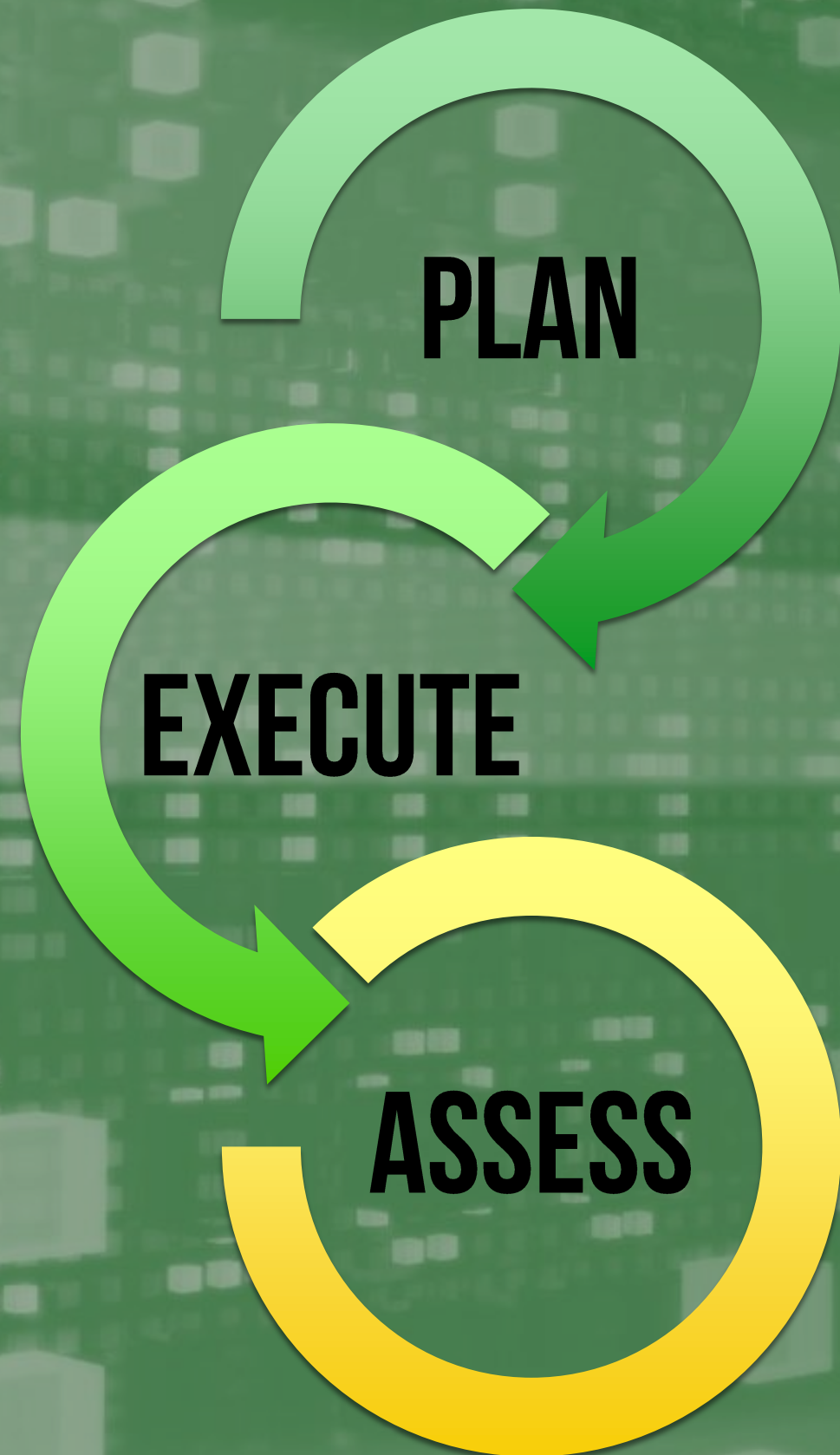
MYCROP WORKS WITH **YOUNG ENTREPRENEURS** OR **SEASONED FARMERS** TRUSTED BY SMALLHOLDER FARMERS AND PROVIDES **BEST IN CLASS TOOLS, TRAINING AND SUPPORT TO THEM FOR THE MISSION.**



MACHINE LEARNING ASSISTED DECISION MAKING



DRIVEN BY **FARMER**
MITRA



- GATHER FARMER AND FIELD DATA
- DATA DRIVEN FARM PLAN CREATION
- FARMER ACTIVITIES BASED ON FARM PLAN
- QUALITY INPUTS RECOMMENDATION BASED ON FARM PLAN ALGORITHMS
- IDENTIFICATION OF FINANCE REQUIREMENTS FOR THE CROP
- BEST PRACTICES BASED ON CURRENT ACTIVITIES AND CONTEXT
- ORDER FOR INPUTS USING BEST SCENARIO
- MONITOR/BENCHMARK PROGRESS OF FARMER/CROP
- PROVIDE SCENARIO BASED ACCESS TO EXPERTS, IF FARMER NEEDS
- AUTO DOCUMENTATION FOR FINANCE AND INSURANCE
- DELIVERY TRACKING OF INPUTS
- FACILITATE PRODUCT TRACEABILITY AND SALES
- PREDICTION OF DEMAND OF INPUTS AND PRODUCE OUTPUT
- RECOMMENDATIONS FOR IMPROVEMENT IN PRODUCTIVITY
- SUGGESTION FOR INPUT SALES AND SUPPLY CHAIN EFFICIENCY
- IDENTIFICATION OF FARMER PAIN POINTS NOT COVERED PREVIOUSLY
- MONITOR FARM PLAN RECOMMENDATIONS' EFFICIENCY ON GROUND
- AUTO BENCHMARKING OF EFFECTIVENESS OF MYCROP TECHNOLOGY/TOOLS/RECOMMENDATIONS

MYCROP — VALUE PROPOSITION

MYCROP WILL LEAD TO THE BETTERMENT OF THE SMALLHOLDER FARMERS' LIFE PROVIDING THEM ACCESS TO ALL THEY NEED FOR AGRICULTURE

MYCROP WILL PROVIDE INSIGHTS ABOUT FARMERS AND THEIR NEEDS TO VARIOUS STAKEHOLDERS AND WILL MAKE THEIR DELIVERABLES MORE RELEVANT AND BENEFITS REACH SMALLHOLDER FARMERS

MYCROP WILL ENABLE MULTIPLE STAKE HOLDERS TO REACH THE SMALLHOLDER FARMERS IN THE MOST REMOTE AREAS AND SEE THE DIRECT BENEFIT OF THE RESOURCES THEY PROVIDE IN TERMS OF BETTER YIELD AND ENHANCED PROFITABILITY OF THE FARMERS.



JOURNEY SO FAR IS NOTHING LESS THAN **AWESOME**

LAUNCH PAD –

**INDONESIA
(SUMATRA, JAVA)**

**INDIA
(GUJARAT)**

India and Indonesia are amongst the fastest growing large economies with substantial potential, however like majority of emerging markets they are facing tremendous agrarian stress. MyCrop is already operational in Indonesia and soon will be making its solution available to farmers of India



OUR KEY PARTNERS

Better Rice Initiative Asia



BRIA

Better Rice, Better Life

 **BASF**
We create chemistry

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Australian Aid



MERCY CORPS



Thank You!



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