MARCH - APRIL 2021

Cropin

NABARD PROJECT END REPORT

BY CROPIN TECHNOLOGY SOLUTIONS PRIVATE LIMITED

NABARD

Promote sustainable and equitable agriculture and rural development through participative financial and non-financial interventions, innovations, technology and institutional development for securing prosperity.

NABARD

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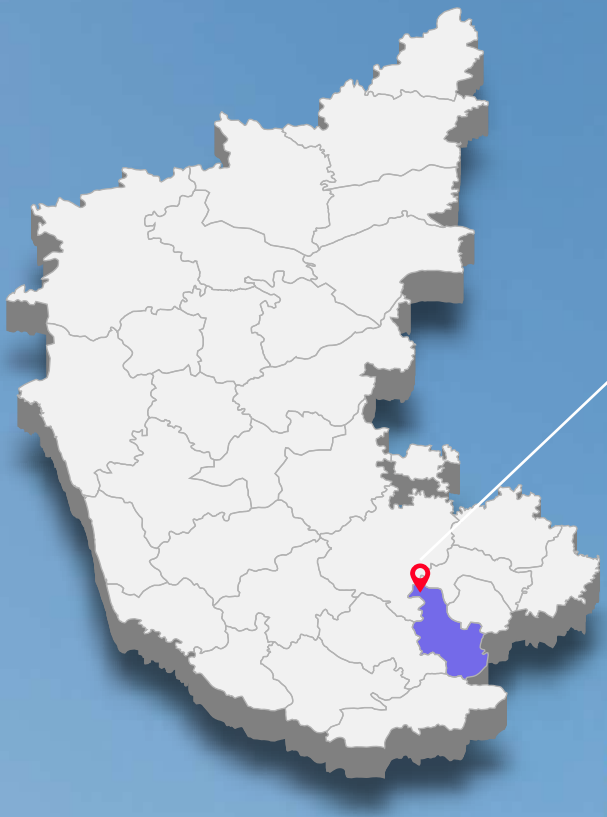
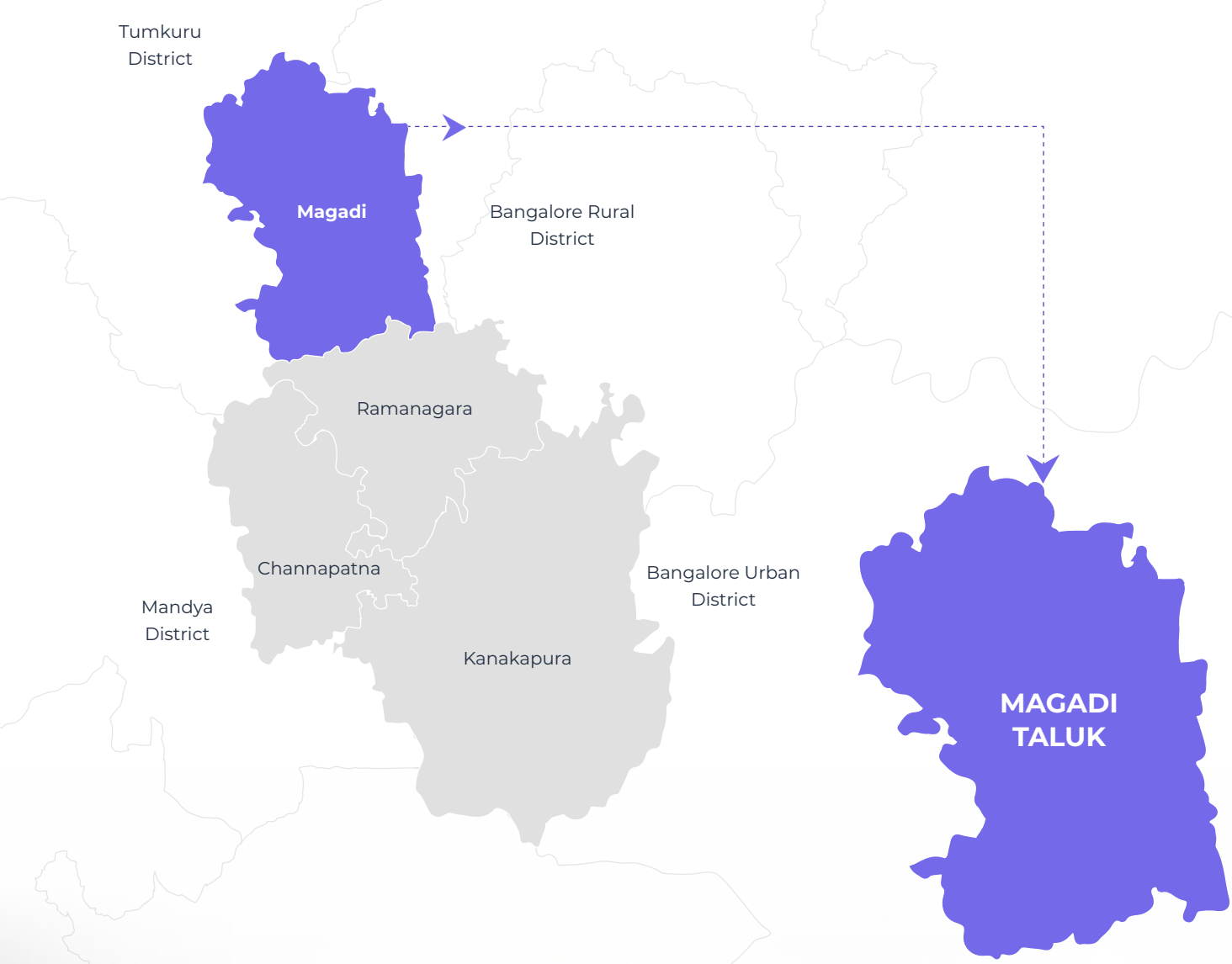
01 BACKGROUND AND CONTEXT

The project was implemented in **15 villages of Hujgal and Kalari,** the watershed areas of **Magadi Taluk in Ramanagara district of Karnataka,** India. Digitization, value chain support and advisory was implemented among 1054 farmers who are growing a variety of crops including **plantation crops, flowers, vegetables, fruits, pulses and orchard crops.**



THE PILOT PROJECT WAS IMPLEMENTED IN 21+ VILLAGES OF MAGADI TALUKA OF RAMANAGARA DISTRICT OF KARNATAKA FOR 1000+ FARMERS UNDER IRIDS FPO'S FOR DIGITIZATION, VALUE-CHAIN AND ADVISORY SUPPORT.

A. GEOGRAPHICAL COVERAGE AND DISTRICT PROFILE



B. MAGADI TALUK

Population in 2011: 30,000.

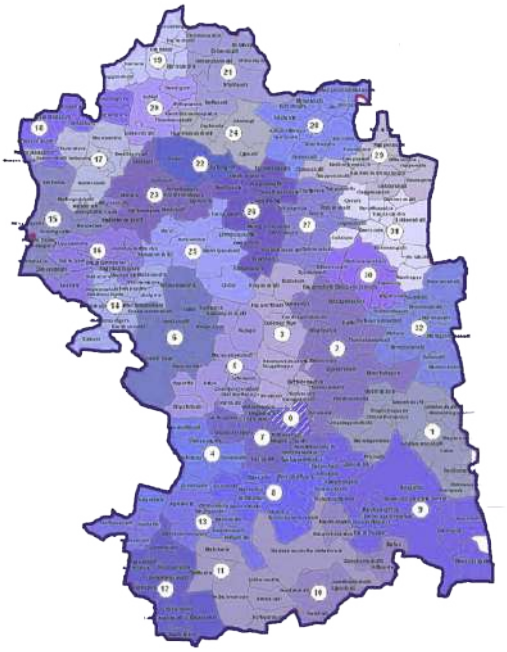
Male to Female ratio 2011:1

Literacy rate in 2011: 69%

High Flood Level: 0.5m to 9.31m

No. of Wards:	23
No. of Villages:	268
No. of Panchayat:	32

Latitude: 24.72° N, 84.85° E
Longitude: 24.72° N, 84.85°E



MAGADI TALUK

C. CLIMATE AND LAND USE

Magadi taluk enjoys semi-arid climate. Dryness and hot weather prevails in major parts of the year. The area falls under the Northern Dry agro-climatic zone of Karnataka state and is categorized as drought prone. The climate of the study area is quite agreeable and free from extremes. The year is usually divided into four seasons:

- *Summer from March to May*
- *Rainy season or south-west monsoon season from June to September*
- *Post-monsoon season covering the months of October and*
- *November and dry or winter Season from December to February*

It is observed that net sown area accounts for about **53%** of total geographical area, while area sown more than once is **3.5%** of total geographical area in the taluk. As per the data available, the taluk uses **4221** dug wells and **7537** tube wells for irrigation purposes. Canals are the source for irrigation in the taluk.

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The taluk is occupied by two types of soils viz. Clayey and Red loamy soils (rocky) generally occur on hilly to undulating land slopes on granite and granite gneisses Formation of various types of soils is a complex function of chemical weathering of bedrocks, vegetative decay and circulation of precipitated water. It is observed that presently, in the command areas canals are the source of irrigation and in non-command areas water from tanks and ground from borewells are used for irrigation purposes in the taluk. Water use efficiency measures have to be adopted for saving the ground water resources.

Efficient irrigation practices like drip irrigation and sprinkler have to be adopted by the farmers in the existing 5207 ha of gross irrigated area.

