

# pi<sup>n</sup>cer™

*Profiler and Information on Crop Exposure and Risk*

Agriculture covers nearly 180 million hectares in India. PInCER is, at its heart, a live crop map, presenting the geo-location of standing crop across the country. Using satellite imagery to classify crops, PInCER makes the crop map actionable by overlaying useful data on it, including village boundaries, farm sizes, crop health, weather forecasts, yield estimates and land ownership. This allows for data-based decision making on stock allocation, manpower deployment, procurement strategy and crop risk.

## ANALYTICS BUILT ON THE CROP MAP PLATFORM



### Village Prioritization

Helps agri-sector players prioritize villages based on crop acreage, health, and scores of other parameters



### Pest and Disease Forecast

Using weather forecast, the platform provides a 15-day outlook of likely pest or disease outbreak by district



### Farmer Decision Support System

Mobile app that supports farmer enrollment, geolocation, tracking and advisory



### Field Management System

A portal for allocation of territories and farmers to extension teams, tracking actual visits and supporting navigation to enrolled farms



### In-season Tracking

Using remote sensing to track areas and crops of interest, monitoring crop health and making yield estimates



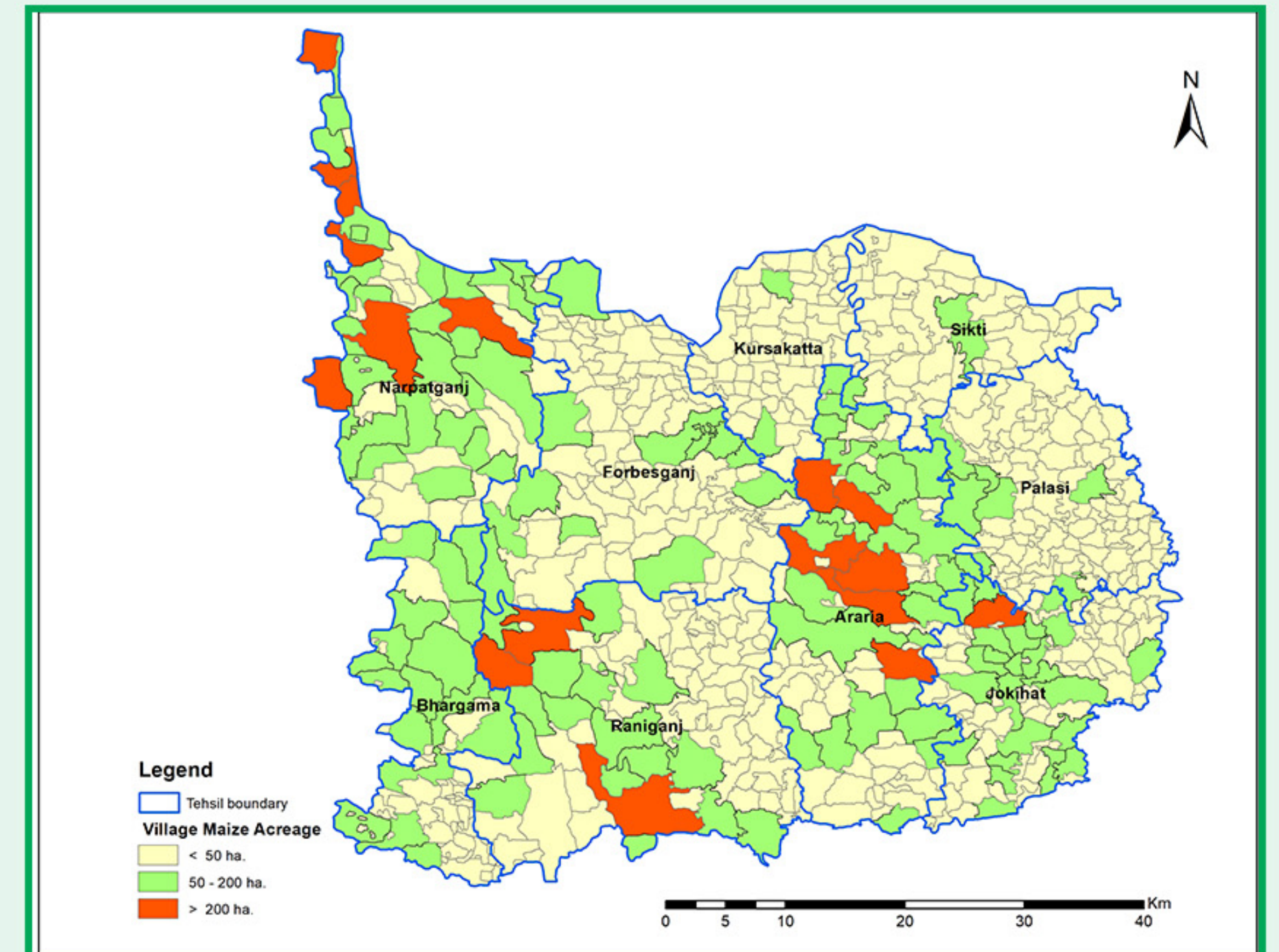


## Live Crop Map



PInCER is a first-of-its-kind, live crop map of India.

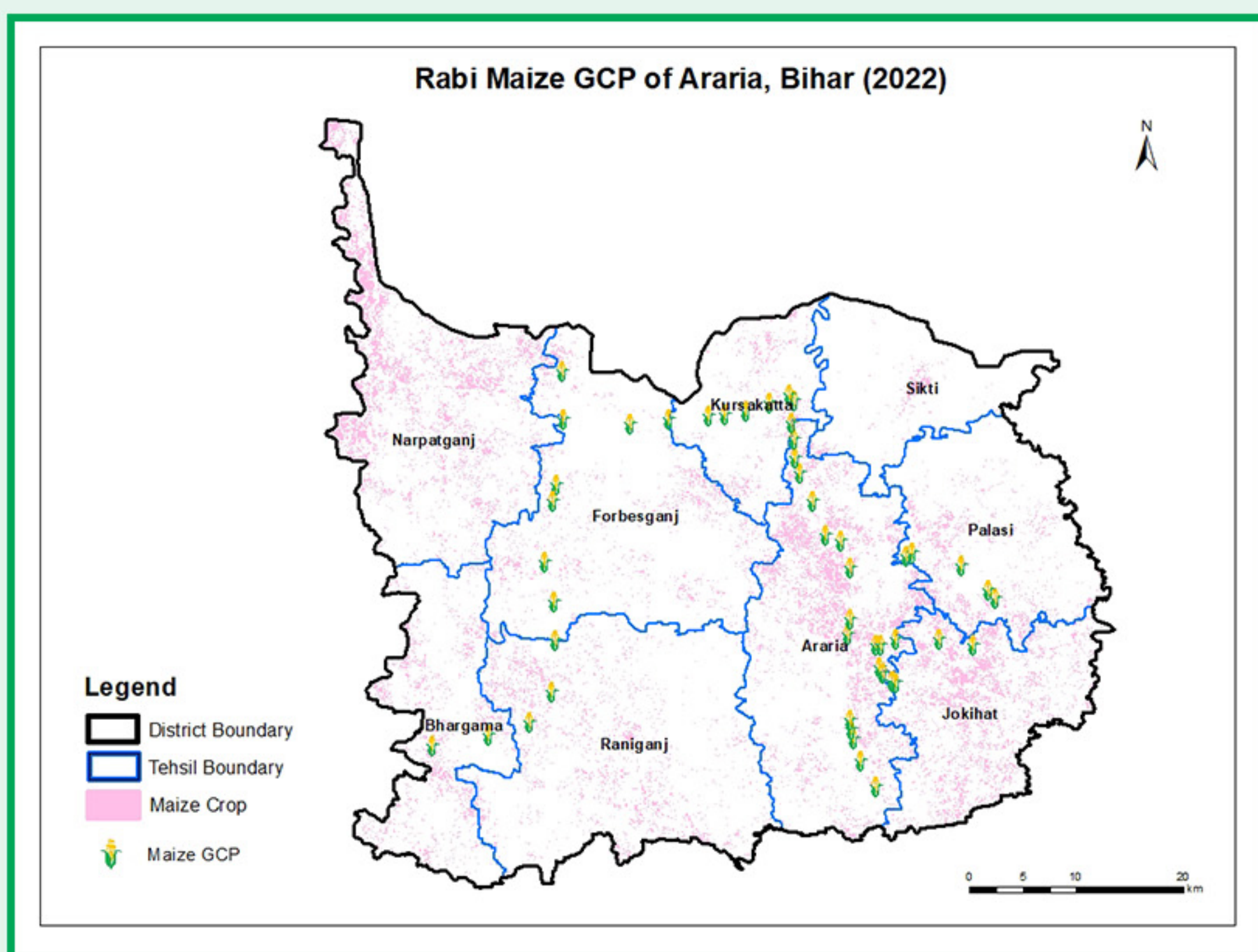
- Updated every Kharif and every Rabi season, major crops are classified at high resolution across the country. Clients will access All-India acreage estimation on demand.
- Covers major crops such as Paddy, Soybean, Maize, Sugarcane and Wheat among others. New crops will be added each season.
- Built using RMSI's decades-old expertise in satellite imagery analysis and application of AI/ML
- High crop classification accuracy borne by years of experience classifying crops in India, Europe and South East Asia



