

Press Release

RMSI Cropalytics wins Best Agri Start-up in Application of Digital Technologies at FICCI Agri Start-up Awards 2021

New Delhi, Feb 23, 2021: **RMSI Cropalytics**, the agri-tech subsidiary of RMSI, a global leader in geospatial and engineering solutions, was adjudged the **Best Agri Start-up in Application of Digital Technologies** at the recently held **FICCI Agri Start-up Awards 2021** in New Delhi.

RMSI Cropalytics won the award for its innovative solution **PlnCER™ (Profile and Information of Crop Exposure and Risk)** which provides government and agri-sectors useful data on crop acreage and yield estimates faster, more accurately and at higher resolution, using satellite, drone and AI/ML technologies.

On winning this prestigious award, **Roli Jindal, Co-Founder RMSI Cropalytics**, said, *“RMSI Cropalytics is focusing on validating the accuracy of its crop yield estimates at high resolutions using deep technology. Our aim is to do this at scale and in near real time.”*

Pushendra Johari, Director RMSI Cropalytics further added, *“We at RMSI Cropalytics are happy that our efforts towards applying path-breaking technologies for reducing the farmer stress have been recognized by FICCI as part of the awards. Identifying farmers in distress has always been a challenge and we hope that our innovative interventions help to fill this gap.”*

Currently in its third year, **FICCI Agri Start-up Awards** saw participation from 85 Agri Start-ups from diverse segments of agriculture. The awards selection process was extremely competitive, wherein the participants were evaluated through a three-tier assessment process by an eminent jury panel from the Agri sector. Finally, 26 Agri Start-ups were rewarded for bringing potentially transformative solutions to enable a change in the Agri world.

The award also featured eight other categories including Most Innovative Agri Start-up, Best Agri Start-up for embracing farm prosperity, creating social impact, FPO Partnership, Industry Partnership, Top Agri Innovator in Covid Times, Business Excellence Award for Agri Start-ups, and Emerging Agri Innovator.

The e-awards were announced in the esteemed presence of **Shri B. C Patil, Hon'ble Agriculture Minister, Govt. of Karnataka**.

Addressing the virtual session, **Shri. Patil** said, *“Agriculture has been rapidly evolving into agri business in terms of approach and structure. Agri start-ups can provide missing links in the agricultural value chain and deliver efficient, innovative products, technologies and services to farmers and consumers.”*

“The FICCI Award recognizes the best of the best, but each applicant is a winner,” said **Mr. Dilip Chenoy, Secretary General, FICCI**. *“The agriculture ecosystem is witnessing a wave of entrepreneurship with disruptive and futuristic ideas. FICCI is committed to the development of agri tech sector for the last three years,”* he added.



About RMSI Cropalytics

RMSI Cropalytics is a subsidiary of RMSI, and focuses on agri-tech that combines advanced modelling, machine learning, and agri and meteorological domain expertise to provide detailed information and data analytics on Indian agriculture.

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