NATIONAL AQUIFER MAPPING MAGADI TALUK RAMANAGARA DISTRICT, KARNATAKA

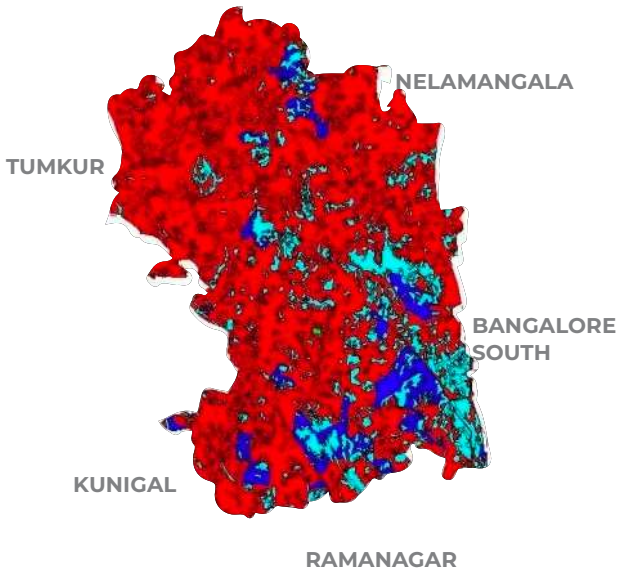


Figure 3 - Climate of Ramanagara District

LEGAND

- Agriculture
- Build-up
- Forest
- Grass land/gazing land
- Others
- Waterlands
- Water bodies

02 CROPIN'S WORKFLOW

A brief summary of the quarterly breakdown of Cropin's work during the project period is provided below:

QUARTER 1
Jan - March

- Creation of PMU and staff training.
- Hoisting of Dashboard and system configuration.
- Package of practices for 19 crops has been created and submitted for validation.
- Digitization of Plot and farmers initiated

QUARTER 2
Apr - June

- Procurement guidelines shared with FPOs through IRIDS.
- Digitization re-initiated during lockdown phase
- Buyer Connect.(45 buyers)
- Welcome SMS initiated for farmers
- Joint call with NABARD and IRIDS to tack monthly progress

QUARTER 3
July - Sep

- Out call 200 random farmer crop categories wise and capture their likely harvest quantity.
- Connect with 6 major institutional buyers and coordinate with IRIDS for vendor form registration
- Weekly projected harvest report sharing with IRIDS team.

QUARTER 4
Oct - Dec

- Deployment of QR Code.
- Initiation of Digitization for farmers and plots.
- PMU Meet conducted
- Feedback of farmer feedback initiated

STATUS OF PROJECT DELIVERABLE

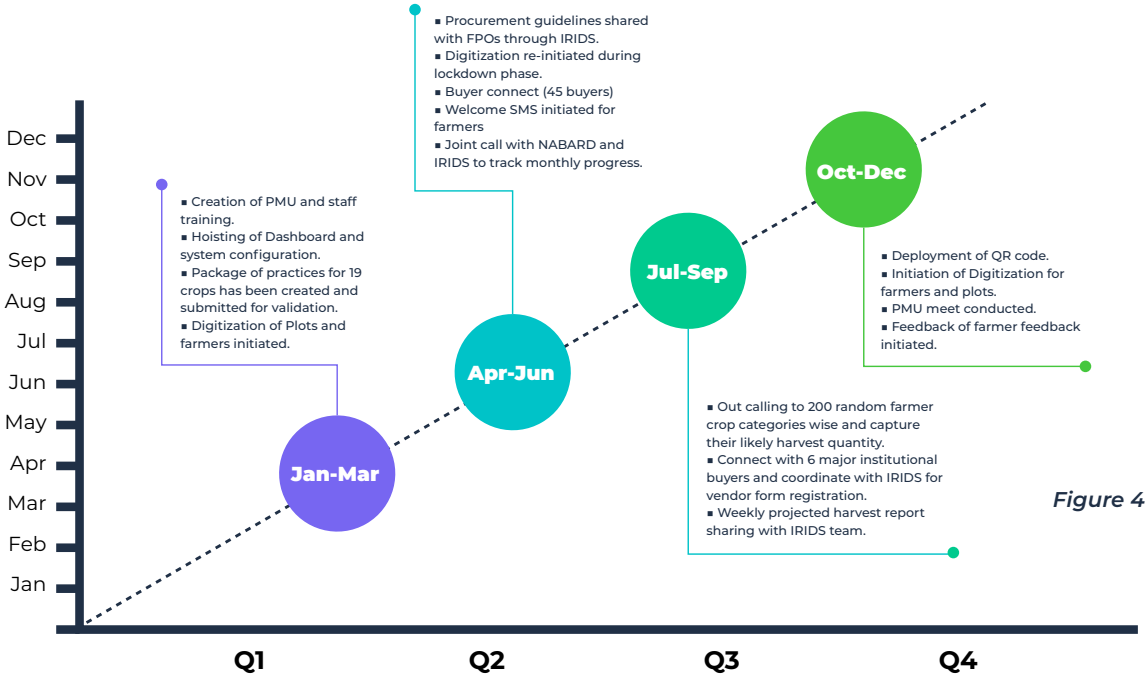


Figure 4 - Workflow

The status breakdown of the project deliverable is provided below:

Formation of Project Management Committee (PMC)

The PMC has been formatted with the following members representatives:
i. NABARD, ii. Cropin Technologies Pvt Ltd, iii. IRIDS, iv. FPC

Submission of Detailed Activity Plan (DAP)

A detailed activity plan indicating interventions & timeline, deliverables & Stakeholders DAP has been shared with NABARD already.

Data Syncing and System Configuration

System configuration is underway and the crop data is being progressively getting uploaded. The advisory support has been extended to farmers.

Training and Team Development & Preparation of Reporting Structure

A dedicated IRIDS staff, subject matter specialist & Cropin executive has closely followed up for the field activities

Setup of Market Linkage & Digitization

In line with the process of setting up an integrated value chain participation platform, Cropin has already lined up 45 buyers. Traceability has been implemented and QR codes generated. 100% farmers have been digitized.

Feedback Collection & Report Submission

Feedback from IRIDS and FPC members regarding the advantages and utility of the new platform and Project Completion Report has been collected. Farmer & other stakeholders feedback is completed.

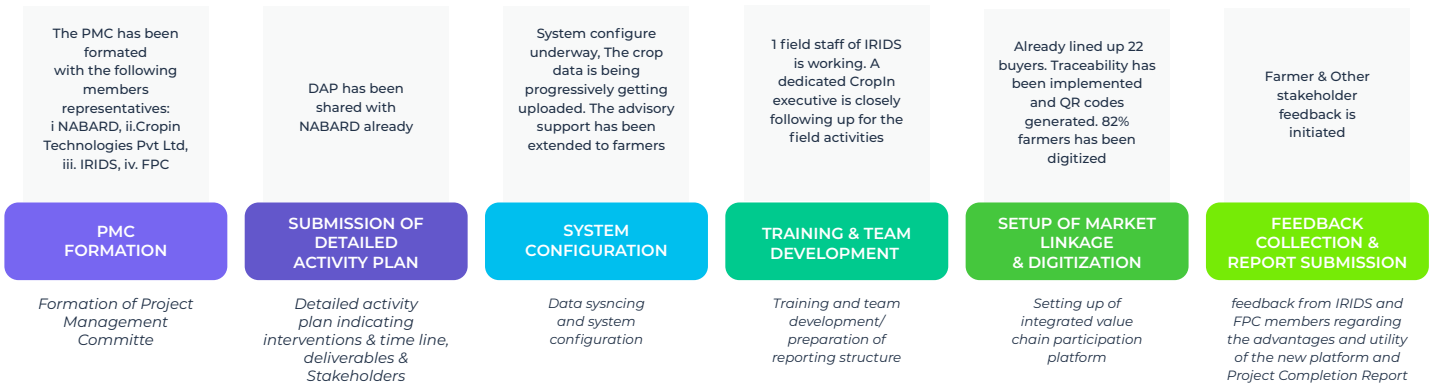


Figure 5 - Status breakdown of project

03 CROPIN'S DATA ARCHITECTURE,
Framework And Portal Set Up Details

CropIn's innovative technology has been instrumental in improving the adaptive capacity of farmers to climate changes.

ICT PLATFORM
ICT Platform for Managing Advisory Generation, Transmission, Archiving Of Data

ON FIELD TEAM
Deployment of On-field team of trained personnel

DATA COLLECTION
Collection of data on crops, land, production, soil and weather

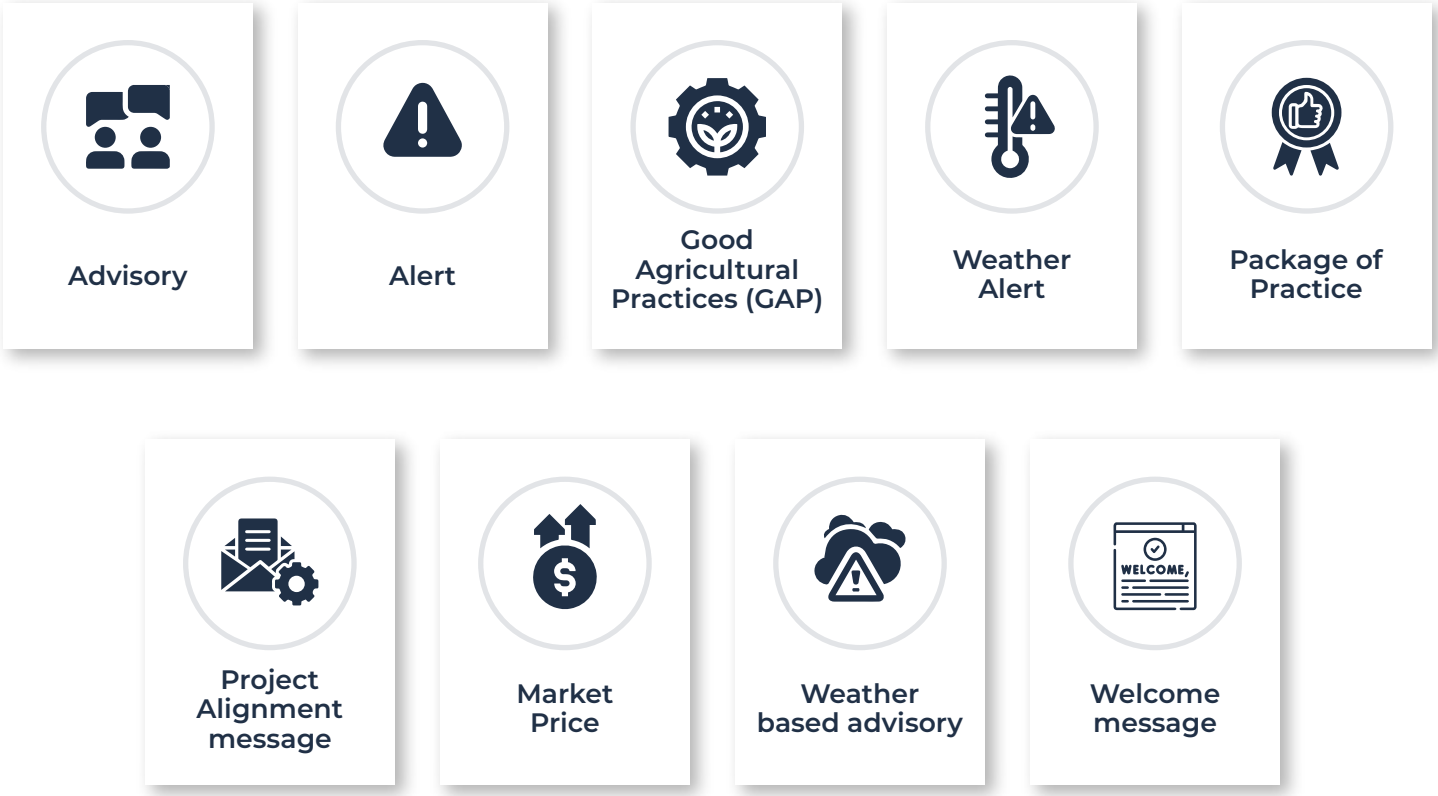
TRAINING
Training, capacity building, feedback looping from farmers

a. ICT Platform for Managing Advisory Generation, Transmission Archiving & Data Mining:

