# Bespoke agromet solution for farms

www.farmneed.com

# Climatic hazards are developing difficulties

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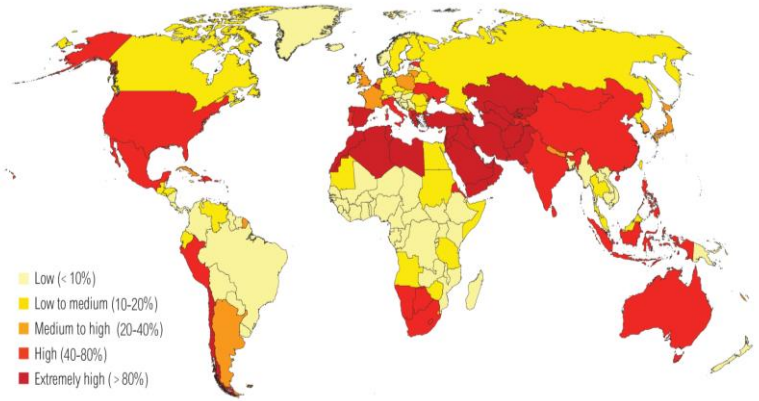
Impact of inclement climatic condition affects weather parameters adversely, both directly or indirectly and accelerate its occurrence too. Climate change has made the situation even more difficult. Major effects are cyclone, flood, drought, torrential rain, heat wave, cold wave etc. Under change in climate situation, it requires to develop sector wise adaptation policy against climate change.

Biological hazards are indirect impact of climate but direct impact of weather parameters

- Weather parameters are responsible for germination of many plant diseases. They are mostly fungal diseases.
- Wind in particular responsible for disease spread
- Weather parameters are direct cause of disease in human body. Cough and cold is very common. Cardiac arrest due to heat wave is also known
- It accelerates other water borne disease in human body




Hydrological hazards are also weather borne

- Low recharge is key cause for decreasing ground water level
- Inadequate rainfall at recharge zone is the root cause

# Challenges of farmer in developing and under developed countries

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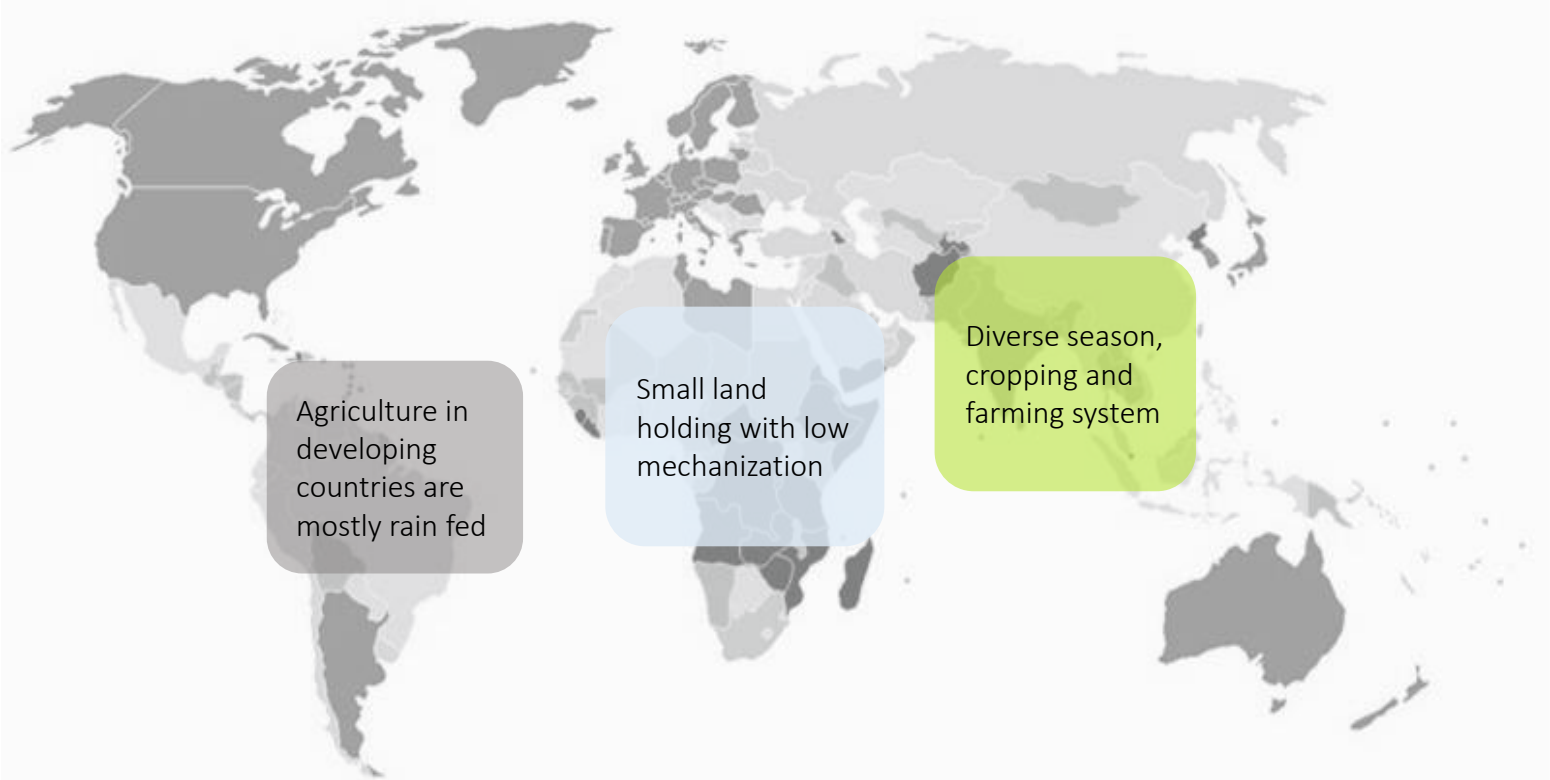


