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RMSI Cropalytics wins Best Agri Start-up in application of digital technologies

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Our Bureau, New Delhi

RMSI Cropalytics 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.

The company won the award for its innovative solution PInCER (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, added, "We at RMSI Cropalytics are happy that our efforts towards applying path-breaking technologies for reducing the farmer stress has 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 B. C Patil, Agriculture Minister, Government of Karnataka.

Addressing the virtual session, Patil said, "Agriculture has been rapidly evolving into agribusiness 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."

Dilip Chenoy, secretary-general, FICCI, "The FICCI Award recognises the best of the best but each applicant is a winner. The agriculture ecosystem is witnessing a wave of entrepreneurship with disruptive and futuristic ideas. FICCI is committed to the development of the Agri tech sector for the last three years."

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