CropIn ICT Platform provides both Web based and mobile platform to transmit WBASS to farmers. The system is capable of electronically receiving and using data generated by third party weather vendors.

b. Generating and Transmitting Agro Advisories:

CropIn adopted the process for collecting data and uploading data on to the ICT Platform, which involves a regular, periodic and pre-decided visit schedule for each crop from each selected farm using IRIDS staffs. CropIn developed forms and formats for collecting data, crop, pest and disease calendar for selection of critical periods for each crop. It is also scheduled when the data must be collected, timing and technique of pictorial data (photographs of the crop) collection that shows crop growth, pest and disease attack etc. CropIn provides the following category of messages to farmers:



c. Database Management and MIS:

The CropIn's platform architecture renders it to store the data collected, the advisories disseminated, action taken by the farmers and results thereof in the form of a database. In addition, the CropIn architecture is able to support querying and providing customized data and reports in various formats such as excel etc. Once the initial platform is set up , the extension network can be leveraged to capture micro level data including details of farmers in the region, land records, crop records, and other components. The data is captured using an Android based mobile application. The captured data is visible in an interactive dashboard accessible through a web application giving live updates for each farmer, the activity at the farm. The dashboard also has a reporting & MIS module.

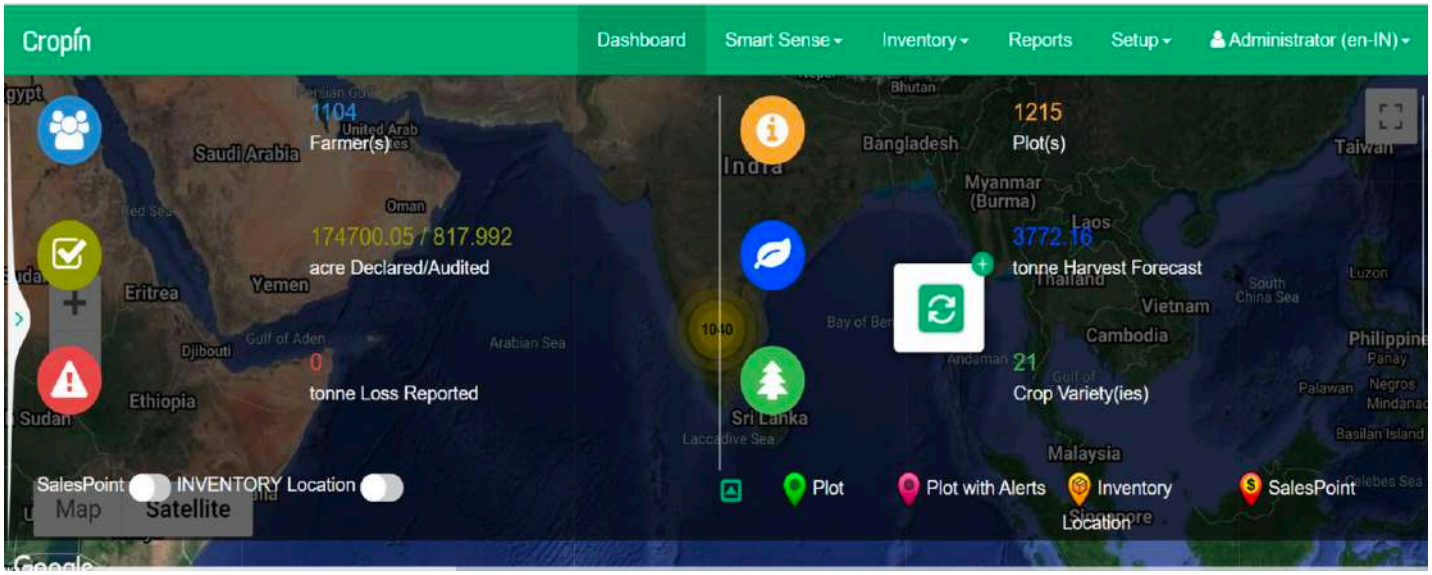


Figure 6: Interactive Dashboard

d. Alert Raising system:

CropIn established a system such that the crop advisories are developed and transmitted within 48 hours of collecting data from the selected farms. While the thrust of the system was to provide proactive (without waiting for a query from the farmer) crop advisories, CropIn made appropriate arrangements to provide solutions within SLA of 48 hours to queries from farmers. The frequency of the crop advisories followed a phonological cycle so that advisories adequately cover critical stages of the crop.

e. Database Management, Data Mining and MIS:

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f. Technology specifications and platform architecture:

CropIn's web platform interface relies on Microsoft technologies, while its mobile app is built on Android. The application instances are hosted on an IIS server and the data is stored on a SQL server database. The web is built on Microsoft .NET MVC framework. The front-end uses a combination of Bootstrap theme and AngularJS. Besides, Google maps is used for visualization of farms. CropIn uses Microsoft SSRS for reports. It also uses Jaspersoft for advanced analytics and dashboard.

04 DIGITIZATION & ADVISORY

As of now, 1104 Farmers and 1215 Plots have been registered. A total of 817.9 Acres has been audited, covering 112 villages and 21 Crop varieties. This summarized data is displayed to the user on the Cropin SmartFarm Dashboard.

2,62,000+
Pop And Weather Based Agro-advisories Triggered

1104+
Farmers Registered

1,215++
Plots Registered Across Seasons

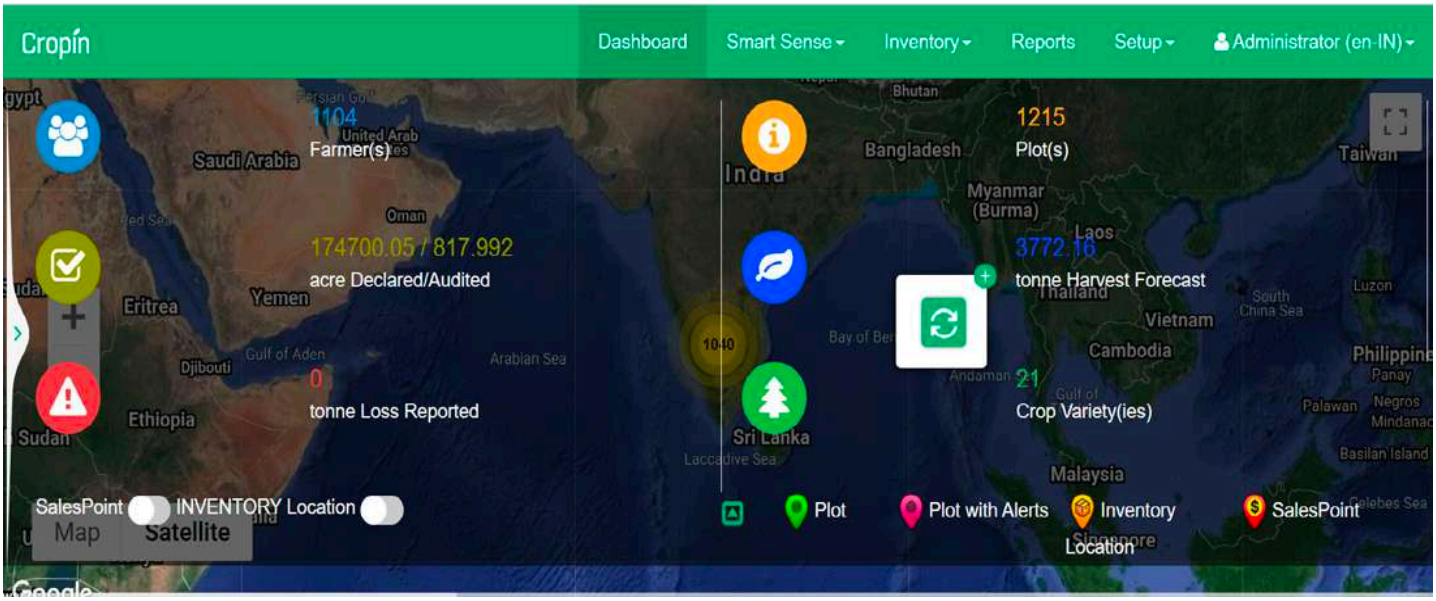
Area Audited (Acres)

21+
Villages Covered

4
Block Coordinators

1
Subject Matter Expert

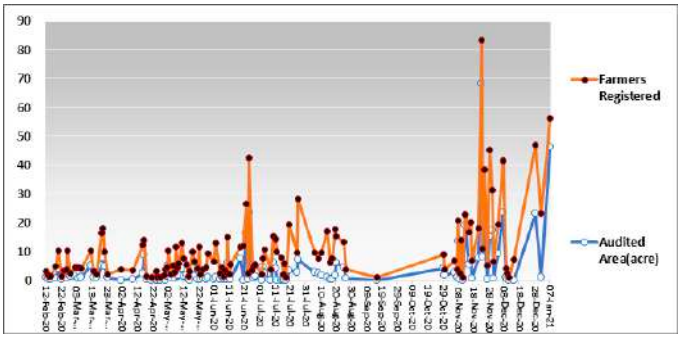
1
Project Managers



a. Plot & Farmer Digitization

During the project, the registered number of farmers was smaller but it continuously grew and by the second Quarter, the number of farmers that were registered as well as the number of plots that were audited had doubled in numbers. November saw the highest level of registration among farmers with 157 farmers being registered and over 192 acres of plot being audited.

