



PRACHAAR MEDIA

AI Driven



MLA CANDIDATE

Visionary Leadership. Empowering Every Citizen.

AI POWERED

FARMERS PORTAL

Empowering Every Farmer in the Constituency

One Portal. All Services. Smarter Farming. Better Income. Stronger Constituency.

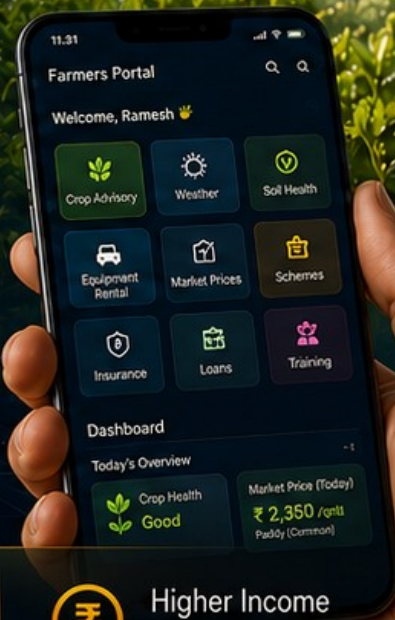


No Campaign – Posters – Reels



OUR MISSION

Empower every farmer with technology, knowledge, resources and opportunities for a prosperous life.



1,00,000+
Farmers Connected



50+
Services & Solutions



1000+
Equipment Listed



500+
Partners & Buyers



AI Powered
Smart Farming



Higher Income
Better Life



SMARTER FARMING TODAY • PROSPEROUS FARMERS TOMORROW • STRONGER CONSTITUENCY FOREVER





 EXISTING CHALLENGES



RISING INPUT COSTS

Seeds, fertilizers, pesticides, fuel and labor costs are continuously rising.



WEATHER UNCERTAINTY

Erratic rainfall, droughts, floods and climate change impact crop yield.



MARKET PRICE VOLATILITY

No guaranteed MSP for all crops. Prices fluctuate, reducing income.



LIMITED MARKET ACCESS

Middlemen control prices and farmers get less profit.



COMPLEX LOAN PROCESS

Difficult documentation, delays and limited financial support.



OUTDATED EQUIPMENT

Small & marginal farmers cannot afford modern machinery.



LACK OF KNOWLEDGE & DATA

Limited access to training, advisories, real-time information and technology.



WATER SCARCITY

Depleting groundwater and poor irrigation facilities.



DEBT PRESSURE & STRESS

Financial burden leads to stress, mental health issues and distress.

FARMERS DAILY CHALLENGES

Hard Work. Uncertain Returns. Limited Support.



TODAY'S REALITY

- ❌ High Costs
- ❌ Low Income
- ❌ Uncertain Future
- ❌ Limited Support
- ❌ Daily Struggles



TOMORROW'S POSSIBILITY

- ✅ Better Support
- ✅ Smart Resources
- ✅ Stable Income
- ✅ Stronger Future
- ✅ Prosperous Life

THE HARD REALITY



85%+

Farmers Are Small & Marginal



50%+

Income Goes in Input Costs



60%+

Farming Depends on Rainfall



40%+

Farmers Earn Less Than Expenses



25%+

Rural Families Face Debt Pressure



Countless

Farmers Face Daily Stress

 IMPACT ON FARMERS & FAMILIES



BETTER INCOME & FINANCIAL STABILITY

Smart farming & market access increase income and reduce debt.



STABLE LIVELIHOOD

Data-driven decisions and advisories reduce uncertainties.



HEALTHY & EDUCATED FAMILIES

Better income ensures good health, education and quality of life.



ACCESS TO MARKETS & RESOURCES

Direct market connect and easy access to inputs & services.



TECHNOLOGY & KNOWLEDGE

Training, digital tools and AI empower every farmer.



MENTAL WELL-BEING & SECURITY

Reduced stress, better planning and a secure future.

“ Our farmers feed the nation, but they struggle every day. **IT'S TIME TO CHANGE THIS.** ”



IT'S TIME FOR A DIGITAL TRANSFORMATION

One Platform. All Support.
Smarter Farming. Better Future.



