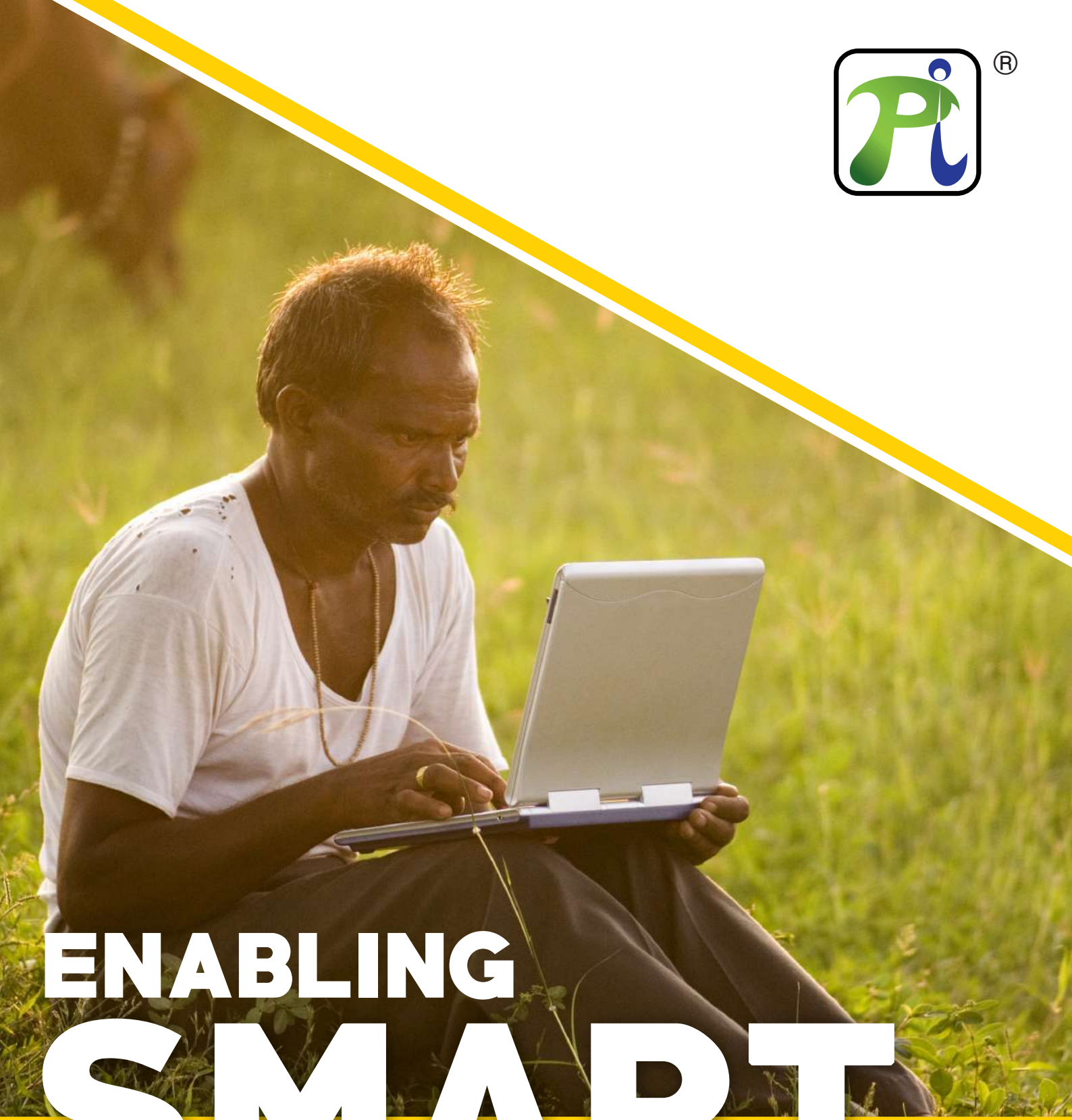


# ENABLING SMART FARMING IN RURAL INDIA

POWERED BY

## Why “Smart Farming”?

Agriculture in India is not only one of the largest means of livelihood for nearly 70% of Indian population, but is also one of the oldest economy and the largest unorganized industry in India.

Despite agriculture contributing close to 16% towards India's GDP, the availability of reference data was scarce till very recent past. In absence of technology, critical and ahead-of-time information about weather, supply and cost of raw materials, the latest technologies for higher yield, were out of reach for a farmer having his farmlands at the interiors of the country.

Effective adoption and implementation of ICT (Information and Communication Technology) at the grassroot level has been able to bring in range of solutions to many existing challenges in this sector.

Not only it has given major boost to the quality and quantity of farming produce, but has also resolved issues of awareness and education among farmers. With higher penetration of technology such as Artificial Intelligence, Cloud Computing, Big Data Analytics, riding on strong and scalable IT infrastructure and connectivity backbone, the industry has been introduced to "Smart Farming".

## Current Challenges with Traditional Farming

**Lack of Communication**

**Lack of Real-time Forecast**

**Lack of Education**

**Lack of Automation**

**Lack of Reach**

## Possible Advantages with “Smart Farming”

Early warnings about natural calamities such as flood or drought, cost spikes in necessary materials such as fertilizers, pesticides, etc.

More accurate weather forecast

Better insights about nature & quality of soil, availability of natural resources such as water, sunlight, etc.

Quicker time to market the produce

Efficient and timely flow of important information about introduction/changes in government policies & schemes, availability of raw materials, new automation techniques, etc.

# How Pi Enables “Smart Farming”?

Pi DATACENTERS offers a robust and highly scalable infrastructure that allows Indian and Global technology firms to host their cross-platform business analytics and other enterprise business applications, with an assured 24x7 availability on it's Uptime Institure TIER IV Certified Data Center and Entrprise Class Cloud Platform called Harbour1®.

The infrastructure @Pi® ensure that critical information such as early warnings, weather forecasts, market conditions, and other related market intelligence reach the last mile farmer on real-time basis. Being a hyperscale environment, Harbour1® can scale at will to meet the peak season's demand, ensuring zero lag in business continuity.

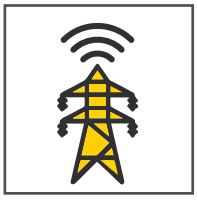
All these elements come together to enable the last mile farmer to plan better for higher yield, and quicker time to market, thereby securing improved production efficiency and ultimately higher income.

## Robust and Highly Scalable Infrastructure

**Software Defined Strategic Data Center**

**World Class BMS Environment**

**8 Levels of Stringent Security**



**Abundance of Quality Power (60 MW Dedicated Sub-station)**

**State-Of-The-Art Modular Infrastructure (Scalable Upto 5000 + Racks Capacity)**

**ISP of Choice**

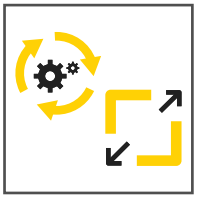
## Enterprise Class Cloud Platform

**Self-Service Provisioning**

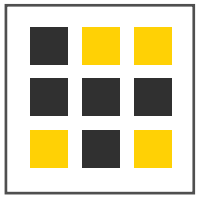
**High Performance and Linearly Scalable Platform**

**OpenStack Based Cloud Framework**


**Secured, Reliable and Highly Available Infrastructure Base**



**Process Automation and Auto Scaling**



**Application Aware Platform**

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