Highest number of farmers registered were during the month of may (33%) followed by June (26%). Post the month of April, rate registration of farmers speed up with average rate of daily registration of farmers being 6.4 and 5.1 for month of May and June respectively which is almost double of daily registration rate of 2.7 farmers observed during first quarter (Feb-April)



b. Crop Coverage

The project covered the following crops : Arecanut, Banana, Beans, Brinjal, Chilli, Cucumber, Finger Millet, Green Peas, Guava, Horse Gram, Java Plum, Marigold, Pigeon pea, Ridge Gourd, Rose, Sweet Potato and Tomato.

Finger Millet was the crop with the most coverage, with over 300 acres area audited and with 325 registered farmers. Villages Chandoorayanahalli, Shivanasandra, kalya, kalari, hanumanthapura, Hujgal, Kodipalya, Thorepalya are major villages which harbours 51.6% of total registered farmers. These villages typically produce Cash crops and the majority of farmers from these villages registered under the program were cash crop growers. Plantation Crop area is highest with 41% of all audited area under it grown by 39% farmers.

The next major category is under Fruit dictating 31% of audited area and 24% of farmers. This is followed by the cash crop category which accounts for 16% of audited area and 14% of farmers under it. Vegetables are grown by 15% farmers but in a limited area of 6% of the entire audited area. Field crops are grown in very small areas and by a very limited number of farmers.

Figure 7: Crop Coverage Chart

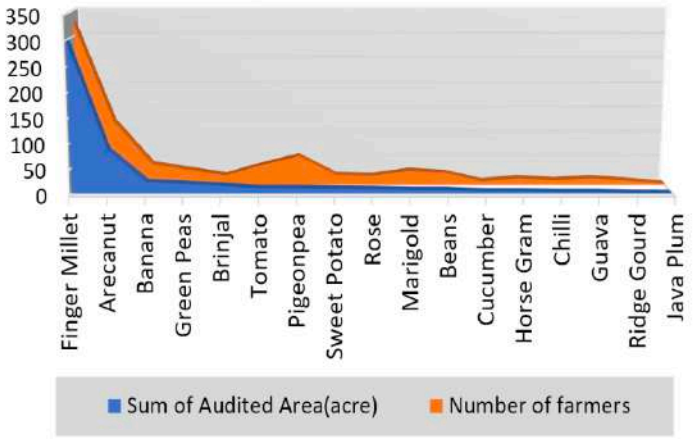


Figure 10 : Crops

Green Pea: *Grown primarily during zaid and Kharif. Contributes up to 01.8% of net shown area*

Arecanut: *comprises the majority of standing Kharif crop percentage-wise up to 15.5%*

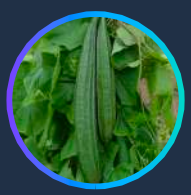
Banana: *Banana is important cash crop grown in Kharif comprising up to 4.4% of net sown area*

Guava: *Major Fruit crop primarily during zaid and Kharif. Contributes up to 0.6% of net shown area*

Pigeon Pea: *Its a minor pulse crop grown primarily during hot, arid Kharif months. Comprises only up to 2.1% of net sown area.*

Horse Gram: *Grown primarily during Rabi season. However it dictates a small area percentage 0f 0.9% under it*

Brinjal: *Another important Kharif vegetable crop occupying up to 3% of net sown area*



Ridge-gourd: *Minor vegetable crop grown primarily during late summer and Kharif. Comprises only up to 0.3% of net sown area.*

Marigold: *Important floriculture crop grown primarily during Kharif. Comprises only up to 1.5% of net sown area.*

Chilli: *Green Chilli is grown across the year. Contributes up to 0.6% of net shown area*

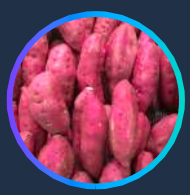
Beans: *Another important Rabi pulse crop occupying up to 1.5% of net sown area*

Cucumber: *Cucumber is grown primarily during Kharif. Contributes up to 0.9% of net shown area*

Java Plum: *Grown primarily during Kharif. Comprises only up to 0.2% of net sown area.*

Finger Millet: *Finger Millet comprises the majority of standing Rabi crop percentage-wise up to 58%*

Tomato: *Important vegetable grown primarily during rabi. Comprises only up to 2.1% of net sown area.*



Sweet Potato: *Grown primarily during zaid and Kharif. Contributes up to 01.8% of net shown area*

Crops	Sum of Audited Area(acre)	Number of farmers
Arecanut	80.20	109
Banana	22.82	43
Beans	7.53	25
Brinjal	15.55	20
Chilly	3.34	10
Cucumber	4.57	8
Finger Millet	300.11	325
Green Peas	19.77	31
Guava	3.27	14
Horse Gram	4.45	14
Java Plum	1.23	3
Marigold	7.66	29
No Crop	5.68	20
Pigeon pea	10.71	59
Ridge Gourd	1.45	9
Rose	8.95	19
Sweet Potato	9.47	21
Tomato	10.91	41

Figure 11 : Crop wise farmers and audited area

c. Harvest

The Harvest status of all the various crops under audited areas and registered farmers are collected.