## Weather knowledge, impact on crops

Lack of information about local weather conditions, especially on adverse weather event ……..

## Farm level risks and risk coping mechanism

Lack of knowledge of farm level risks, its mitigation strategies ……..

## Agri input and quality management

Lack of guidance on agri input management and quality management ……..

## Price realization

In developing countries, farmer gets 25% of the retail prices and some countries it is even less ……..

## Sustainable practices

Lack of guidance of agri input application, leading towards exploitation of natural resources ……..

# Farmer needs tools to cope with and manage adverse weather-related risks ex-ante

Express Weather
www.expressweather.in

To significantly reduce weather induced crop losses and protect livelihoods, farmers need 'smart solutions' that leverage technology to provide timely information about adverse weather and actionable strategies to manage and protect crops and maximize commercialization

### Accurate hyper local weather data

- ✓ Specific to each farm
- ✓ Mid term till 7 days in advance
- ✓ Hour by hour break up
- ✓ Severe weather alert
- ✓ Twice updated daily

+

### Early warning for disease infestation

- ✓ Plot level warning well in advance
- ✓ Alert specific to crop and geography
- ✓ Historical record on disease infestation
- ✓ Other analytical outlook

+

### Multiple delivery channel

- ✓ Bespoke content over multiple platform
- ✓ Real-time delivery
- ✓ Single touch access over all platform
- ✓ Vernacular support available

# Farmneed™, our innovation that addresses real needs of the agri community

Farmneed.com

Farmneed™ is a device-agnostic, web and mobile (both text and app) based proprietary solution platform, powered by our own meteorology and agro met advisory engine. Farmneed™ is customized for each farmer's crop and location and deliver a hosts of actionable insights and services that addresses inefficiencies across the agri-lifecycle

### Onboarding

- ✓ Easy onboarding using smart phone or other wireless devices
- ✓ Customize offering as per crop & plot
- ✓ Secured service for each subscriber

Personalize service

### Data service

- ✓ Location specific weather data
- ✓ Observed data at periodic interval
- ✓ Forecast data seven days in advance
- ✓ Huge weather parameters

Weather data

### Analytical service

- ✓ Live update on disease threat at plot level resolution well in advance
- ✓ Live simulation 24x7 basis for each farm

Disease alert

### Knowledge blog & Networking

- ✓ Pool of people across food and agri value chain
- ✓ Informative blogs and discussion board