## Village Prioritization

A unique bestseller application that builds analytics on top of the crop map to help prioritize villages.

- Prioritization on **criteria of choice** such as crop acreage, crop health, soil moisture, crop yield among others
- Ability to overlay village, sub-district and district boundaries for the entire country. When these boundaries are overlaid on the crop map, prioritization may be made at the **resolution of choice**.
- Supports optimization of marketing, sales and distribution costs, manpower deployment and stock allocation
- Clients may choose from a variety of criteria such as farm sizes, socio-economic parameters and distance from highway or mandi



## Pest and Disease Forecast

A 15 day outlook of likely pest & disease outbreak by district, using weather forecast

- Covers more than 300 pest & disease across 20 crops
- Easy user interface to select crop, pest, disease or geography of interest
- Choice of number of reports through the season
- Choice to overlay additional analytics including crop health and other parameters



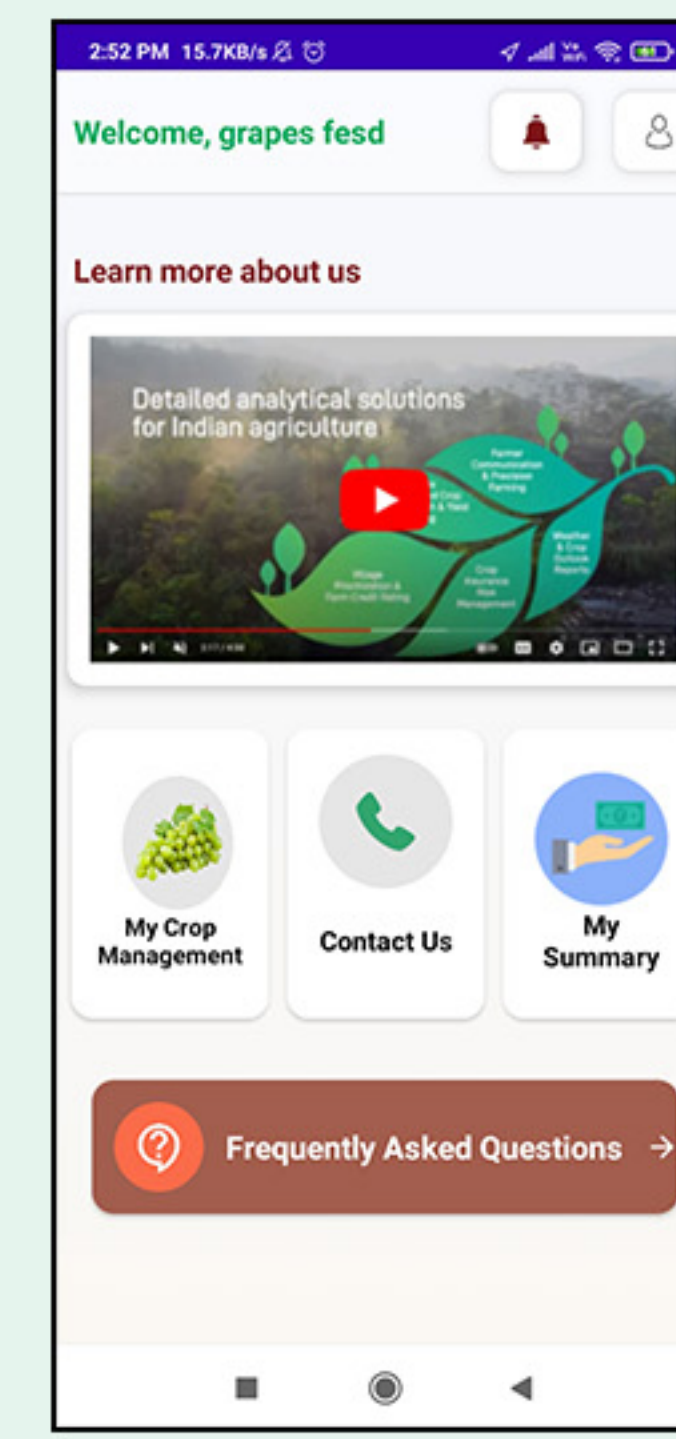




## Farmer Decision Support System

PIncER mobile app available on PlayStore that supports farmer enrollment, geolocation, tracking and advisory.

- The app captures farm details by growth stage including sowing date, application of agri-input and stress if any
- Allows sending of customized advisory and alerts
- Backend portal allows farm wise visibility and analytics



Date & Stage	Activity	Total Spend
Post Harvest 2022-05-01	Harvesting Yield	614.0
Fruit Pruning 2022-05-01	Irrigation	55.0
Fruit Pruning 2022-05-05	Fertilizer	4884.0
Shoot Growth 2022-05-01	Irrigation	209.0
Shoot Growth 2022-05-01	Other_Activity	77.0
Bloom to Shatter 2022-05-01	Plant_Protection	88.0
Bloom to Shatter 2022-05-01	Fertilizer	55.0
Berry Growth and Development 2022-05-01	Fertilizer	12.0
<b>Total Spend</b>		<b>5985.0</b>



## Field Management System

A portal for assigning territories to field extension team members and tracking their activities

