

#HINDUSTANHAMARA



UNDERSTANDING INDIA'S AGRI-TECH OPPORTUNITY

SWIPE



1.

Opportunity To Be An Integrator

Tech companies can become integrators and provide more focused solutions to the farming community.

They will not only be able to integrate, but also provide better insights, means of analysis and means of reach of these stakeholders.

2.

Digitization Of Information

There is a humongous opportunity to digitize information at both speed and scale. There is traditional and scientific information that is fragmented, which needs to be connected.

This will provide seamless education for the growers and the stakeholders in the system.

4.

Solving For Infrastructure Gaps

In the next 10 years, startups will be focused on providing innovative solutions to offset the lack of infrastructure that exists currently in the agriculture industry.

Startups will be working on creating better infrastructure in the whole value chain, whether it's the rental models, warehousing, transportation, or storage.

5.

Adding Objectivity To Quality Analysis

All transactions in agriculture happen on two axes - Quantity and Quality. While quantity is fairly obvious, quality is entirely subjective.

There is a huge opportunity to bring in objectivity to quality analysis, through technological innovations and advanced data sciences.

6.

The Changing Agriculture Landscape

Traditional means of supply chain are being reborn through digital means of disruption. Food patterns are changing because of what the world is going through, accelerated by greater demand for nutrition. All of this needs to be solved ground up.

India needs much more advanced technologies and much more simpler solutions.



**For more updates, follow
@Kalaari on**