People

### Advisory services

- ✓ Choose from our panel of experts and get your personalize advice

Ask expert

### Record keeping & analytical service

- ✓ Farm level record book
- ✓ Analytical results using various records

Tracker

**1.5** Ton
Higher yield

**18** %
Reduction in input

**0.75** PPM
Lower pesticide residue

# Farmneed™ reduces vulnerability of farmers and help build resilience

Farmneed.com

Farmneed™ bridges knowledge/information gap between farmers and other stakeholders in the agricultural value chain. The platform provides data-driven insights to improve utilization of resources within a framework of sustainable development

## Weather

- ✓ Accurate hyper local weather forecast over web/mobile
- ✓ Near-real time observed weather data
- ✓ Severe weather alerts, notifications, including 6 hourly updates on Cyclone tracking
- ✓ Custom analytics and imageries

## Disease alert & remedy

- ✓ Early warning for disease infestation
- ✓ Disease identification & guidance on disease management
- ✓ Need-based input usage Weather-based irrigation advice
- ✓ Advice for monitoring of crop losses from biotic/ abiotic stress
- ✓ Best time and process to harvest crops

## Market access & info

- ✓ Crop demand forecasting
- ✓ Cost and availability of seeds and other input materials
- ✓ Weather-based Crop Insurance/ other financial products
- ✓ Connect with downstream stakeholders

**Results**

- Optimum yield
- Minimize cost
- Improved price realization
- Improved quality
- Minimize losses
- Food & environmental safety

# Farmneed™ - How Express Weather delivers its value proposition to farmers

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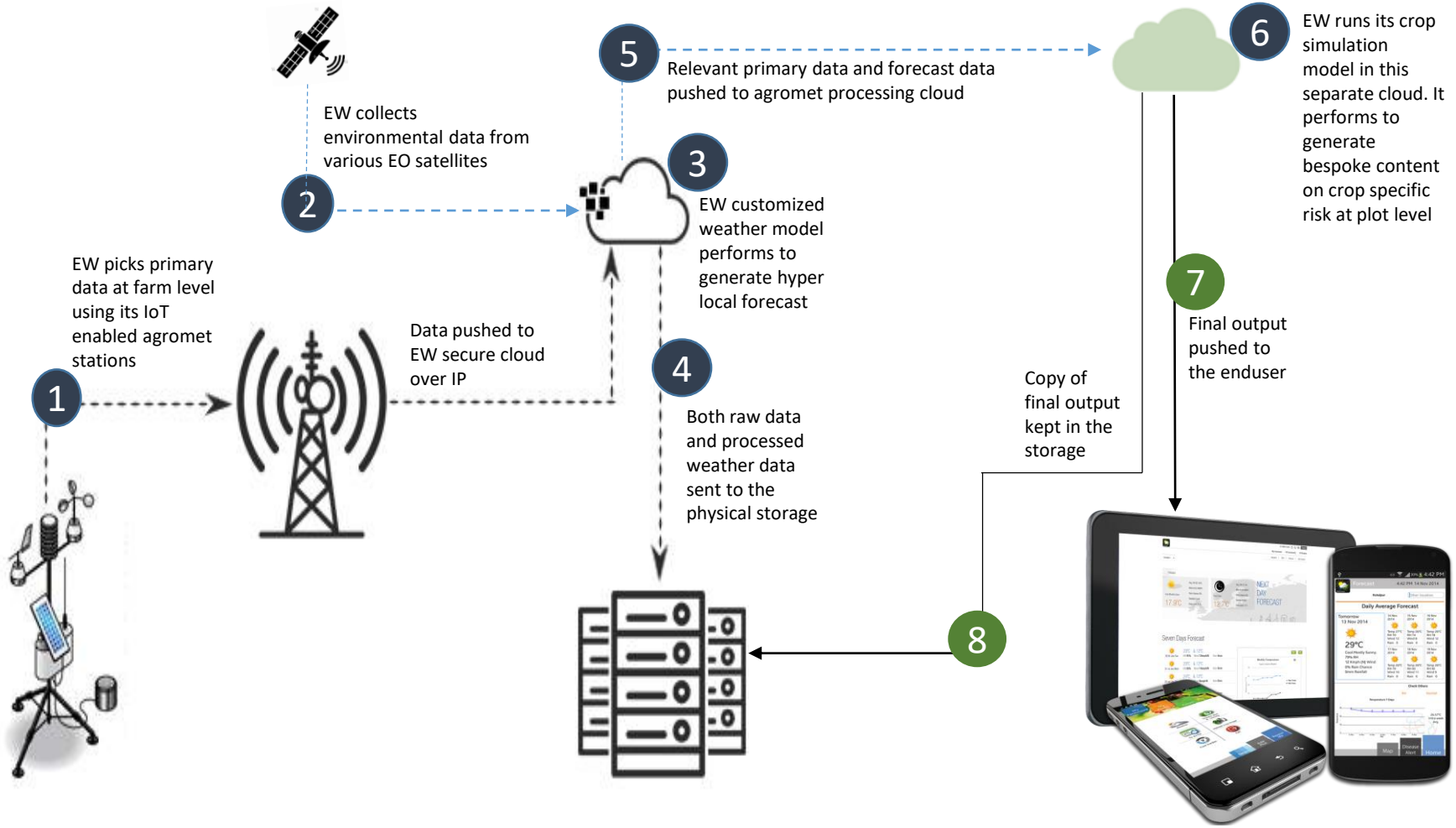
Mobile-based agro-value added services/solutions for the Indian market is one of the largest in the world, yet predominantly untapped



