

1. JIO

Jio and/or its Affiliates are in the business of providing digital and IT services and owns and controls the “JioKrishi” Platform that provides services including but not limited to (a) creating a data-driven farmer ecosystem; (b) enable analysis of the soil conditions of agricultural plot of land owned by the farmers; (c) enable analysis of the irrigation needs of the agricultural plot of land owned by the farmers; (d) provide farmers with educational videos; and (e) help farmers connect with agricultural experts who would answer their queries.

Jio Agri Platform is built with the purpose of digitizing agri ecosystem across the value chain to empower the farmers. It is designed to bring major participants of the Agri value chain on a common integrated platform and drive efficiencies in all agricultural activities and transactions, be it ‘in the farm’, ‘around the farm’, or ‘beyond the farm’. The platform features have been divided into 2 categories i.e. basic and advanced. While basic features use stand-alone data on apps to provide advisory, the advanced features uses data from different sources, powers AI/ML algorithms, and gives accurate personalized advisory.

The primary intervention module, i.e., advisory (basic as well as advanced) service will be taken up in first phase as the pilot in 2 districts of **Maharashtra, viz. Jalna and Nashik.**

2. ITC

ITC Limited, is engaged, inter-alia, in agri business through one of its business divisions called Agri Business Division. ITC has earlier pioneered a unique internet-based initiative called the “e-Choupal” network (hereinafter called e-Choupal) for making various goods and services available in rural areas and for disseminating various crop advisory information to benefit farmers. ITC has been enhancing the versatility of e-Choupal with appropriate technological up gradation from time to time. Presently, ITC is in the process of developing e-Choupal in the form of a mobile application.

ITC has proposed to build a Customized ‘Site Specific Crop Advisory’ service with an objective to transform the conventional crop-level generic-advisory to a more customized site-specific crop advisory to the farmers using a digital crop monitoring platform, hosted on ITC’s e-Choupal 4.0 digital platform, supported by an on-ground handholding ecosystem. The proposal will be implemented in identified villages of **Sehore and Vidisha districts of Madhya Pradesh** and support Wheat crop operations.

3. CISCO

Cisco is shaping the future of internet by continuously innovating and deploying constantly learning and adaptive technologies across Networking, Security, Collaboration, and the Cloud – building the platform for a Digital World. Cisco’s technology runs the internet of today and forms the backbone of internet infrastructure.

Cisco, along with industry partner Quantela, has developed Agriculture Digital Infrastructure (ADI) solution, which includes hardware and software components for better farming and knowledge sharing. A common software platform – Smart Agriculture Platform integrates the sensors and information available from Department and Satellite Data processing solution into one single dashboard providing real time status. Proofs of Concept (POC) have been implemented in select districts in target states. Key information pertaining to insights on crop forecasting, weather patterns,

plant disease patterns, soil quality, moisture content, etc. are being gathered through the POC which are either completed or underway.

The insights gathered under these POCs by consolidating information from farms and farmers will play a critical role to the data pool to be created under the National Agri Stack by the Ministry of Agriculture. The POCs will also support creation of an innovative model of gathering insights from Cisco's ADI and Smart Platform from other states.

Cisco will conceptualize a Proof of Concept in effective knowledge sharing between farmers, administration, academia and industry in two districts in India, viz. **Kaithal (Haryana) and Morena (Madhya Pradesh)**.

4. NeML

NCDEX e Markets Limited (NeML) is the leading National Spot Exchange in India. It works with domain experts and offers trading platforms for trading in a host of commodities, both agricultural and non-agricultural to various market participants, primary producers including farmers, traders, processors etc. These trading platforms combine technological efficiency and market friendly trading features in a transparent atmosphere to make trading a rich and rewarding experience. With a national presence, the company has pioneered breakthrough initiatives like Mandi Modernization Program (MMP), e-Pledge, and e-marketing.

NeML proposed digital marketplace would help enhance the livelihood of farmers and promote inclusive development in agriculture sector in India.

NeML's four services namely Market Linkages, Aggregation of demand, Financial Linkages and Data Sanitization will serve as a foundation to build innovative agri-focused solutions by leveraging technologies to contribute effectively towards increasing the income of farmers and improve farm efficiency/efficiency of the Agriculture sector in the country with an overall goal of Doubling of Farmers' Incomes. The project will be rolled out in three Districts / States, viz. **Guntur (Andhra Pradesh), Devanagere (Karnataka) and Nasik (Maharashtra)**.

5. Ninjacart

63Ideas Infolabs Private Limited, operating under the brand name Ninjacart, is a technology based fresh produce supply chain company. Its mission is to improve the efficiency of post-harvest logistics of agriculture produce through using technology and thereby create value to all the stakeholders. Today Ninjacart operates in and around 11 Indian cities including Bengaluru, Chennai, Hyderabad, Delhi, Gurugram, Mumbai, and Pune.

Ninjacart will develop and host the Agri Marketplace Platform (AMP), which will enable bringing together of all the participants in the post-harvest market linkage. There are multiple players / entities involved in this linkage and coordination between these players is critical in successfully operating the market linkages. AMP platform will digitally enable and orchestrate the same, thereby bringing in efficiencies in the overall market linkages. As multiple methods of supply are bound to exist based on the produce specific characteristics, AMP will be able to align the processes with those needs seamlessly. AMP will be able to incorporate 3rd party content that are made available through open access and standards. The locations where Proof of Concept (POC) will be conducted are **Chhindwara (Madhya Pradesh), Anand (Gujarat) and Indore (Madhya Pradesh)**.
