TECHKRITI'25

Instructions
ICG in association with Techkriti brings to you the ultimate innovation and strategy challenge. Get ready to tackle real-world business challenges, unleash your creative genius, and craft cutting-edge solutions that blend strategy and innovation. Whether you're a visionary thinker, a master strategist, or an aspiring consultant, this is your chance to showcase your skills, compete with the brightest minds, and make a mark on the ultimate stage.

The competition is open to students from all Colleges across India.

Register on Unstop by following this link.

Timeline:

Round 1- (Eight-slide Deck Submission) – 7th March 2025
Round 2- (Surprise) – Will be informed later

The Evaluation will be based on the Coherency of Ideas, Innovation and Creativity, Research Backing, and Overall Aesthetic of the submission.

Guidelines:
The link to upload the deck(maximum 8 slides excluding cover and concluding slides) will be active on the due date. The exact details for Round 2 will be communicated to the selected teams after result declaration of Round 1.
All the claims must have logical or data based backing.
Data used must have credible sources cited with the data.

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SMART HARVEST HUB

Introduction

In today's world, data is the driving force behind advancements across various sectors. While industries have harnessed the power of data through AI and machine learning, agriculture is now embracing this digital transformation. In India, the agricultural sector is undergoing a significant evolution with the integration of Digital Public Infrastructure (DPI) under the Digital Agriculture Mission.

Background

Indian farmers struggle with low adoption of technology, limited access to actionable insights, and a lack of integrated systems for investment, crop planning, and market access. To solve this, the government has launched the Digital Agriculture Mission. Under this, the government has initiated the Digital Public Infrastructure (DPI) for Agriculture, which aims to provide comprehensive and useful data on farmers comprising authenticated demographic details, land holdings, and crops sown. It will include cultivators & tenant farmers, as per the policy of the State Government. It would also connect to relevant Digital Public Infrastructure of the state governments and ministries of the Government of India to use data of farmers on livestock, fisheries, soil health, other vocations, family details, and schemes and benefits availed, leading to innovative farmer-centric digital services in the agriculture sector.
With components such as AgriStack, Krishi Decision Support System (DSS), and Soil Profile Mapping, DPI provides a foundation to support farmers with personalized data on demographics, land holdings, soil health, and crop details. Startups could capitalize on this to promote an ecosystem for data-driven decision-making, ultimately transforming the agriculture sector into a technologically empowered and economically viable industry.

Problem Statement

Design a product solution that utilizes India's Digital Public Infrastructure (DPI) to address the following:

Farmer Empowerment: Create a platform that provides personalized, actionable insights to farmers on:

- Crop selection based on land profiles.
- Fertilizer, water, and pesticide usage.
- Real-time alerts on weather, pest risks, and market prices.

Investment Ecosystem: Facilitate a seamless system for investors to:

- Identify high-potential agricultural opportunities.
- Track real-time performance and outcomes.
- Estimate and maximize ROI.

Key Deliverables

Your solution should incorporate the following elements, though feel free to explore additional creative approaches and present innovative ideas🙂

- **Product Definition:** Clearly identify user needs and challenges that can be addressed by Digital Public Infrastructure and its components as mentioned above.
- **Feature Set and Innovation:** Propose a comprehensive feature set tailored to the identified user needs, emphasizing the use of DPI components for innovation that addresses the core needs of farmers (e.g., market access, crop advisory) and investors (e.g., risk assessment, investment tracking) and strategies for ensuring scalability, inclusivity, and usability.
- **User Journey and UX Design:** Develop a user-centric experience for farmers and investors. Make sure to include detailed user journeys, intuitive UX/UI design recommendations, and mockups showcasing an accessible, multilingual, and user-friendly platform.
- **Scalability and Feasibility:** Assess the proposal's operational viability and technicality. Suggest potential collaborations to enhance service.

- **Monetization:** Propose recommendations to revenue streams that are sustainable and innovative while ensuring affordability for farmers. Elaborate on how farmers can achieve revenue growth with this model.
- **Success Metric and KPIs:** Build success metrics focusing on user adoption, impact on farmers and investors, and business scalability. Include a concise list of KPIs that will be used to track, monitor, and evaluate the solution proposed.

References

Digital Agriculture Mission—Press Release
Current status of Digital Agriculture Mission-Press Information Bureau
You can also refer to a similar company's website: AgreRevolution