CURRENT CHALLENGES

High Costs, Uncertainty, Limited Support



AI INTELLIGENCE

Data, Insights, Advisories
Smart Recommendations



GOVERNMENT SUPPORT

Schemes, Subsidies,
Financial Assistance



SMART FARMING SOLUTIONS

Better Practices, Resources,
Mechanization



BETTER PRODUCTIVITY & MARKET ACCESS

Higher Yield, Fair Prices,
Direct Markets



HIGHER INCOME & PROSPERITY

Financial Stability,
Stronger Families



**PROSPEROUS FARMERS
STRONGER CONSTITUENCY
STRONGER NATION**

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One Portal. All Services. Smarter Farming. Better Income. Stronger Constituency.



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POWERFUL FEATURES FOR EVERY FARMER



CROP ADVISORY

Personalized crop suggestions, best practices and seasonal guidance.



WEATHER INTELLIGENCE

Real-time weather updates and alerts to protect your crops.



SOIL HEALTH MANAGEMENT

Soil testing, nutrient recommendations and health improvement tips.



EQUIPMENT RENTAL

Easy access to modern equipment on rent at affordable rates.



MARKET CONNECT

Live market prices, demand insights and connect to buyers.



GOVERNMENT SCHEMES

Find, apply and track government schemes and subsidies.



INSURANCE & LOANS

Crop insurance, loans and financial support made simple.



TRAINING & KNOWLEDGE

Expert videos, articles and training to grow your skills.

EMPOWERING TODAY TRANSFORMING TOMORROW



Better Decisions
Data-driven insights for higher yield.



Save Time & Money
Smart solutions for everyday challenges.

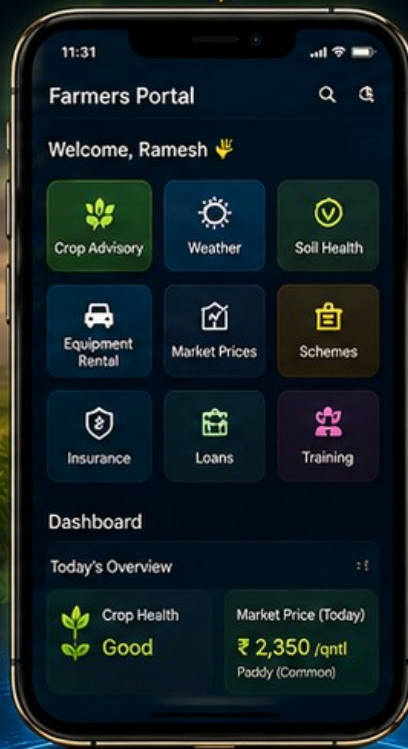


Increase Income
Access to markets and opportunities.



Stronger Future
Building a prosperous farming community.

“Technology is the seed,
Knowledge is the water,
Together we grow prosperity.”



SMART FARMING. STRONGER YOU.

REAL IMPACT. REAL CHANGE. STRONGER FAMILIES. PROSPEROUS NATION.



HIGHER INCOME

Farmers using smart solutions earn up to 30% more income.



BETTER PRODUCTIVITY

Improved practices increase yield and reduce costs.



EMPOWERED YOUTH

Digital tools and knowledge empower the next generation of farmers.



STRONGER COMMUNITIES

Together we build resilient communities and a stronger constituency.

VOICES OF OUR FARMERS



“The portal helped me choose the right crop and increased my income significantly. It's like having an expert in my pocket.”

– Suresh Patil, Farmer

★★★★★



“Weather alerts and market prices help me plan better and avoid losses. Very useful and easy to use.”

– Sunita Devi, Farmer

★★★★★



“Training videos and loan information made it easy for me to start my own equipment rental business.”

– Ramesh Kumar, Entrepreneur

★★★★★

OUR SMART FARMING ECOSYSTEM



DATA & INSIGHTS
Real-time data for better planning



AI & ANALYTICS
Smart predictions and recommendations



COMMUNITY SUPPORT
Connect, share and grow together



RESOURCE ACCESS
Tools, credits and equipment at ease



MARKET LINKAGE
From farm to market, direct and fair



SUSTAINABLE GROWTH
Better farming for a better tomorrow

JOIN THE MOVEMENT.

