

# BRINGING INNOVATION IN SUSTAINABLE AGRICULTURE: AGRITECH START-UPS

*Ritika Sen*

*Freelance Content Writer*

In this techno-bright era wherever there is "tech" associated with any field, it sounds fascinating itself. Sustainable agriculture refers to farming in such a sustainable way that not only today but the future food and textile needs of people are being taken care of. And when there is a term named "AgriTech (Agriculture Technology)", it mainly directs to using technology in agriculture, horticulture, and aquaculture. The major aim of using such technology is to improve the yield, efficiency, and hence profitability. This may be done by the means of making applications, products, or services for various processes involved.

The land of India as described in the song "Mere Desh ki Dharti" is the second-largest agricultural land in the world. On average around 60% of this nation's population runs their homes from agriculture.

The agriculture sector in India is suffering. It is suffering a lot because of lack of infrastructure, tangled supply chain management, and the Indian farmers being not so much known to marketing strategies for their crop's sale. But by fusion of this improvised technology over the years, agritech start-ups have given a new boon to the agriculture sector.

The various top leading agritech start-ups which are bringing new aspects to the agriculture sector are:-

1. SFarmsIndia - web application mainly for listing and fraction trading.

2.Farm2Farm- start-up-growing microgreens

3.KhetiGaadi-platform for buying, selling, comparing and reviewing tractors and farm machinery.

4.Bombay Hemp Company- social enterprise-research and promotion of industrial hemp

5.Aarav Unmanned Systems- drone start-up-manufacturing aerial vehicles

6.Crofarm- start-up-Farm to Business venture

7.Aibono- company- farming related services

8.Cropin- start-up-integrating agricultural sector and ICT(Information and Communication Technology)

9.Agricxlab- online B2B Platform-connects cold storage owners with bulk buyers for agriculture-based products



Source- Bytable marketplace

10.Fasal- AI-powered platform for agriculture ecosystem

11. Ninjacart- agriculture supply chain company

12.GoldFarm- app providing the equipment related to farming through farm agents by booking.

13. Intello Labs- quality check of food using AI

14. Agrowave- company connecting farmers to business

15.Waycool- start-up and food distribution company- fixing supply chain

16.BigHaat- digital marketplace for farmer's guidance related to farming

17.BharatAgri- application providing personalized farming solutions

18. Bijak- exchange platform for agriculture commodities between buyers and sellers.

19. Ergos- company- providing digitalized solutions for storage and management of food grains

20.Clover Ventures- company- deals in creation and management of farm networks

21.FreshoKartz- marketplace for fresh farm produced products

22.MeraKisan- marketplace for wide range of farm-fresh products

## FACTS

Innovation can provide an opportunity for agriculture producers to increase the productivity while better managing natural resources. This helps to ensure long term viability and reduces the negative environmental impacts of production, such as pollutants and waste.

