



## VOIS FOR TECH INNOVATION MARATHON 2.0

### 2025-26

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#### Problem Statement

**The Challenge:** Indian farmers are trapped in a cycle of "Unidentified Value," where they systematically lose yield, capital, and potential revenue due to a lack of data-driven guidance.

- **Dual Diagnostic Blindness (Disease & Waste):** Farmers rely on guesswork for crop health, leading to preventable yield loss from delayed disease treatment. Simultaneously, they view crop residue as a liability to be burned rather than a bio-resource to be sold, torching a potential secondary income stream
- **Capital Mismanagement:** Without professional financial advisory, farmers (especially those receiving land compensation) often waste capital on depreciating assets instead of reinvesting it into sustainable, wealth-generating livelihoods.
- **The Incentive Void:** Farmers who adopt sustainable practices are currently excluded from the global carbon market. Their eco-friendly efforts go unverified and unrewarded, missing out on valuable "Green Credits" and corporate ESG funding.