



ROOT ZONE

Because everything starts from roots.



VIJAY KUMAR GOWDA K K

B.E in Information Science and Engineering
R V Institute of technology and Management

UNDERGROUND NUTRIENT DELIVERY SYSTEM (UNDS)

- **Precision Nutrient Delivery**
- **Sustainable Agriculture**
- **Yield Enhancement**
- **Smart Farming**
- **IoT in Agriculture**



PROBLEM STATEMENT



UNDS

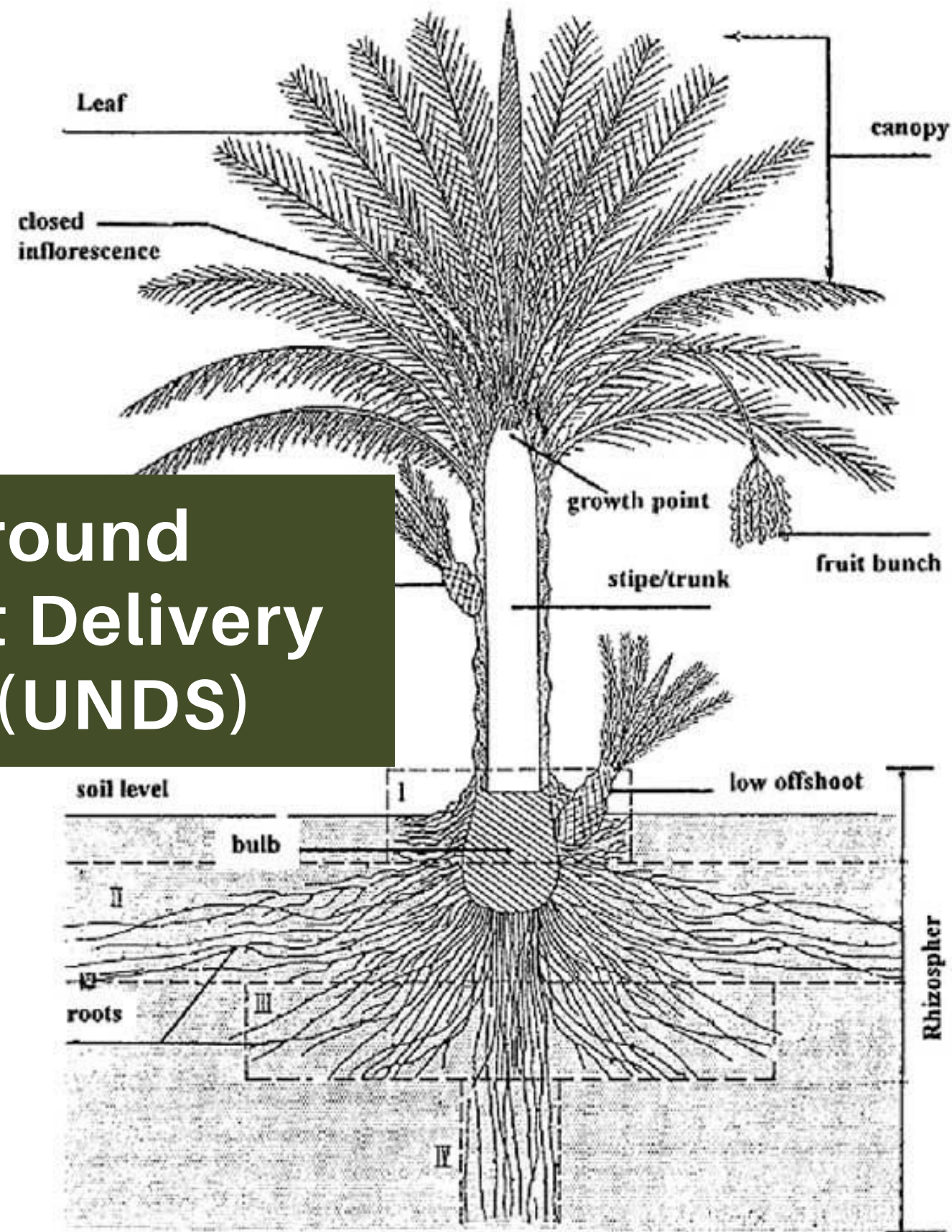
How can traditional agriculture be improved to ensure more efficient and effective supply of nutrients, inorganic manure, water, medicine to cash crops like coconuts, ultimately leading to higher yields and reduced costs associated with improper application?