# Media

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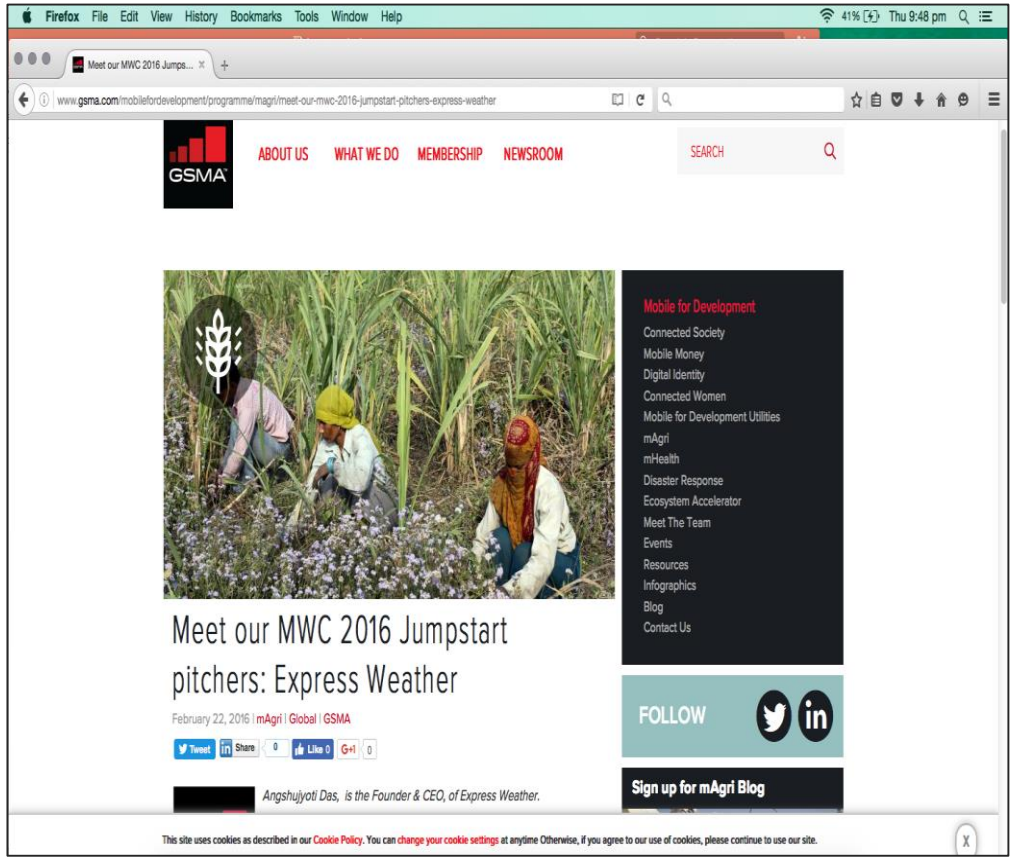


http://www.gsma.com/mobilefordevelopment/programme/magri/meet-our-mwc-2016-jumpstart-pitchers-express-weather

https://www.youtube.com/watch?v=WEBc1Cnf5jE

Express Weather™

Agriculture &
Livelihood Solutions

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