BUILD A PROSPEROUS FUTURE TOGETHER.



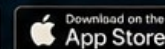
Download the
Farmers Portal
Today!



Scan to
Download
(Android)



Scan to
Download
(iOS)



SMARTER FARMING TODAY • PROSPEROUS FARMERS TOMORROW • STRONGER CONSTITUENCY FOREVER

AI POWERED FARMER JOURNEY

Every Step Supported. Every Decision Smarter. Every Season Successful.



OUR MISSION

Empower every farmer with technology, knowledge, resources and opportunities for a prosperous life.



WHAT YOU GET

- End-to-End Support
- All Services in One Place
- Save Time & Money
- Reduce Risks
- Increase Productivity
- Better Income
- Sustainable Farming

WHO CAN USE

- Farmers
- Farm Families
- FPOs & Cooperatives
- Agri Entrepreneurs
- Youth & Students
- Women Farmers

AVAILABLE 24x7

- Mobile App
- Web Portal
- Helpline Support
- AI Assistant

YOUR COMPLETE FARMING JOURNEY



AI ASSISTANCE AT EVERY STEP

- Smart Recommendations
- Real-Time Alerts
- Weather Updates
- Market Intelligence
- Risk Prediction
- Profit Estimation
- Voice & Chat Support



“A guided journey from sowing to success.

We walk with you, every step of the way.”

POWERED BY TECHNOLOGY

- AI & Machine Learning
- Big Data Analytics
- Satellite Monitoring
- IoT & Sensors
- Cloud Computing
- Blockchain Security

ONE PORTAL. ENDLESS POSSIBILITIES.

- All Services Integrated
- All Information In One Place
- All Support Always With You
- All Growth Together

Your Journey. Our Technology.
A Prosperous Tomorrow.





PRACHAAR MEDIA
— AI Driven —

FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

Empower every farmer with digital identity, complete data, targeted support and better opportunities.



COMPLETE FARMER PROFILE



AADHAAR & IDENTITY

Verified identity for secure access.



FAMILY DETAILS

Family members & dependents.



LAND & SURVEY DETAILS

Survey number, area, ownership.



GEO LOCATION

Accurate location of land parcels.



LAND HOLDING & IRRIGATION

Total land, type, irrigation sources.



CROPS & CROP HISTORY

Current crops, past crops, yields.



MACHINERY & EQUIPMENT

Owned, rented & required equipment.



LIVESTOCK & POULTRY

Animals, breeds, counts, health.



BANK & FINANCIAL DETAILS

Bank account, loans, credit history.



INSURANCE & KCC DETAILS

Policies, coverage, KCC information.



COMMUNICATION & PREFERENCES

Contact info & communication settings.

DIGITAL FARMER PROFILE – ONE FARMER. ONE ID. ALL SUPPORT.

A complete digital profile to access every service, scheme, loan, support and opportunity.

AI FARMER CARD



Ramesh Patil ✓

Farmer ID: FP12345678

Village: Hulikeri, Taluk: Jamkhandi
District: Bagalkot, Karnataka



Verified Farmer



AI Verified



Active Farmer



Trust Score 98%

AI FARMER SCORE 85/100

Farming Experience	90%
Land Productivity	80%
Credit Discipline	85%
Adoption of Technology	75%
Sustainability Practices	90%



Empowering not just the farmer, but the entire farming family.

BENEFITS YOU GET



All Services in One Place
Access schemes, support, loans, training & more.



Faster Approvals
AI verified profile for quick verifications.



Personalized Support
AI recommendations based on your profile.



Better Opportunities
Find the right market, buyers, equipment & training.



Financial Access
Easy access to loans, insurance & subsidies.



Data Security
Your data is secure, private & protected.



One Profile. Limitless Opportunities.

YOUR PROFILE. IN YOUR HAND.



Easy to Use
Simple & user friendly.



Real-time Updates
All updates in real time.

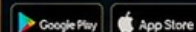


Multi Language
Use in your own language.



Anywhere Access
Use from anywhere.

Available On



ONE DIGITAL PROFILE. MANY POSITIVE IMPACTS.



