



AGRIINTEL™

LEADING AGRI-INTELLIGENCE SOLUTION FOR CROPS

Population is rapidly growing year on year and is expected to reach 9 billion in 2040. This has led to massive urbanization and shrinking cultivation lands, which in turn has put huge pressure on crop production to feed the ever increasing population. Coupled with this, is the dependence on multiple external factors, both natural and man-made, such as weather conditions, rainfall, soil suitability, draught, seeds, irrigation, and climate change, amongst others.

The conventional approach of gathering crop information involves physical enumeration for acreage and use of crop sampling for production estimation. Final estimates are available well after the harvest, by when this information cannot be effectively used by stakeholders to improve their business decisions.

To keep pace with the growing population it is imperative that the agri community embraces technology to have accurate, timely and reliable information on what crops to grow, health of the crops, the yield and the acreage, amongst others.

RMSI PROPOSITION

Driven by an industry need and to address the above challenges, RMSI has recently launched AgrilIntel™ – a subscription based agri intelligence solution that provides reliable agri intelligence on all principal crops for the Kharif, Rabi and Zaid seasons.


AgrilIntel™ offers agri-intelligence on crop acreage, health, yield and production for all major crop seasons in India. We have more than a decade of extensive experience in providing agri intelligence to clients including agri-inputs companies, government associations, multilateral funding agencies, boards,

export authorities, agri-insurance companies and agri-commodity traders.

RMSI has combined its deep domain knowledge, technical expertise and extensive experience in the agriculture sector to create AgrilIntel™ – that is backed up by our statistical models based on remote sensing and GIS techniques. These models provide timely and accurate intelligence covering large study areas and the outputs are further refined by correlating with weather data and through field validation to achieve unmatched accuracy. The advanced technologies used in these models help overcome challenges of human errors and longer turnaround times, as experienced through the traditional approach.

SUBSCRIPTION MODEL

AgrIntel – our subscription model includes crop intelligence data covering principal crops in Kharif, Rabi and Zaid seasons. The report parameters include intelligence on crop acreage, crop health and production estimates at two critical stages of the crop cycle.



Parameters	Data Format		Reports	
	Statistics	Map Overlay (At which resolution)	First	Second
Crop Acreage Estimates	District wise	Village/Tehsil/ District level	Y	Y
Crop Health Alerts	District wise	Village/Tehsil/ District	Y	Y
Crop Yield/ Production Estimates	District wise	NA	NA	Y

As part of our subscription model, these reports are available for principal crops at district level. The reports include maps and statistics on crop information covering acreage, health and production. For enhanced referencing of crop concentrations, the District maps are overlaid with Tehsil/ Talika boundaries and major settlements as points in the maps.

DIFFERENTIATORS

- 12+ years of extensive experience in offering agri-intelligence
- Pan India coverage of major cereals, pulses, oil seeds and cash crops
- Reliable & timely information on crop acreage, health, yield & production
- Accurate estimates that are correlated with weather & validated through field surveys
- Multiple domain experts under one roof



For further information, please contact info@rmsi.com or visit www.rmsi.com