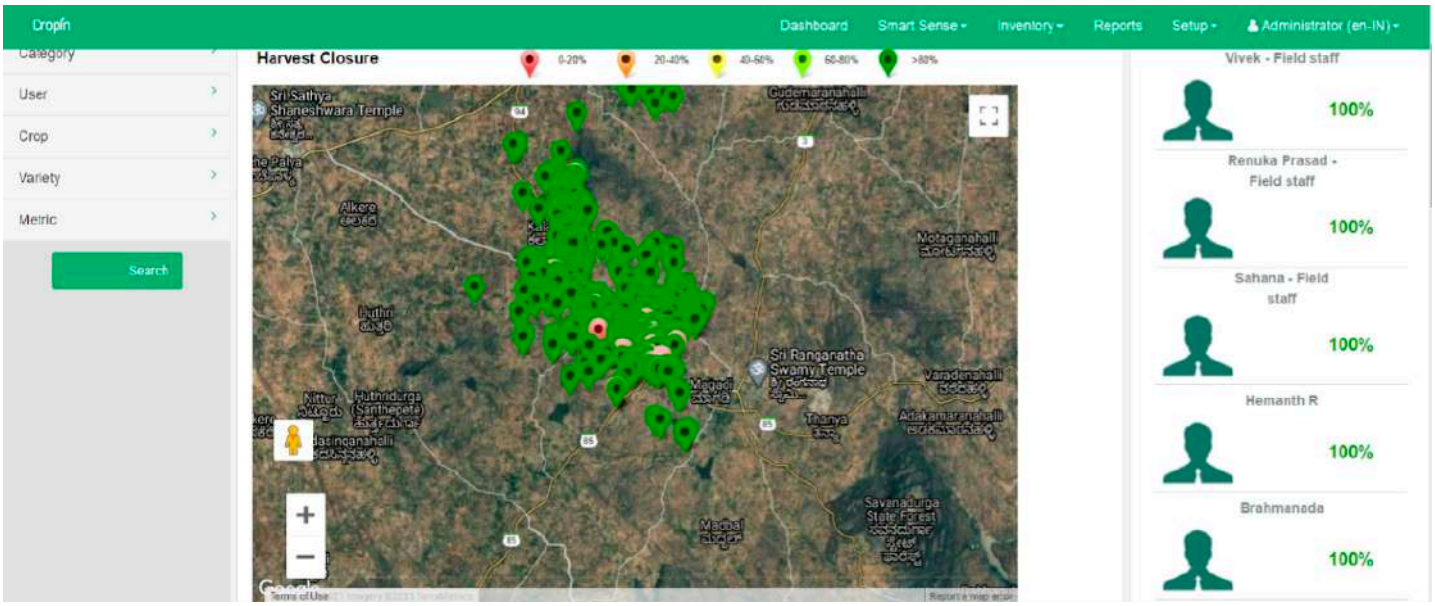


Figure 12 : Harvest status dashboard

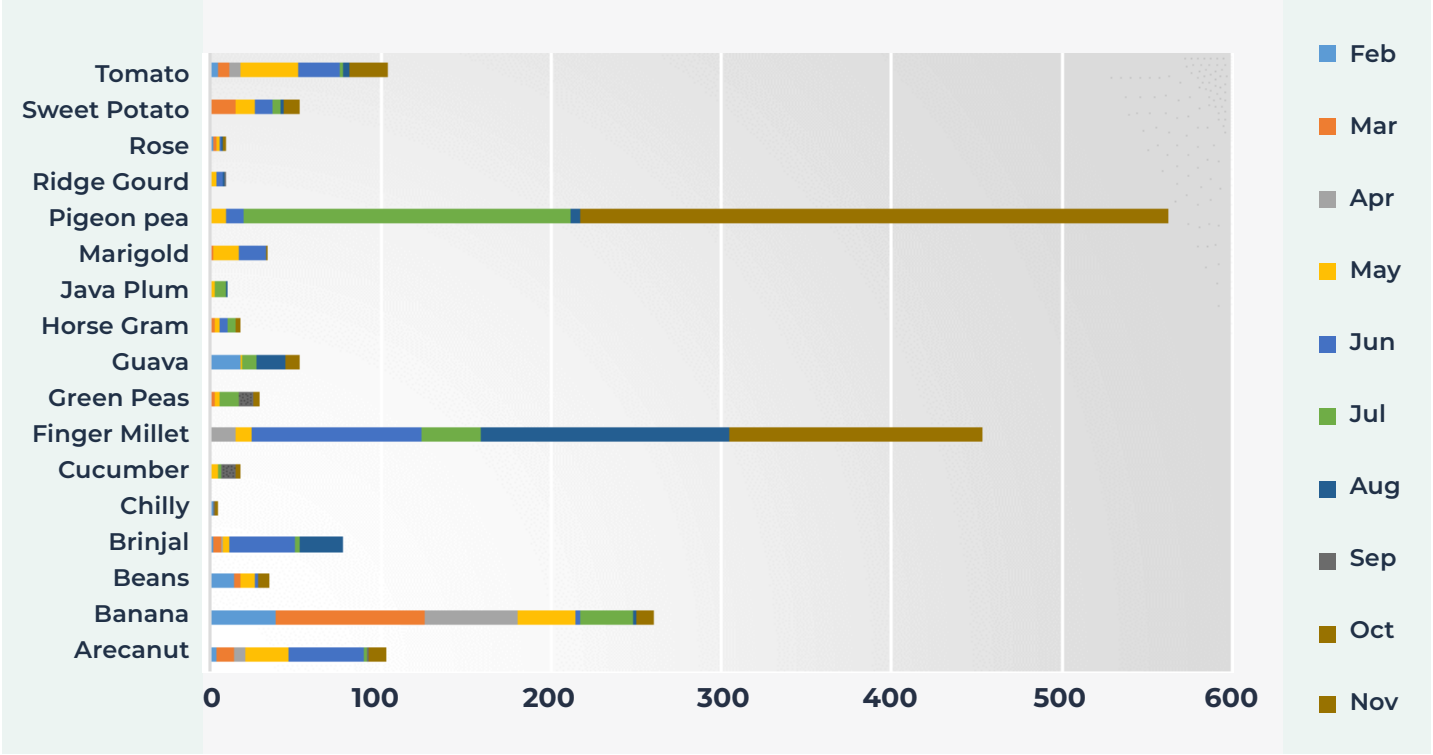


Figure 13 : Crop Harvest status Month-wise

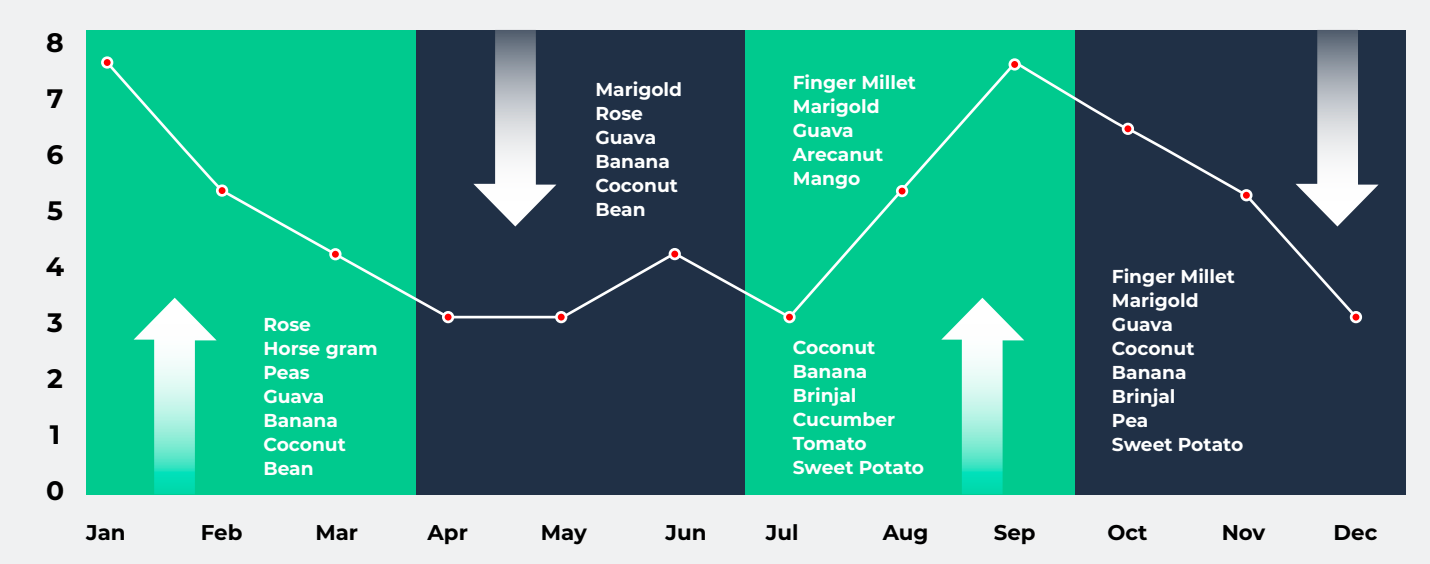


Figure 14 : Seasons Vs Crops

d. Advisory Support to Farmers

Agricultural production is often volatile due to external factors, such as weather, insect/pests, diseases, and input/output prices. Recently, increasing climatic risks in agriculture are causing serious distress to farming communities across the world. While some aspects of climate change such as longer growing seasons and warmer temperatures may bring benefits in crop growth and yield, there will also be a range of adverse impacts due to reduced water availability and more frequent extreme weather conditions. These impacts may put agricultural activities at significant risk.

e. Advisory Support Status

Keeping these factors in mind, the following actions have been undertaken.

All the advisories are sent in the farmer's local language.

Package of Practices, Alerts, Good Agricultural Practices (GAP), Advisory are being sent to farmers.

Market prices are being shared for 4-5 major local markets to help farmers understand the prevailing crop prices in the local area.

A farmer receives approximately 8-10 messages on a weekly basis on various topics.

Daily weather updates are being shared with the farmers.

The message diversity has increased which includes, soil and water conservation, organic farming, Harvest Index assessments, weather-based crop advisories, improved cultural practices and use of improved varieties etc.

The messages informing farmers of the project initiatives and objective of market linkage are being disseminated to help farmers understand their roles and need of involvement with this project.

Delivered Date	Advisory	Alert	Good Agricultural Practices (GAP)	Market Price	Package of Practice	Project Alignment message	Weather Alert	Weather based advisory	Welcome message
Jan	1440	0	2085	4678	6417	0	2149	0	0
Apr	0	0	0	0	0	220	0	0	220
Sep	3994	0	0	4831	805	0	8049	0	0
Oct	2415	805	0	14962	805	0	13689	0	0
Nov	6843	971	1123	25812	6985	0	9887	1786	0
Dec	24416	0	0	42384	58339	0	21102	0	0

Figure 15 : Messages sent - Types and count

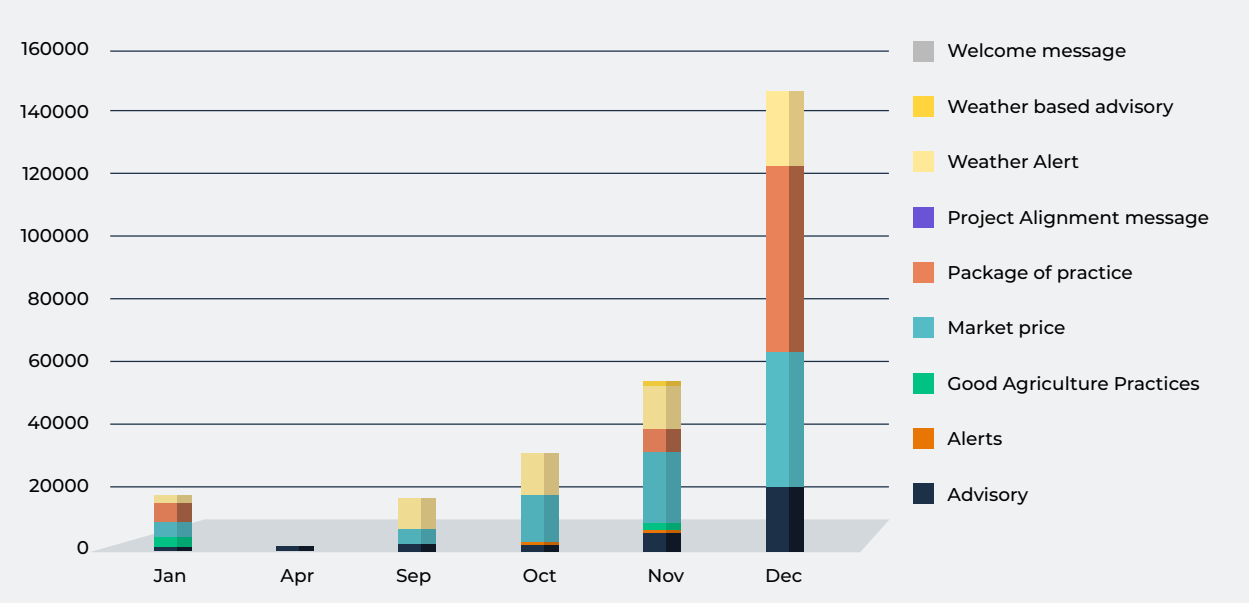


Figure 16 : Messages - Timeline chart

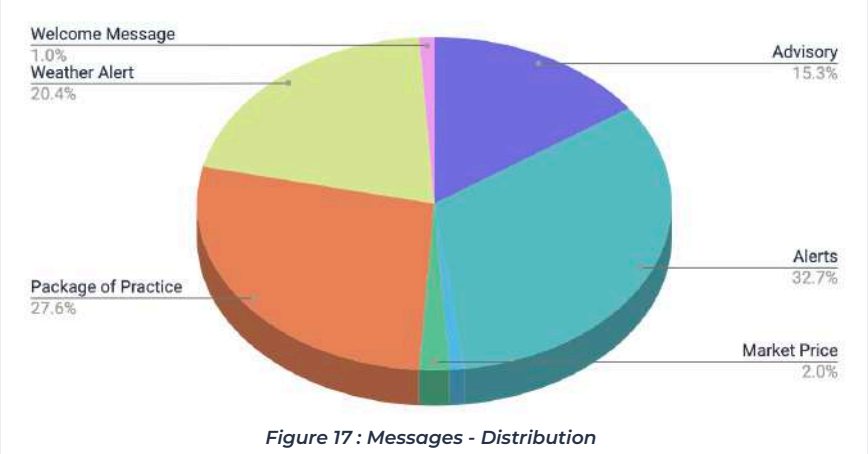


Figure 17 : Messages - Distribution

The advisory has increased both in quantity and diversity as per the growing farming needs of the farmers. The above charts (Figure 8) depicts various categories of messages sent to Farmers. There has been progressive increase with the peak spread across all seasons of the year 2020. There had been considerable increase in Activity reminder messages. This proactive approach ensures that farmers are following the intervention at appropriate times. Alert advisory too had been considerably higher than in 2019. This shift from reactive to proactive approach has helped the farmer to judiciously plan their resources right ahead of time and reduce losses at advanced stages of the biotic stress life-cycle.

The messages related to Market Price have been the highest number category of messages being sent to farmers. Package of Practices is the second in the category with the highest number Both the trend indicates a proactive and dynamic approach where farmers are encouraged and constantly kept updated with the latest market prices and relevant practices.

f. Market Price Messages

We are providing Daily Market prices to all registered farmers for Magadi and local markets for major vegetables. So far, 92,667 messages have been sent.