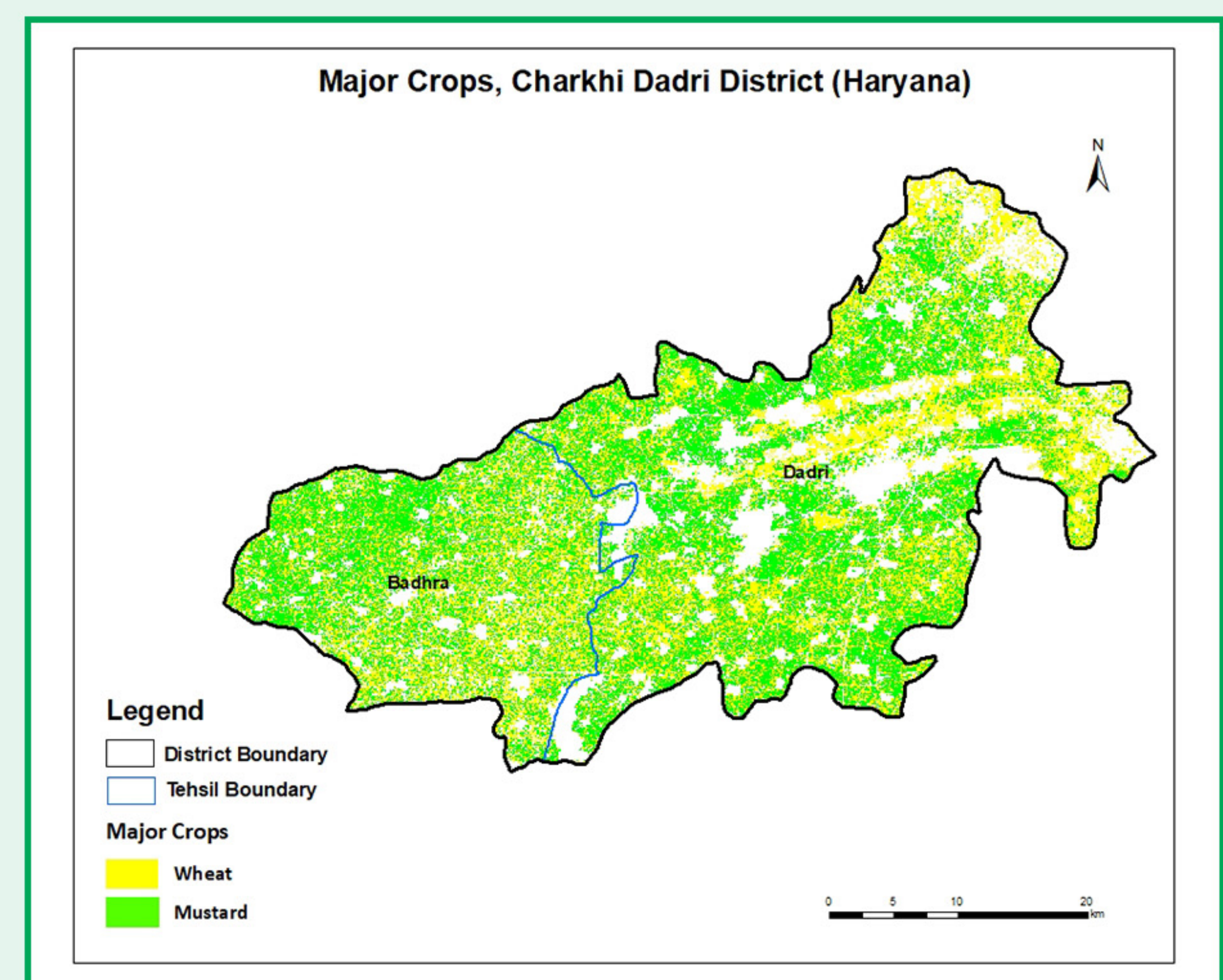
- All farmers enrolled through the PInCER mobile app by the respective field agronomists are visible on the portal along with complete data captured
- Allows tracking of actual visits and supporting navigation to enrolled farms
- Companies can map sales territories, dealerships and other points of interest
- Hierarchy-based access




## In-season Tracking

An efficient, technology-based solution to provide real-time update of crop progress at village or block or district level

- Tracking sown acreage, crop health and distress hotspots
- Estimation of yield from standing crop (remote-based guidance)
- Choice of ground-truthing, field survey, and CCE-measured yield estimation
- Choice of report frequency, resolution and data analytics





## About RMSI

RMSI is a global IT company providing geospatial and software solution to clients in sectors ranging from utilities, communications, navigation & location-based services, natural resources, land & infrastructure to government & funding agencies.

RMSI is one of the largest geospatial employers with an employee base of over 5000 resources and is consistently ranked amongst the top companies to work for. RMSI has three state-of-the-art development centers in India and six fully owned international subsidiaries in the US, Canada, Australia, UK, Middle East, and Bahrain.




## About RMSI Cropalytics

RMSI Cropalytics aims to organize all relevant data related to agriculture in order to throw a sharp light on agrarian distress hotspots, to enable help to reach those who need it, when they need it. We at Cropalytics use advanced technologies like AI-ML, Satellite imagery, Modelling, and Geo-coding to offer end-to-end analytic solutions to crop insurance companies, farm lenders, agri-input companies, commodity buyers and others.