Reduce Paperwork & Repeated KYC



Increase Transparency & Trust



Targeted Schemes & Benefits



Better Planning & Decision Making



Higher Income & Better Life

BUILDING A STRONGER FARMING COMMUNITY

1,00,000+ Farmers Onboarded

95%+ Profiles Verified

50+ Services Integrated

24x7 Digital Support

100% Data Secure



Your Identity. Your Farm.
Your Growth. Our Support.

TOGETHER, LET'S BUILD A PROSPEROUS CONSTITUENCY.

FARMERS PORTAL

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Empower every farmer with digital identity, complete data, targeted support and better opportunities.

LAND INTELLIGENCE – KNOW YOUR LAND. PLAN YOUR FUTURE.

AI & Satellite powered insights for smarter land and crop decisions.

YOUR LAND OVERVIEW

Total Land Holding
12.75 Acres

Survey Numbers
34/2B, 34/2C, 35/1A

Village
Hulikeri

Taluk
Jamkhandi

District
Bagalkot

State
Karnataka

Land Type
Irrigated & Dry

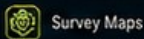
Soil Type
Black Soil

Water Source
Borewell & Canal

Last Soil Test
15 Mar 2024

Land Health Score
82/100
Good

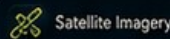
AI Soil Suitability
High for Cotton, Maize, Sunflower



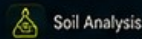
Survey Maps



GIS Mapping



Satellite Imagery



Soil Analysis



Irrigation Insights



Water Sources



Crop History



Yield History

FIELD PARCELS

1 2.85 Acres
Irrigated

2 3.40 Acres
Irrigated

3 4.10 Acres
Dry Land

4 2.40 Acres
Irrigated

Total 12.75 Acres



MAP LAYERS

Survey Map ☒

Satellite Image ☒

Soil Map ☒

Irrigation Map ☒

Water Sources ☒

Slope Map ☐

Measure Area

Draw Boundary

Download Map

AI LAND ANALYTICS

Land Utilization

68%

Good

Productivity Index

76/100

Good

Erosion Risk

Low

Safe

Water Productivity

High

Efficient

Carbon Level

Good

Balanced

Future Yield Potential

High

Promising

AI RECOMMENDATIONS

- ✓ Maintain soil organic carbon with green manure.
- ✓ Use drip irrigation in Field 3 to save 18% water.
- ✓ Best suited crops: Cotton, Maize, Sunflower.
- ✓ Apply balanced NPK based on soil test.



SOIL HEALTH SUMMARY



Organic Carbon 0.78%

Nitrogen (N) 320 kg/ha

Phosphorus (P) 18 kg/ha

Potassium (K) 410 kg/ha

pH Value 7.6 (Slightly Alkaline)

Soil Type Black Soil

[View Detailed Report](#)

IRRIGATION INSIGHTS

Irrigation Type
Drip & Canal

Irrigated Area
8.65 Acres (68%)

Water Requirement
1,28,500 Liters/Season

Efficiency Score
78%

AI Recommendation
Optimize irrigation in
Field 3 & 4 for better yield.

WATER SOURCES

Borewell 1
300 ft Depth
Good (Active)

Borewell 2
280 ft Depth
Moderate

Canal Connection
Taurihalla Canal
Active

Farm Pond
Capacity: 18 Lakh Liters
Good

CROP HISTORY (Last 3 Years)

Year	Season	Crop	Area (Acres)	Yield (D quintal/Ac)
2023	Kharif	Cotton	6.10	12.4
2023	Rabi	Wheat	6.65	18.7
2022	Kharif	Maize	6.10	20.1
2022	Rabi	Chickpea	6.65	11.3
2021	Kharif	Sunflower	6.10	8.6
2021	Rabi	Wheat	6.65	17.2

[View Full History](#)

ONE PLATFORM. COMPLETE LAND INTELLIGENCE. BETTER DECISIONS. HIGHER YIELDS.

Accurate Land Records
Always Up-to-Date

Satellite Precision
Real-time Monitoring

AI Insights
Smarter Recommendations

Better Resource Planning
Save Water. Save Costs.

Higher Productivity
Better Income

Sustainable Farming
Better Tomorrow

“When you know your land better,
You grow better. Earn better. Live better.”





