

This new innovative technique has given rise to the global precision farming market which is anticipated to reach USD 10.23 billion by 2025, as per by **Grand ViewResearch**.

Various startups are developing the proprietary technology through which it makes it easier and relatively inexpensive to determine the quality and size of the farm produce. One such holistic tech platforms for income augmentation is **Agricx** which is helping farmers get a fair price by grading and certifying their produce with its AI-based SaaS solution. Agricx has partnered with premium cold storages across India to list their certified produce like Potatoes.

Other player that has been creating a ripple in the industry is Bengaluru based agritech startup **Intello Labs** which uses Artificial Intelligence and deep learning for crop quality parameters like crop infestation, nutrient deficiency harvest quality evaluation of fruits, vegetables, grains and other crops and farm to fork commodities etc. Intello Labs offers such solutions to F&B firms, food retail, etc.

Government entities are also crafting strategies around developing AI-based systems for precision farming. The agriculture ministry has tied up with ISRO to launch **FASAL**, a remote-sensing and data-analysis platform to analyse and predict yields of most major crops. Furthermore, **NITI Aayog** has suggested setting up a network of basic and applied AI research institutes for precision farming.

India, a country of 30 million farmers with smartphones, is still far from developing a dedicated precision farming market. With the right policy approach from Government entities and focused research inputs from agricultural universities, Indian farmers can ride on AI wave to create a tech-enabled farming revolution.

Today's News

Digital retail lending may hit \$1 trillion in 5 years: Report

Digital retail lending in the country could reach USD 1 trillion over the next five years, with annual digital disbursements witnessing a five-fold increase, said a report. Digital retail lending has seen explosive growth both globally and in the country, a report by the Boston Consulting Group (BCG) said today.

Source – *The Economic Times*

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Crypto-heist insurance is the hot new play in Bitcoin Wild West

In the staid and buttoned-up world of insurance underwriting, few want to talk about it. You won't find many ads promoting it or details on company websites offering it. But according to industry insiders, there's a hot new business that more and more firms are looking to get into: crypto insurance.

Source – *Mint*

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This News Letter has been prepared with the assistance of **Vikas Madaan** and **Pankaj Tadas**

Travelyaari, Amazon Pay in payment tie-up

Online bus ticket-booking platform Travelyaari has partnered with Amazon Pay to enable faster and seamless checkouts for customers booking tickets on their website or the mobile application. With this partnership, customers can enjoy one-click purchases using their Amazon Pay balance.

Source – *The Economic Times*

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Alibaba to buy minority stake in Focus Media to tap digital marketing

Chinese e-commerce giant Alibaba Group Holding Ltd on Wednesday said it has agreed to acquire a minority stake in China's Focus Media Information Technology Co Ltd to tap into the digital marketing sector. Alibaba will acquire about 6.62 percent in Focus Media for 9.63 billion yuan (\$1.43 billion).

Source – *The Economic Times*

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Facebook will remove fake news articles that spur violence

Facebook stated on Wednesday that it will remove posts or images that were potentially harmful and incites violence. According to CNET, the social media giant has been accused by various nations, mainly India, Myanmar and Sri Lanka, of its platform being used to spread violence via misinformation. At present, Facebook does not allow content to be published on their social network that directly stirs up violence.

Source – *Moneycontrol*

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Karnataka Bank offers DigiLocker facility

Karnataka Bank Ltd has launched DigiLocker facility by integrating it with 'MoneyClick Internet Banking' channel of the bank. Quoting Mahabaleshwara MS, Managing Director and Chief Executive Officer of the bank, a press release said here on Thursday that the introduction of this facility empowers the bank's customers to access DigiLocker account through their 'MoneyClick Internet Banking' account through 'single sign on' (SSO) functionality.

This facility enables seamless and hassle-free login to DigiLocker, a secure cloud-based platform for storage, sharing and verification of digital documents and certificates, he said. DigiLocker is an initiative to store the digital documents by the National E-Governance Division under the Union Ministry of Electronics and Information Technology.

Source – BusinessLine

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Trai orders telecom firms to stop spam with blockchain tech

The telecom regulator has asked operators to adopt blockchain technology to ensure only registered telemarketers have access to phone databases and that user consent to receive such communication is explicitly recorded.

The regulator has asked telecom service providers to use the distributed ledger technology to control the flow of commercial communication on their networks in its Telecom Commercial Communication Customer Preference Regulations, 2018. The rules were made public on Thursday. A distributed ledger, or Blockchain, is essentially a collection of records where every person who accesses it also has a copy. But participants have to agree to make a change in the database.

Source – Mint

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WhatsApp to limit message forwarding to five chats in India

Under unrelenting pressure from the Indian government to effectively handle the menace of rumours and fake news on its platform, Whatsapp has announced another series of measures to curtail mass forwarding of messages, images and videos.

In a statement on Friday, Whatsapp said it is launching a test to limit forwarding on WhatsApp. "In India — where people forward more messages, photos, and videos, than any other country in the world — we'll also test a lower limit of five chats at once and we'll remove the quick forward button next to media messages." Whatsapp had added a feature to let people forward a message to multiple chats at once a few years ago. This comes after Whatsapp launched its forward label in India earlier this month to identify messages which are not original and have been forwarded.

Source – The Economic Times

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Uber partners with Cargo to help drivers make money by selling stuff to riders

Uber is offering its drivers yet another opportunity to earn revenue while simultaneously enhancing the rider experience through a new partnership with Cargo. For those unfamiliar, Cargo is a start-up that provides in-vehicle commerce to the ridesharing economy.

Source – TechSpot

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NITI Aayog CEO: Farms, health, education problems need disruptive innovations

India needs disruptive innovation to tackle challenges in sectors such as health, education and agriculture, said NITI Aayog CEO Amitabh Kant. Speaking after inaugurating a start-up incubation centre built by Sandbox Startups, a Central government recognised technology business incubator in Hubballi, Kant said, "We have to take a big leap in social innovation to make over 60 per cent of the India's population living in rural areas a part of our growth story."

Source – BusinessLine

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Chennai Metro to use Trimble monitoring tech

Chennai Metro Rail Ltd (CMRL) will implement Trimble Nexala rail asset management solutions to improve its real-time status monitoring and analytics capability by accessing up-to-date fleet status. This is to improve fleet availability and reliability while reducing costs and improving safety.

Source – BusinessLine

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