

Competitor Analysis

While we currently do not have a proposed solution there are several competitors in India that are targeting agriculture issues in India. The 3 main problem categories we have identified for agriculture in Odisha is lack of access to water, access to resources and ecosystem health. While developing solutions for our customer base we need to keep in mind what has already been done to excess. While not all of our listed competition is based in Odisha they are fully established with an online and physical presence. Any implemented method would need to stand out from existing methods with

1. Crop insurance
2. Weather forecasting
3. Market prices
4. Contact with experienced advisors
5. Government schemes information
6. Contact with other farmers
7. Financing

All being solutions that several established companies and applications are already providing.

Furthermore, reference [organization competitor notes](#), [farming app competitor notes](#), the [map of competitors](#) and [spreadsheet of competitors](#).

Solutions for water

For issues regarding water access and reliability to farmers there is some direct competition with the government, Nirman and Aragamee. The government has been providing water bore water at cheap prices for farmers. Nirman has been building rainwater tanks for water capture while Aragamee has the Watershed project. This project is about improving water sources in drought-prone areas. This includes bunding, gully plugs, check dams, multipurpose tanks, dug wells, irrigation canals and diversion weir. These areas lack vital land infrastructure and so the project aims to fix this. National Rice Research Institute is one of the organizations working on reducing water consumption by modifying seeds, if rice does not need as much water to grow less water is required.

Solutions for resources

For issues with resources, there are several different approaches taken by different companies in the area. Some organisation such as Nabard Development, Agriculture Insurance Company of India Limited and Madhyam Foundation work to provide farmers with money via loans and crop insurance. The loans help farmers start up their business and help them be able to afford seeds and workers. Crop insurance allows farmers to more safely invest their money into crops as if the worst happens they will have the insurance policy to fall back on. Other companies focus more on the fertiliser side of resources. The government, Krushaco, the Odisha Agro Industries Corporation Limited and Rallis India Limited all sell fertiliser and pesticide to farmers while also aiming to provide sufficient instructions on how to use these chemicals.

There are also many farming apps including Agriapp, Iffco Kisan and Farmbee that tell farmers current market prices for crops, theoretically helping farmers identify which crops are oversaturated in the market and so will have low value. For farmers, in theory, their minimum wage set by the government should be 375 Rs a day or 9750 Rs a month, but it is uncertain for us if this applies to farmers

Solutions for ecosystem health

For issues with soil health, there is a large amount of competition, especially regarding phone apps. There are many apps designed around farmers being able to communicate with each other as well as experts to identify blatant problems. Sirrus Premium, AgriSync, Agriapp, Iffco Kisan are all apps that cover farmer communication. For soil testing, very few farmers have attempted or heard of testing their soil. Some however had their soil recently tested by the government, it is uncertain how reliable this is as one surveyed local said that the government just took one soil sample for the village and that none of the locals had received their soil test back yet. Miitti, National Rice Research Institute and the app Yara ImageIT all also provide some simple soil testing for nitrogen levels in soil, with Miitti doing it in greater depths as part of their Kisan corner project. It seems there are very little market solutions in place for dealing with pests and disease, with the closest solution found being apps for asking farmers and experts about what is going on.