SOLUTION



Underground Nutrient Delivery System (UNDS)



The UNDS is a cutting-edge solution to efficiently supply nutrients, water, inorganic manure and medicine to cash crops like coconut, arecanut, cocoa, avocado, oranges and bamboo etc. Our system involves the installation of a network of retractable underground pipes and sensors that deliver nutrients directly to the root zones of the crops.

01

number of
customers/stakeholders
spoken to (as on
26/08/2023) - 31



02

Farmers Likes:

- Efficient ,durable ,easy to use farm equipment
- Better yield and profit
- less expenditure and maintenance
- Community support and knowledge-sharing

Dislikes:

- Unpredictable weather affecting crops
- inefficiency/wastage of farm manure ,medicine ,resources
- High labour intensive works
- Price volatility in agricultural markets

03

- Weather Uncertainty
- Equipment Reliability & Efficiency
- labour intensivity
- weed control
- water scarcity

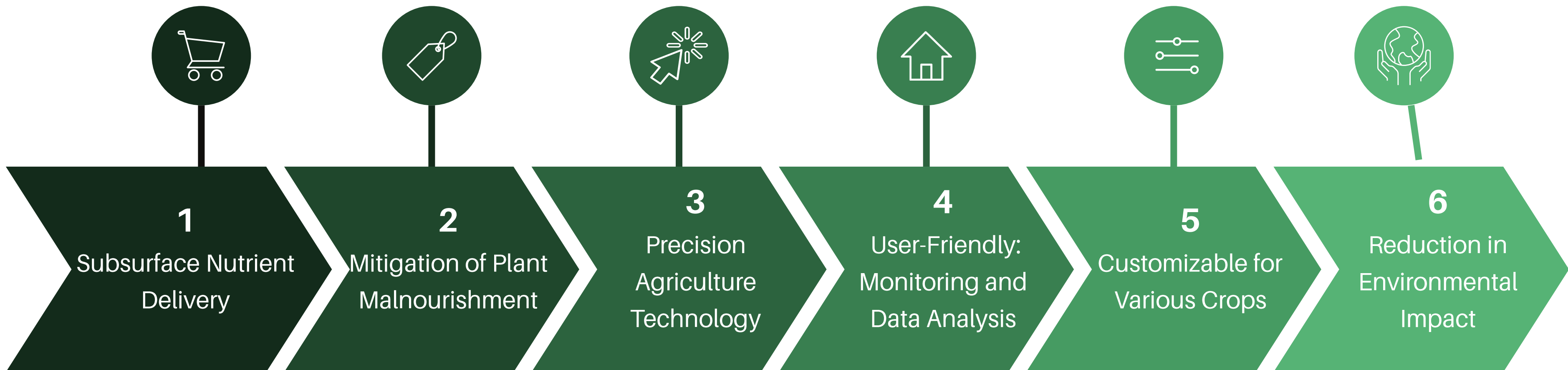
04

- Enhanced Operational Efficiency:
- Reduced Maintenance
- User-Friendly Automation
- Long-term Cost Savings
- less labour requirement

05

- Time Saved 30-50%
- Cost Reduction 40-50%
- Physical/Cognitive Effort Reduced 60-70%
- New Resources/Facilities Received 20-40%
- Water Conservation 40-55%
- Enhanced Crop Yield 30-35%
- Long-term Soil Health 30-40%

UNIQUE SELLING PROPOSITION





- FARMERS
- Botanical Parks & Garden
- Agricultural Supply Companies
- Research Institutions
- Govt Agricultural Departments
- Cooperatives and Farmer Associations
- Local Agricultural Experts



TARGET MARKET

COMPETITORS AND BARRIERS

- Traditional Manure Application
- Other Smart Farming Solutions
- Lack of awareness
- Initial investment





- HARDWARE SALES
- SUBSCRIPTION MODEL
- CONSULTING AND MAINTENANCE
- DATA INSIGHTS



REVENUE MODEL



"UNDS: Nurturing Growth, Below the Surface, Beyond
Expectations."

PROOF OF CONCEPT
PILOT PROGRAM
SCALING UP
PARTNERSHIPS
MARKET PENETRATION
GLOBAL EXPANSION
CONTINUOUS INNOVATION



MILESTONE