Farmers get the updated prices of the major vegetables on a daily basis which confers them with better negotiation ability and visibility to dynamic price change of local mandies. Farmers have appreciated the efforts and expressed their willingness to keep getting these messages in the future.

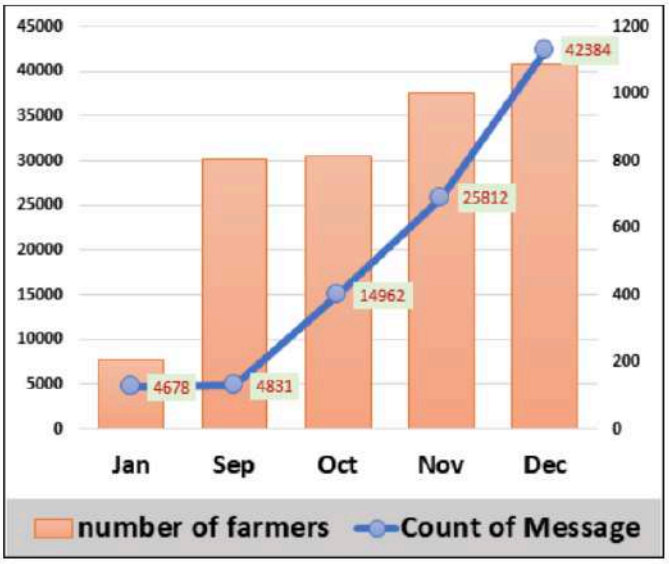


Figure 18 : Messages - Count graph

05 IMPACT OF COVID

In wake of the Covid-19 Pandemic situation and resultant lockdown, the field activities have largely been impacted which includes the following activities:

- **Digitization and registration of farmers**
- **Plot Geo-tagging and area audits**
- **Connection with buyers**
- **Collection of packages of practices from KVK due to complete lockdown of all research and educational institutes**
- **Physical procurement and commodity aggregation**

a. Covid Migration Strategy

Most of the follow ups in the fields are being undertaken online/on-calls. This includes communication to farmers using outbound calls and SMS. The buyers are being contacted over call. To maintain complete transparency, rigorous follow up is being done with NABARD and IRIDS. The project updates are shared with clients on a weekly basis and on-call discussion on every alternate day.

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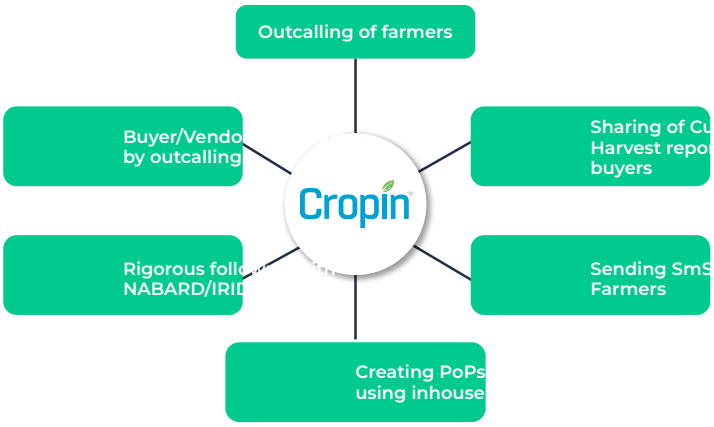
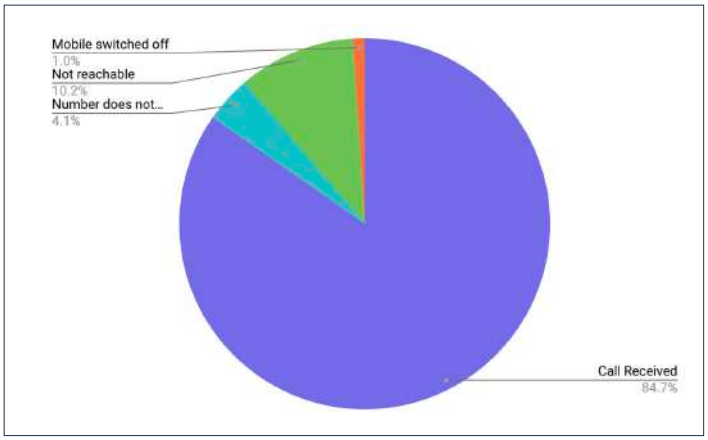


b. Farmer Out-calling

Farmer out-calling activity was undertaken. Almost 99 farmers have been out-called with the following observations. Calls were received by the majority of farmers. almost 15% numbers could not be contacted due to connectivity issues.



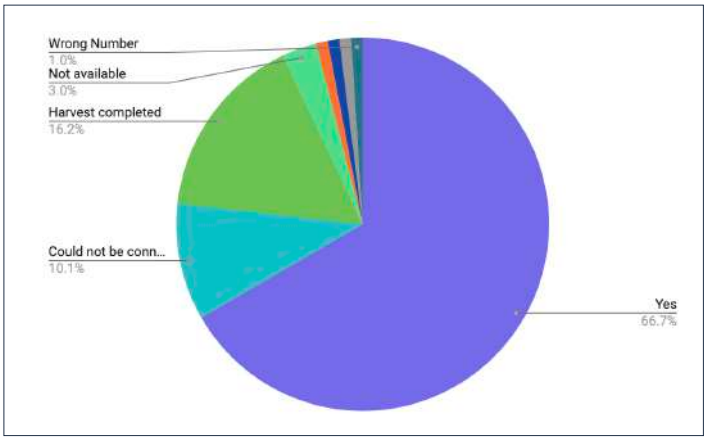


Figure 20 : Out-Calling Activity Charts

c. Buyer Connect

Out calling has been done to 45 buyers under various categories. Only 20% of buyers are ready to do transactions under Covid lockdown situations. Majority of buyers except institutional ones are not engaged with procurement. Labour shortage, unavailability of transport and cash have forced medium and small traders to stop procurement. Traders comprise the majority of buyers who are engaged locally and already procuring from various places in Ramanagara district. However, availability

