



# The Problem

## Key Challenges Faced by Indian Farmers

1.

### Water Wastage & Inefficient Irrigation

- ◆ 30-50% irrigation water wasted due to poor management
- ◆ Depleting groundwater levels
- ◆ Overwatering or underwatering reduces yield

2.

### Crop Diseases Reduce Farmer Income

- ◆ 30-40% of crops lost yearly due to late disease detection
- ◆ Lack of expert guidance in rural areas
- ◆ High financial losses due to unhealthy crops

3.

### Lack of Real-Time Crop Health Insights

- ◆ Unnoticed pest infestations ruin crops
- ◆ Soil quality degrades, reducing productivity
- ◆ Farmers make uninformed decisions

4.

### Unpredictable Climate & Poor Future Crop Planning

- ◆ Traditional farming fails under changing weather conditions
- ◆ Farmers lack data-driven crop selection
- ◆ No prediction tools for soil and weather adaptability

5.

### Expensive & Non-Durable Agricultural Hardware

- ◆ High cost of imported smart farming devices
- ◆ Devices fail in Indian weather conditions
- ◆ Limited servicing and spare parts availability

6.

### Low Profits Due to Middlemen

- ◆ Middlemen take up to 50% of farmer earnings
- ◆ No direct connection between farmers and buyers
- ◆ Farmers sell at unfair low prices

7.

### Lack of Market Insights for Farmers

- ◆ No real-time data on crop demand and pricing
- ◆ Overproduction and financial loss due to guesswork
- ◆ No access to competitive market rates

8.

### Language Barriers in Technology Use

- ◆ 90% of Indian farmers struggle with English-based platforms
- ◆ Most agri-tech tools lack multi-language support
- ◆ Farmers miss market trends & government schemes



# The Solution

Empowering Farmers with Smart & Sustainable Technology



## 1. Manual & Automated Smart Irrigation System

- Precision irrigation using **real-time weather & soil monitoring** to prevent water wastage and optimize **crop yields**

## 2. AI-Powered Crop Disease Detection

- Early **disease detection** using AI ensures **healthier crops & reduced financial loss**

## 3. AI-Enabled Crop Health Monitoring

- AI-powered sensors provide **real-time insights on crop conditions**, preventing **pest attacks & soil degradation**

## 4. AI-Powered Future Crop Planning

- Smart AI **recommends the best crops** based on **climate patterns & soil conditions**

## 5. Sustainable & Cost-Effective Hardware

- Durable, affordable **IoT solutions** built specifically for **Indian farming conditions**

## 6. Marketplace for Farmers – Direct Selling & Buying

- Farmers can **sell directly to buyers**, ensuring **fair pricing & higher profits**

## 7. Real-Time Market Analysis & Insights

- AI-driven **market intelligence** helps farmers **predict demand & optimize sales**

## 8. Multi-Regional Language Support

- Breaking language barriers by providing technology in **local languages**

# Service Overview



## Smart Irrigation (Manual & Automated)

- Monitors real-time soil moisture & weather conditions
- Saves 30-50% irrigation water



## AI-Powered Crop Disease Detection

- Uses AI & computer vision to detect diseases early
- Prevents up to 40% crop losses



## AI-Enabled Crop Health Monitoring

- Monitors pests, soil nutrients, and plant health
- Alerts farmers before crop damage occurs



## Sustainable & Cost-Effective Hardware

- Durable IoT sensors & controllers designed for Indian farms
- Affordable pricing for small-scale farmers



## Real-Time Market Analysis & Insights

- AI-driven price trends, demand forecasting, and market alerts
- Boosts profit margins by 30-50%



# Market & Analysis

## ❖ Customer Pain

- ❑ Limited Digital Literacy
- ❑ Weather Dependency
- ❑ Infrastructure Gaps
- ❑ Lack of Skilled Workforce
- ❑ Perceived Risk of Technology Failure

## ❖ Targeted Customer

- ❑ Small to Medium-Scale Farmers
- ❑ Agri-Tech Innovators
- ❑ Water-Scarce Region Farmers
- ❑ Large-Scale Farms and Cooperatives
- ❑ Government & Rural Development Agencies



## Why JalTantra is a Game-Changer in This Market?

- ✓ Addresses a **\$218.9M+ Smart Agriculture Market** with massive **growth potential**.
- ✓ Solves critical farmer challenges like **water wastage, unpredictable weather, and manual labor**.
- ✓ Scalable from **Pune to Maharashtra to Pan-India**, ensuring long-term expansion.
- ✓ **AI-driven, IoT-based, and mobile-integrated solution** tailored for Indian farmers.