PRACHAAR MEDIA
AI Driven

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FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

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YOUR FARM INPUTS

Location
Huliikeri, Jamkhandi, Bagalkot

Land Details
3.40 Acres | Irrigated
Soil Type: Black Soil

Soil Health
pH 7.4 | Organic Carbon: 0.68%
N:P:K - Medium

Water Availability
Borewell + Drip
Water Source: Good

Previous Crop
Rabi: Wheat
Kharif: Soybean

Farming Goal
Higher Profit
Low Water Usage

Risk Preference
Medium Risk

AI ANALYZE NOW

CROP PLANNING SYSTEM – PLAN SMART. GROW BETTER. EARN MORE.

AI recommends the best crop, seed, inputs and calendar for higher yield and profit.

AI RECOMMENDED CROP



Cotton (Bt Hybrid)

Best Match for Your Farm

95% Suitability Score
High Profit Potential
Low Water Usage
Medium Risk Level

EXPECTED OUTCOME

Expected Yield
18.5 Quintals / Acre

Total Yield (3.40 Acres)
62.9 Quintals

Market Price (Avg.)
₹ 6,800 / Quintal

Gross Income
₹ 4,27,720

₹ 1,62,480

Estimated Net Profit

₹ 2,65,240

ROI **163%**

BEST ALTERNATIVE CROPS



Maize

Suitability: 87%
Net Profit: ₹ 1,95,000



Pigeon Pea

Suitability: 82%
Net Profit: ₹ 1,92,000



Sunflower

Suitability: 78%
Net Profit: ₹ 1,72,000

CROP CALENDAR (COTTON)

Land Preparation	Sowing	Germination	Vegetative Growth	Flowering	Boll Formation	Picking	Post Harvest Management
01-10 Jun	11-20 Jun	21-30 Jun	Jul - Aug	Sep	Oct	Nov - Dec	Dec - Jan

AI RECOMMENDATIONS



Recommended Seed
RCH 659 (Bt Hybrid)
High Yield | Pest Resistant



Seed Quantity
1.5 kg / Acre



Fertilizer Schedule
NPK 100:60:60 kg / Acre
+ Micronutrients



Irrigation Plan
Drip Irrigation
6-7 Days Interval



Pest & Disease Management
Pink Bollworm Protection
Regular Monitoring



Growth Enhancer
Use Bio-Stimulant
at 45 & 75 Days



Harvesting Advice
Pick at 160-180 Days
For Maximum Yield

PROFIT PREDICTION GRAPH

Gross Income (₹) Total Cost (₹) Net Profit (₹)



RISK & WEATHER IMPACT



Drought Risk
Low



Pest Risk
Medium



Disease Risk
Low

Weather Outlook (Next 3 Months)



Rainfall
90-110 mm
Normal



Temperature
28°C - 34°C
Normal



Humidity
60% - 75%
Favorable

WHY AI CROP PLANNING?

- ✓ Right Crop for Your Land & Soil
- ✓ Higher Yield with Lower Cost
- ✓ Better Use of Water & Inputs
- ✓ Higher Profit & Lower Risk
- ✓ Data + AI + Experience = Best Results



KEY FACTORS ANALYZED BY AI



Soil Health



Weather Patterns



Water Availability



Market Trends



Historical Yield Data



Government Policies



Demand Forecast



Risk Analysis

SMART DECISIONS. BETTER FUTURE.

AI helps you plan today for a
PROSPEROUS TOMORROW.



PLAN SMART • GROW BETTER • EARN MORE • BUILD A PROSPEROUS FUTURE



OUR MISSION

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YOUR LOCATION

Hulikeri Village
Bagalkot Taluk, Bagalkot
Karnataka, India

Lat: 16.1456° N
Long: 75.6942° E

Elevation
512 m above sea level

Field Type
Open Field

Last Updated
Today, 07:30 AM

WEATHER INTELLIGENCE – STAY AHEAD. SAVE CROPS. SECURE YIELD.

Real-time weather insights, AI alerts and hyperlocal forecasts to protect your farm and maximise productivity.