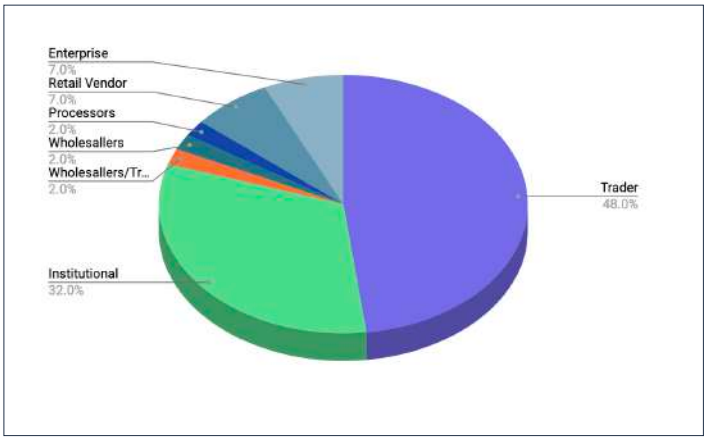


Figure 22 : Buyers types chart

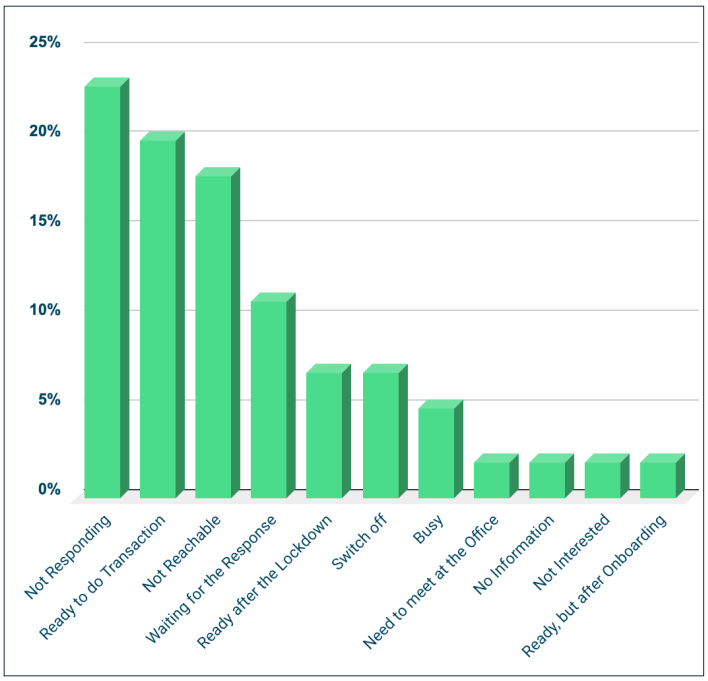


Figure 21: Summary of Buyer Connect

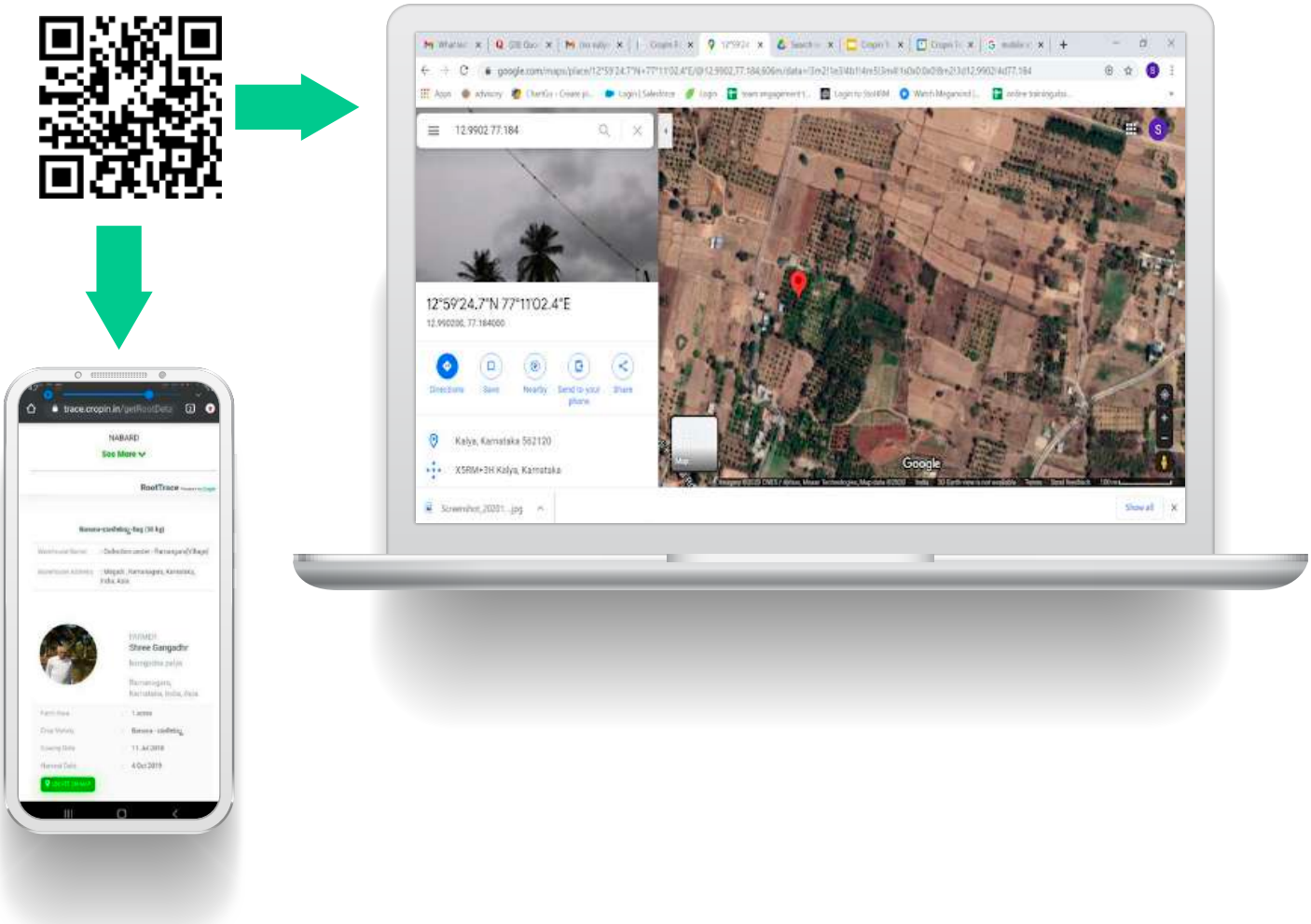
of labour and logistics is a challenge for them. Additionally, most traders operate on revolving cost which is completely unavailable due to uncertain business.

A significant number of buyers are institutional. However, the problem with institutional buyers is that they first need to get the vendor registration and other paperwork ready before an actual transaction can happen. Additionally they need bigger volume which is a problem to aggregate under lockdown situations. Price monopoly is another constraint in getting a successful negotia-

06 **QR CODE TRACEABILITY**

The QR code has been developed and farmers QR codes have been designed. The projected harvest quantity is used here and the code provides the source farmers details and his crop and plot. The design was discussed during the PMU call and demonstrated. QR code generation for all live farmers has been completed.

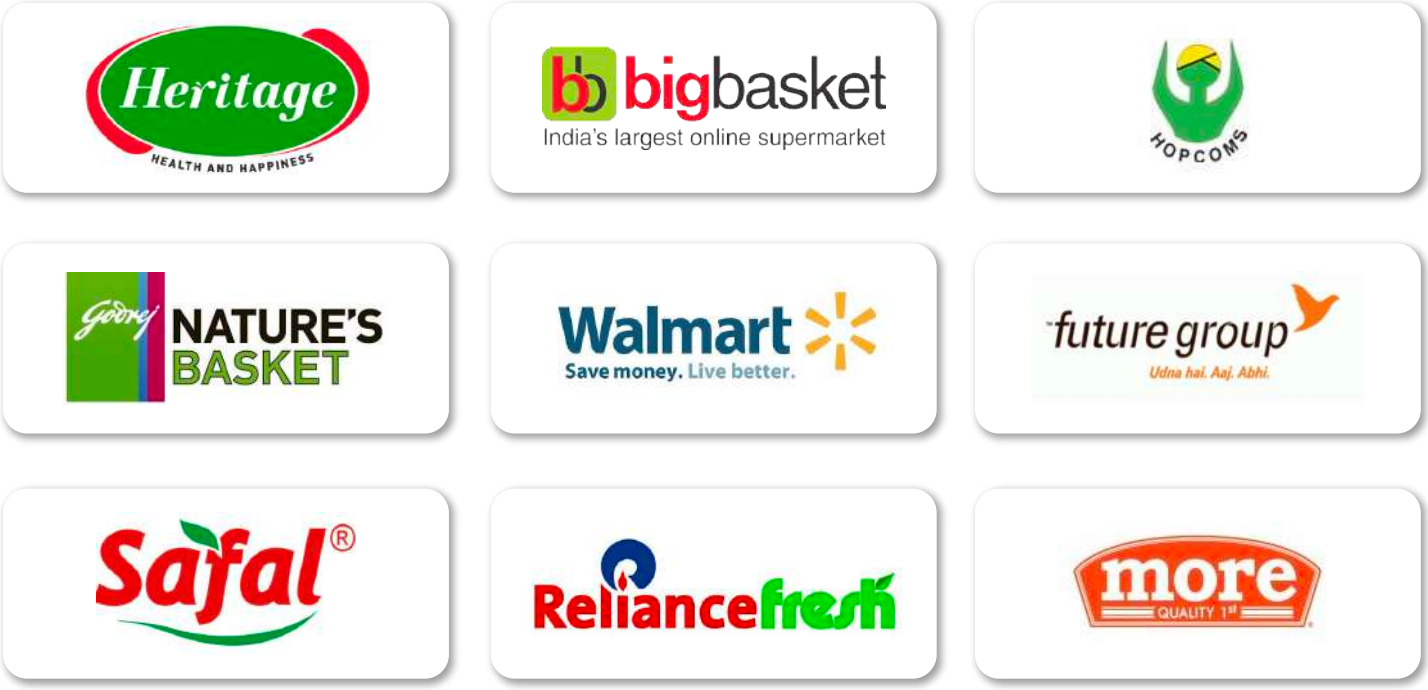
a. How to use QR Code Traceability



- Get the scanner App by sending SMS “TRACE” to 098411961921. You would get a SMS with a link to the app to download.
- Tap on the link to download the app. Once the app is downloaded and installed, open the app.
- You have the option to login using your google id or skip it.
- Once you are on the next page of the app, click on the QR code. Your camera opens.
- If your phone doesn’t have a pre-installed QR Code scanner, it prompts you to download one. Say yes and download.
- Once your QR Code scanner is installed, open RootTrace again tap on QR Code and scan the QR code on the product.
- You would get the details of the product.

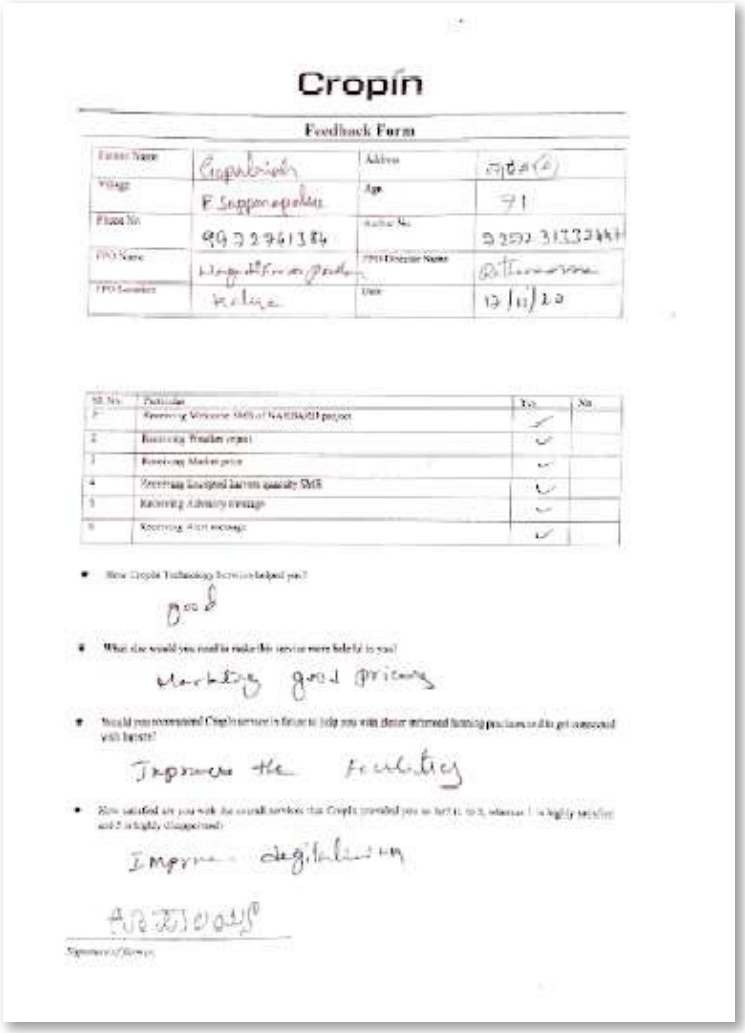
b. Brands interested to work

Various prestigious brands that are interested to work with Cropin such as Hopcoms, Heritage, BigBasket, Farm Fresh, Godrej's Nature's Basket, Reliance Fresh, Safal, More, Walmart, Future Group.



07 FARMER FEEDBACK

Farmer feedback collection was initiated and collected post on-field meetings with farmers using hard copy forms with over 45 farmers. FPOs supported Cropin team to collect the feedback



Cropin

Feedback Form

Farmer Name	Gopalsingh	Address	[illegible]
Village	P. Seppanapatti	Age	71
Phone No	9943761384	Aadhar No.	5252 3133 [illegible]
FPO Name	[illegible]	FPO Director Name	[illegible]
FPO Secretary	Malini	Date	13/11/20

Sl. No.	Particulars	Yes	No
1	Receiving Welcome SMS of NABARD project	✓	
2	Receiving Weather report	✓	
3	Receiving Market price	✓	
4	Receiving Accepted farmers quality SMS	✓	
5	Receiving Advisory message	✓	
6	Receiving Alert message	✓	

- How Cropin Technology Services helped you?

  Good

- What else would you need to make the service more helpful to you?