# Market & Analysis



2.1 B\$

-India

## Market Size & Growth

- **Current Market Size (2024):** The smart irrigation market is estimated to be worth \$1.8 billion.
- **Projected Market Size (2025):** The market is expected to reach \$2.1 billion by 2025, growing at a Compound Annual Growth Rate (CAGR) of approximately 15.3%

10M\$

-Pune

TAM

Total Available Market

SAM

Serviceable Available Market

SOM

Serviceable Obtainable Market

50M\$

-Maharashtra



# JalTantra Business Model



जय जवान जय किसान

## Planning to make Money

### Revenue Streams – How We Make Money

#### 1 IoT Device Sales (One-Time Revenue) – 💰 Primary Revenue Model

- JalTantra Smart Irrigation Kit** (IoT sensors, controller, and mobile app integration).
- Farmers pay a **one-time cost of ₹15,000 - ₹30,000** depending on farm size.
- Revenue Share: 50% of total earnings** from hardware sales.

#### 2 Subscription-Based Mobile App (Recurring Revenue) – 📊 SaaS Model

- Basic App: **Free** (limited monitoring).
- Premium Plan: ₹199/month or ₹1999/year (**Advanced AI automation, remote control, analytics**).
- Revenue Share: **25% of total revenue** from subscriptions.

#### 3 B2B Partnerships (Government & AgriTech Firms) – 💼 Bulk Sales

- Partnering with **Government & NGOs** under smart agriculture programs.
- Collaboration with **AgriTech companies** for integration with their products.
- Revenue Share: **15% of total revenue** from institutional sales.

#### 4 Data Monetization & Insights – 📊 Selling Agri-Intelligence Data

- Selling **anonymized agricultural data & analytics** to research organizations, weather forecasting agencies, and precision farming companies.
- Revenue Share: **10% of total revenue** from data analytics.

## Strategic Plan

### Year 1: Maharashtra Pilot & Market Penetration

- Focus on Pune, Nashik, Ahmednagar, Aurangabad.**
- Onboard 500+ farmers** via cooperatives & govt. schemes.
- Marketing:** Field demos, WhatsApp campaigns, Agri influencers.
- Revenue Target:** ₹80 Lakhs.

### Year 2-3: Statewide Expansion & B2B Growth

- Expand across Maharashtra, Gujarat & Karnataka.**
- 2,500+ farmers**, B2B partnerships with AgriTech firms.
- Marketing:** KVK tie-ups, referral programs, SEO & digital ads.
- Revenue Target:** ₹3 Crores.

### Year 4-5: National & Global Scale-up

- Pan-India expansion** (Rajasthan, UP, MP, Tamil Nadu, Telangana).
- Go international** (Southeast Asia & Africa).
- Govt. bulk orders, AI-driven smart irrigation system launch.**
- Revenue Target:** ₹15 Crores+.



## Our Team and Guide



### Dr. Vithalrao Vikhe Patil College of Engineering Ahmednagar



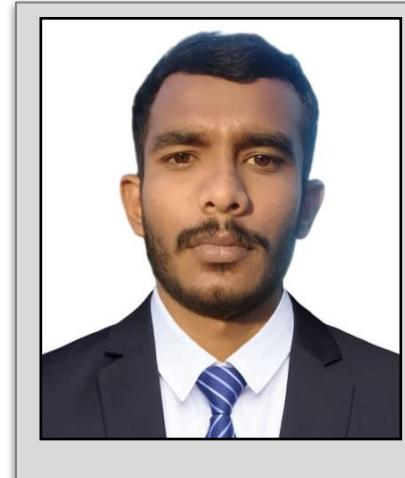
**Mr. Shubham M.K.**

Founder & CEO



**Mr. Yadnynesh K.D.**

Co-Founder & CTO



**Mr. Aniket N.G.**

Co-founder & CFO



**Mr. Sachin B.S.**

Co-Founder & CMO

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**Guide : Prof, A. R. Landge**



## Call to Action



At **JalTantra**, we are not just building a product; we are creating a **sustainable future for Indian agriculture**. Now, we invite **YOU** to join us in making this vision a reality!

### 📌 Our Ask :

We are seeking **₹50 Lakhs for 5% equity** to:

- Scale our **smart irrigation technology** across multiple farming regions.
- Enhance our **AI-driven water management** and crop disease detection system.
- Expand our **IoT-enabled sensor network** for better water conservation.
- Strengthen our **mobile app and chatbot**, ensuring accessibility for all farmers.



### 🌟 Why Join Us?

- A High-Impact Market** – India has over **126 million farmers** who need better irrigation solutions.
- Proven Technology** – Successfully tested in pilot farms, showing **30% water savings**.
- Government Synergy** – Aligned with **PM-Kisan, NABARD, and India's Vision 2030** for water conservation.
- Scalable & Profitable** – Revenue potential through **subscription models, Agri-Tech partnerships, and direct farmer sales**.



# Let's Grow Together!

Thank you