

Metro Vaartha

MUMBAI. MONDAY. 16 NOVEMBER 2020



RMSI Cropalytics earns Nasscom recognition

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Nasscom has recognised RMSI Cropalytics as 'One of India's Most Innovative and Emerging Software Product Companies' as part of NASSCOM Emerge 50 Awards 2020. Agri-tech start-up RMSI Cropalytics has been recognised by NASSCOM as one which would be the future trendsetters from the countries.

With Zinnov as knowledge partner, the award nomination categories included fintech, health tech, retail tech, logistics & supply chain, SAAS, enterprise, Bharat IoT hardware & devices, strategic sector & cyber-security. RMSI Cropalytics received the award for its path-breaking product PInCER™ under the Bharat category, which recognises innovative solutions that solve some of the toughest problems of the country in a scalable manner using technology.

PInCER™ (Profiler for insured crop exposure & risk) provides government and agri-sectors, crop acreage and yield estimates faster, more accurately and at higher resolution, using satellite, drone and AI/ML technologies. Crop yield estimation in the country has historically been an exercise in averaging and approximation. The non-availability of good acreage and yield data hampers many sectors in decision-making.

On winning this prestigious

award, Roli Jindal, co-founder of RMSI Cropalytics, said, "Our work for the agri sector made us realise how poorly visible agrarian distress is. Bringing together our skills in hazard-vulnerability assessment and advanced predictive modelling, we are creating this platform that will make crop yield estimation parametric and structured, and make agri-distress hotspots visible in near-real time for decision-makers."

"We aim to develop PInCER™ into a global platform such that any government agency, research scholar, farm lending or insurance company, agri-input company or trading company may, using satellite imagery, estimate crop acreages, assess crop health and derive crop yield estimates for their area of interest, on demand" said, Pushendra Johari, director of RMSI Cropalytics. Nasscom president Debjani Ghosh said, "Indian product industry is gradually becoming an innovation partner of enterprises embracing digital transformation in recent years. Companies and start-ups have shown tremendous resilience during the current pandemic and is in the midst of pivoting to newer business avenues, supported by a range of government initiatives."

This year's edition saw over 700 submissions which were then screened and scrutinised on various parameters and evaluation criteria.