  Marketing good prices

- Would you recommend Cropin services in future to help you with timely informed farming practices to get increased yield benefit?

  Improve the facilities

- How satisfied are you with the overall services that Cropin provided you on SMS, wherein 1 is highly satisfied and 5 is highly dissatisfied?

  Improve digitalization

Signature of Farmer

Recommendation and appreciation

Cropin's biggest achievement has been in recognition and appreciation it receives from the farmers and stakeholders There was enthusiastic response from the farmer group and multiple requests to extend the project for coming seasons as well.

IRIDS

INDIAN RURAL INTEGRATED DEVELOPMENT SOCIETY

Administrative Office : Maruthi Nilaya, Opp. Ashwini Ayurvedic Medical College,Ring Road, Pragathi Badavane Tumkur - 572 105, Karnataka State. Ph : 9845851872, e-mail : iridswdf@gmail.com

Project Office : Kalya Village & Post, Magadi Tq., Ramanagar Dist., Pin - 562 120 Karnataka State. Ph : 9663993161, 9740110618, e-mail : iridswdf@gmail.com

Ref. No. IRIDS/MFPC/Cropin-01/2020 Date : 13-01-2021

-: TO WHOM IT MY CONCERN: -

We have seen last one year more service from **CROPIN TECHNOLOGY SOLUTION PVT LTD** to Magadi Farmer Producer Company LTD farmers. CROPIN TECHNOLOGY SOLUTION PVT LTD is basically an Agri-Tech Company and provided high quality Technology services to 1104 Small and Marginal farmers under Hujgal and kalari watershed area of Magadi taluka Ramangar District. Farmers are most happy and benefited good information about Agri-Horti crops information such as Pest management, Farm Digitization, crop advisory, QR code-based traceability, Agri-Horti Market price information.

CROPIN TECHNOLOGY SOLUTION PVT LTD conducted village level meeting to farmers to provide awareness training and benefits. **Digitization farm advisory and Market linkage services to Magadi FPC farmers in Hujgal and kalari watershed area at Magadi Taluka Ramanagar District.** This type of project is needs to others farmers to become economically strong.

Best regards,

S Manjunath patel

Executive Director - IRIDS

08 LEARNING

- Traders are major buyers in the area. However, availability of labour and logistics is a challenge for them. Additionally, most traders operate on revolving cost which are completely unavailable due to uncertain business. A significant number of buyers are institutional. However, the problem with institutional buyers is that they first need to get the vendor registration and other paperwork ready before an actual transaction can happen. Additionally they need bigger volume which is a problem to aggregate under lockdown situations. Price monopoly is another constraint in getting a successful negotiation closed.

- Only 20% of buyers are ready to do transactions under Covid lockdown situations. Majority of buyers except institutional ones are not engaged with procurement. Labour shortage, unavailability of transport and cash have forced medium and small traders to stop/ go slow with procurement.

- Almost 66% of farmers are interested to be involved in market linkage but need support from their respective FPOs to engage. Very few farmers are not interested in the programme (1%-2%)

- Capacity building is a major requirement to implementation of procurement/market linkage. Farmer needs to be aligned to each and every process ranging from crop planning, production of quality produce, aggregation, operation of procurement centers, price discovery and negotiation, registration of FPO with institutional buyers, understanding quality and packaging norms, steady supply of crops to meet regular demands of the buyers and overall planning of harvest schedule to meet procurement needs in local markets.

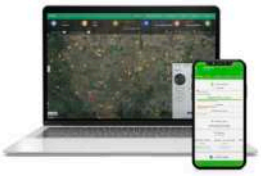
- Plantation growers are major contributing to almost 40% of entire growers in the target area. Second highest category of growers are fruit growers. Both these categories of growers are financially stable owing to the high value of their produce and already established market channels. These products have local as well as inter-district and inter-state market demands.

- Traceability and advisory modules are one of the important services that farmers have identified as most useful. However, to realize the actual impact of service farmers feel that such service should be extended across geographies over a period of a few years to let farmers adapt to these new technologies.

09 PRODUCT SUITE

We're transforming businesses through intelligence and insight.
Increase Efficiency. Scale Productivity. Strengthen Sustainability.

SAAS PLATFORM



SmartFarm

FARM & AGRONOMY DATA MANAGEMENTPLATFORM

SEGMENTS	VALUES	USER
• Government & Dev. Agency • Farming & Food Processing • Seed production • Agrochemicals • Banks and Insurance	• Maximize revenue, Reduce cost & Minimize risk by enabling data driven agronomy	• Government • FPIO's • Farm manager • Agronomist • Farmers
SmartWare TRACEABILITY SOLUTION	AcreSquare FARMER APP	RootTrace™ TRACEABILITY

SAAS PLATFORM

SmartRisk

CROP PRODUCTION FORECAST AND RISK MONITORING

SEGMENTS	VALUES	USER
• Banks • Insurance • Agribusinesses • Sourcing & Commodity Traders	• Minimize Capital risk , coverage risk & Production risk	• Government /Policy makers • Credit underwriter • Insurance underwriter • Procurement manager • Commodity trader

The CropIn Edge

Disruptive Innovation

Innovative, interconnected products offer seamless integration and agility

Online Even When You're Offline

CropIn Systems are equipped to work offline and auto-sync at network availability

Smarter Output

Ever-evolving, self-learning system intelligence enables precise output every time, ensuring tangible benefits

Working In Acres, Not Hours

We measure work not by the time put in, but by the number of acres impacted

100% Data Security

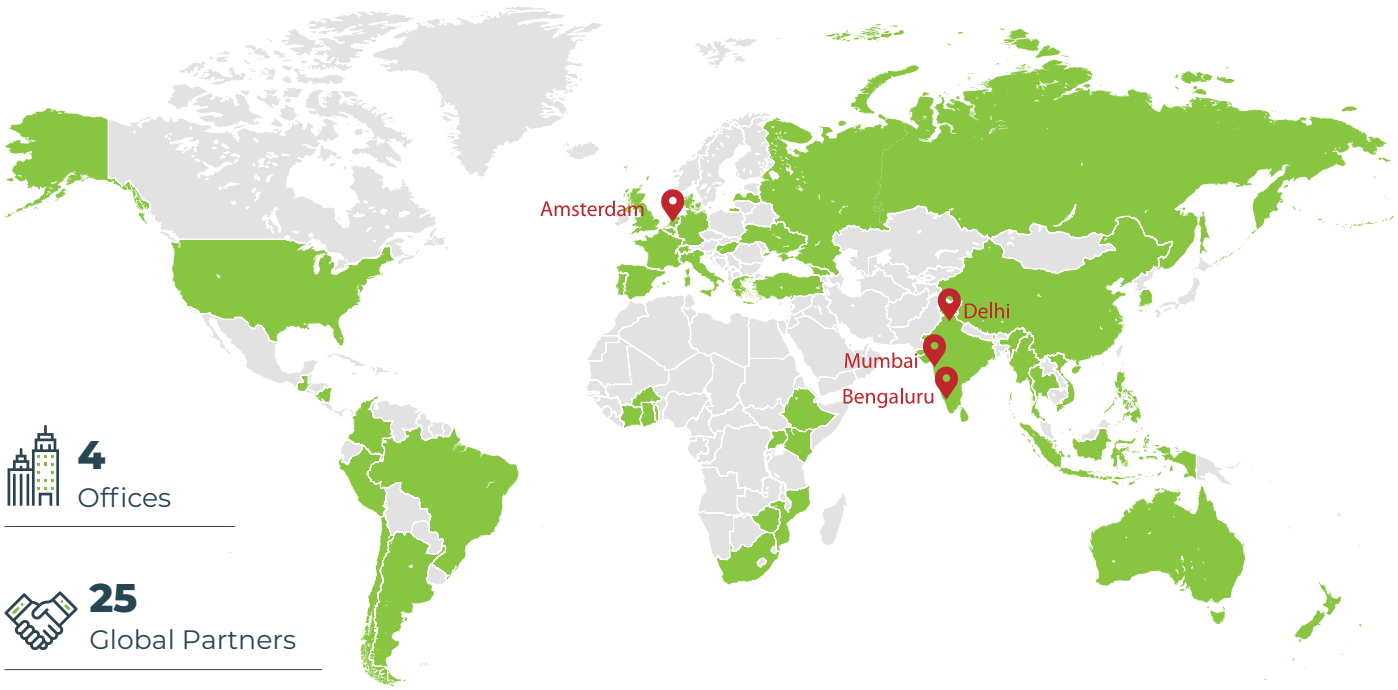
All the data in our system is encrypted to protect your interests and preserve confi-dentiality

Speaking You Language

Integrate local languages into products to ensure a convenient user experience

10 GEOGRAPHICAL PRESENCE

We're transforming businesses through intelligence and insight.



4
Offices

25
Global Partners

7 million
Farmers Benefited

16 million
Acres Digitized

388
Crops Varieties

135+
Clients

10,268
Crop Varieties

52
Countries

About CropIn

 CropIn is an Earth Observation & AI-led AgTech organization that empowers the farming community to 'Re-imagine Agriculture with Data'. CropIn is focused on helping the world's ag-ecosystem players to sustainably "maximize their per acre value" by combining pixel-level data derived from satellite imagery, in combination with IoT and field intelligence. CropIn is positioned to engage in a multi-disciplinary approach towards AI, Earth Observation, Agriculture, Meteorology and Computer

Sciences, all collaborating together to bring meaningful insight to improve the ag-ecosystem and impact the livelihood of a farmer. CropIn provides SaaS solutions to 225 agribusinesses and numerous governments and non-government organizations present in over 52+countries. CropIn thus enables businesses to leverage technology to effectively drive their initiatives around Digitization, Compliance, Predictability, Sustainability and Traceability. CropIn has digitized over 13 million acres of farmland, enriched the lives of nearly 4 million farmers, and gathered data on 388 crops and over 9,500 crop varieties. CropIn has 92% score on adaptability ,Over 98% client retention rate.

SmartFarm®
Farm Management Solution

SmartRisk®
Agri Business Intelligence Solution

SmartWare®
Packhouse Solution & Traceability

RootTrace™
The Seed-to-shelf Traceability Solution to Preserve Global Food Integrity

AcreSquare®
A B2b Farmer Engagement Application

Contact Us
marketing@cropin.com

Editor
Pragati Shah

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