

## SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

### Proximal Soilsens technologies Private Limited

**Founder:** Dr. Rajul Patkar

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

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**Foundation Year:** 2017

**Location:** Maharashtra



#### PROBLEM STATEMENT

Overuse of fertilizer is resulting in land degradation, increased input cost and harming the environment. Lack of onsite test of soil and instant recommendation to use precise amount.

#### SOLUTION OFFERED

NutriSens is a glucometer for soil that facilitates onsite rapid soil analysis and advising the farmer about precision fertilizer usage thus solving the problem of overuse of fertilizers. The technology is a product that solves the problem of overuse of fertilizer by advising the farmer about precision fertilizer recommendation by facilitating the on-site rapid soil analysis.

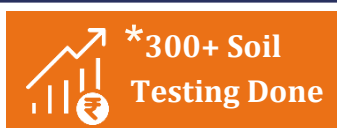


#### PRODUCT USP

- Palm size rugged instrument like Glucometer called NutriSens ©
- Highly stable and sensitive with ultrafast response time
- No prior conditioning of the electrodes; Calibration free; Instant; Reliable; Rugged; Accurate; Affordable.

#### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Social impact by empowering farmers with precise soil data, leading to better crop yields and improved livelihoods. Economically, it will reduce fertilizer costs and increase efficiency, boosting farm profitability. Environmentally, it will mitigate fertilizer overuse, reducing soil and water pollution, and promoting sustainable agricultural practices.



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