



कृषि एवं किसान
कल्याण मंत्रालय
MINISTRY OF
AGRICULTURE AND
FARMERS WELFARE



NATIONAL BANK FOR
AGRICULTURE AND RURAL
DEVELOPMENT

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AGRISURE GREENATHON

Team Details

- **Team Name:** VisualAI APP
- **Team Leader Name:** Rao Raja
- **Problem Statement:** Identifying each farmer's requirements of 93 million in advance is challenging. If we could do this, we could solve all agriculture problems in India and the world. To penetrate the untapped market and achieve 100% mechanization of agriculture in India.

Brief about the idea:

Our goal is to accurately identify the daily cultivation requirements of each of the 93 million farmers in advance. Having advance information about each farmer's needs opens up a wide range of opportunities. The system monitors each farmer daily. For instance, if a farmer is planning to transplant in paddy cultivation, the system will identify this need in advance and guide the farmer to use a trans-planter. It will also provide information about a dealer who supplies the trans-planter and the associated costs, all well in advance.

Opportunities

- How different is it from any of the other existing ideas?

While there are numerous companies which use different technologies that offer information these days. But none of them offer information in advance which is a big drawback .

- How will it be able to solve the problem?

1. Complete scientific guidance to each farmer at every step each day.
2. Complete machine based cultivation reduce production cost.
3. Helps in improving crop production.
4. Direct access to retail customers to sell their products which eliminates middle men.
5. 24/7 assistance through personalized multimedia based content in desired language of a farmer.

Opportunities

- USP of the proposed solution

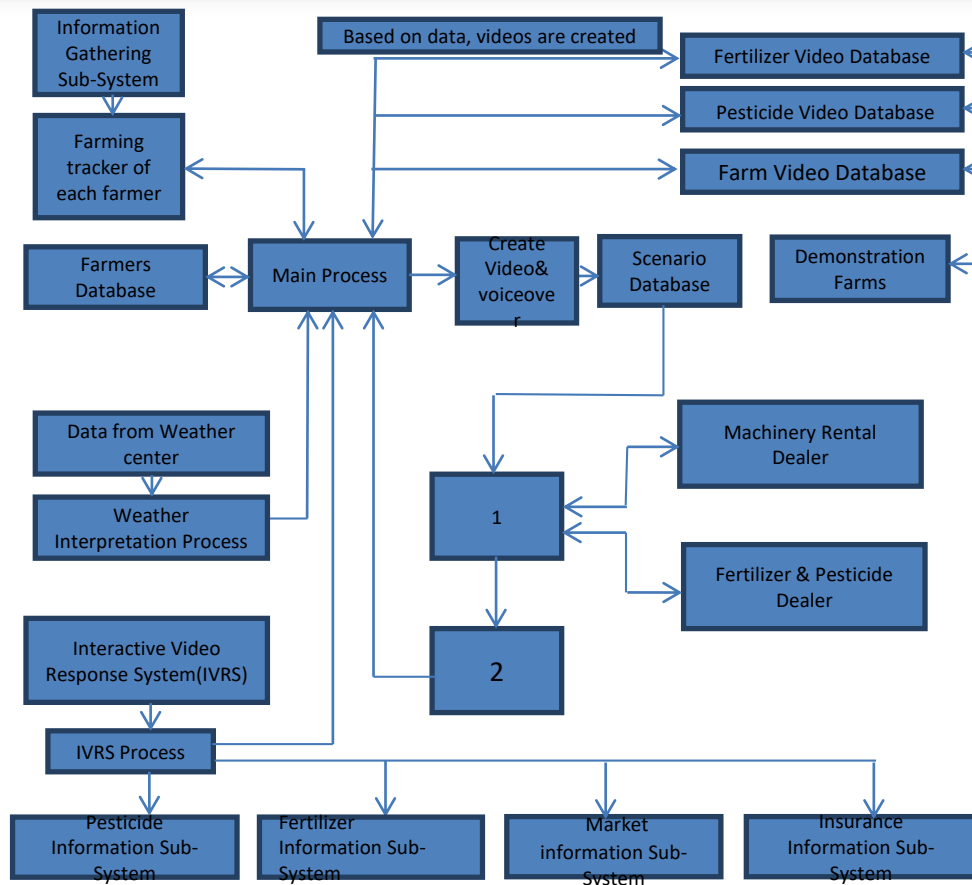
1. We are the only company in the world who knows each farmer's requirements of 93 million farmers in India in advance.
2. We are the only company in the world who can offer personalized and accurate guidance information and services through dynamically edited multimedia content to each farmer as voice and text based technologies becoming outdated with the advancement of high end technologies.

List of features offered by the solution

1. Quick and easy way to fully mechanize agriculture in India.
2. The introduction of new and improved methodologies, technologies, machines like drones, trans-planters for paddy cultivation etc. is effortless.
3. The cost of high end technologies in agriculture come down drastically as the use increases.
4. It is cost-effective because 99 percent of human intervention is reduced in processing guidance, information, and services for each farmer.
5. Optimum use of fertilizers and pesticides is ensured.
6. Farmers can easily connect with their customers, create a reel of his production to advertise and reach potential customers listed in our database, chat/call with them and sell the product..

Process flow diagram or Use-case diagram

To penetrate the untapped market and achieve 100% mechanization of agriculture in India.



Wireframes/Mock diagrams of the proposed solution (optional)

As our system (APP) has advantage of offering accurate personalized guidance, information and services in advance, we can offer it in whatever format we like. I choose offering dynamically created multimedia based content which is of highest level. As voice and text based technologies becoming outdated with the advancement of high end technologies. The content is easy to understand.

1. We develop and save the content as thousands of times reusable scenes and shots in a predefined format. This makes it easy to edit with our fully autonomous software, which can create any number of files as per the requirements of each farmer.
2. The content can be produced in any language, and at a fraction of the cost.
3. These are some of the many more advantages of our system.



Our business model:

We don't want to burden the farmers with extra cost atleast initially.

1. **Ads:** A general ad is attached to each advisory or multimedia content based notification. This helps us provide the best service to household users and farmers, while also generating revenue for our company. Each notification has the potential to earn between Rs. 3 and Rs. 5, while it costs us only Rs. 1.00.
2. **In-built Ads:** We also place useful in-built ads in our multimedia content files, such as pesticide and utility brands.
3. Our demonstration farms are used for content development and generate income through crop production.

Cost of acquiring a farmer:

1. On the first and only visit all the details are recorded including land available for cultivation, type of crops, soil report, water report, water availability etc. Once this information is uploaded into the server the technology shall takeoff guidance, information and services to each farmer. The company shall be spending around Rs.50.00 in acquiring a farmer.

Technologies to be used in the solution

1. Python
2. Oracle
3. Android
4. IOS
5. Security systems etc.

Dynamically created multimedia content

The Analysis of demo video uploaded in the link:

1. If we carefully watch the demo video, we can see that it provides guidance to a farmer named Lakshmi, who is cultivating paddy on her 4-acre plot
2. The video also offers information about the weather and suggests the best ways to work in it. It provides details about the tools and machinery required for the day, their availability, and cost.
3. Additionally, it offers information for the upcoming days, allowing the farmer to prepare herself accordingly.
4. The video also provides suggestions for fertilizers, pesticides, and other similar activities.

Contact:

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