

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Neerx Technovation Private Limited

**Founder:** Harsh Agrawal

**Focus Area:** Precision Agriculture including applications of Sensors, WSN, ICT, AI, IoT & Drones

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**Foundation Year:** 2019

**Location:** Gujarat



### PROBLEM STATEMENT

Indian agriculture addresses climate risks and crop management challenges due to absence of crop, weather and land insights. This reduces productivity, incur high input costs, and cause imbalance in farming eco-system.

### SOLUTION OFFERED

The startup has developed a dielectric soil sensor “SHOOL: Smart Sensor for Hydrology and Land Application” based on Water Content Reflectometry and has been tested and proven to have high accuracy.



### PRODUCT USP

Startup’s full stack agri-platform combines sensor and satellite data to provide crop and geography specific insights -

- Irrigation and Nutrient needs forecasted for 7 days specific to each farm
- 97% accuracy validated by ISRO
- Spray scheduling, Pest and disease management and Growth and Yield management
- 20% increase in productivity, 50% reduction in water & inputs and 25% increase in farmer's income



### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The sensor boosts farmers' income, reduces costs with increase productivity and less water requirements, fostering economic stability. Simultaneously, it promotes sustainable farming, conserving water, minimizing environmental impact, and enhancing ecological resilience.



\*  
10K+ Farmer  
Benefitted



\*  
250+ Paid  
Customers



\*  
3+ Products  
in market



\*  
10+ States &  
5 Countries

\* as provided by the startup [Data Year 2023-2024]