LIVE WEATHER NOW



28°C

Light Rain

Humidity	Wind Speed	Feels Like	
74%	14 km/h	29°C	
UV Index	Visibility	Air Quality	Pressure
3	8 km	42	1007 hPa
Moderate	Good	Good	Stable

Sunrise 06:05 AM | Sunset 06:45 PM

LIVE RADAR & RAIN MAP



Light Moderate Heavy Updated: 07:30 AM

AI WEATHER ALERTS



Heavy Rain Alert

Heavy rain expected in next 24 hours.

High Risk

Next 24 Hrs



Pest Risk Alert

High pest activity possible due to high humidity.

Medium Risk

Next 2-3 Days



Fertilizer Alert

Avoid fertilizer application during heavy rain.

Advisory

Next 24 Hrs

[View All Alerts >](#)

5 DAY WEATHER FORECAST

Today May 15		22° / 31°C	78%
Tomorrow May 16		23° / 30°C	70%
Sat May 17		22° / 32°C	25%
Sun May 18		21° / 33°C	10%
Mon May 19		22° / 34°C	8%

[View 15 Day Forecast >](#)

TODAY'S SUMMARY



28°C

Light Rain

Min 22°C | Max 31°C
Humidity 74% | Wind 14 km/h

RAIN PROBABILITY



78%

High Chance of Rain
Carry out field operations
before 10:00 AM

DISEASE RISK FORECAST



Leaf Spot

High Risk



Stem Borer

Medium Risk



Powdery Mildew

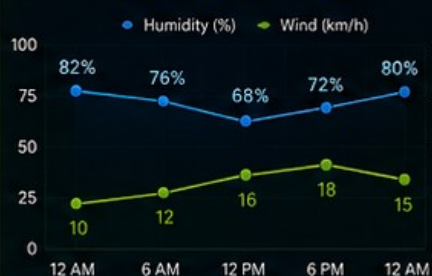
Low Risk



Wilt Disease

Low Risk

WIND & HUMIDITY TREND



RAINFALL OUTLOOK (Next 7 Days)



WEATHER IMPACT ON FARM



High rainfall may cause waterlogging in low-lying areas.



Delay in spraying & fertilizer to avoid washout.



Plan harvesting and irrigation based on dry windows.



AI WEATHER ADVISORY

- Complete sowing before today evening.
- Do not apply urea or DAP in next 24 hrs.
- Ensure proper drainage in fields.
- Monitor for pest attack after rain.
- Store harvested produce in dry place.
- Keep farm equipment under cover.

[View Detailed Advisory >](#)

BEST TIME TO ACT TODAY



Field Work

Before 10:00 AM



Fertilizer

Avoid Today



Pesticide Spray

After 48 Hrs



Irrigation

After Rain Stops



Harvesting

Safe Window
May 18-19



AI WEATHER ASSISTANT

"Heavy rain likely in next 24 hours. Avoid field operations in low-lying areas. Focus on drainage, pest monitoring and safe storage."

[Ask AI Assistant](#)



STAY PREPARED. STAY PROTECTED. STAY AHEAD.



Protect Crops

Reduce Losses



Plan Better

Save Costs



Get Alerts

Before It Happens



Increase Yield

Maximize Profit



Secure Future

Stronger Farms





OUR MISSION

Empower every farmer with scientific soil insights, AI recommendations and better productivity.

FIELD & SAMPLE INFORMATION

	Farmer Name	Ramesh Patil
	Farm ID	FP12345678
	Village	Hulikeri
	Taluk	Jamkhandi
	District	Bagalkot
	Survey No.	34/2B
	Crop (Current)	Cotton
	Sample ID	SHM24051589
	Sample Date	15 May 2024
	Lab Name	Pragati Soil Lab
	Soil Type	Black Soil
	Irrigation	Drip & Borewell

SAMPLE HISTORY [View Full History >](#)

	15 May 2024	Cotton	Good
	10 Jan 2024	Wheat	Medium
	18 Sep 2023	Maize	Low
	22 Jun 2023	Pigeon Pea	Good

SOIL HEALTH MANAGEMENT – HEALTHY SOIL. HIGHER YIELD. BETTER INCOME.

AI powered soil testing, analysis and smart recommendations for sustainable farming.

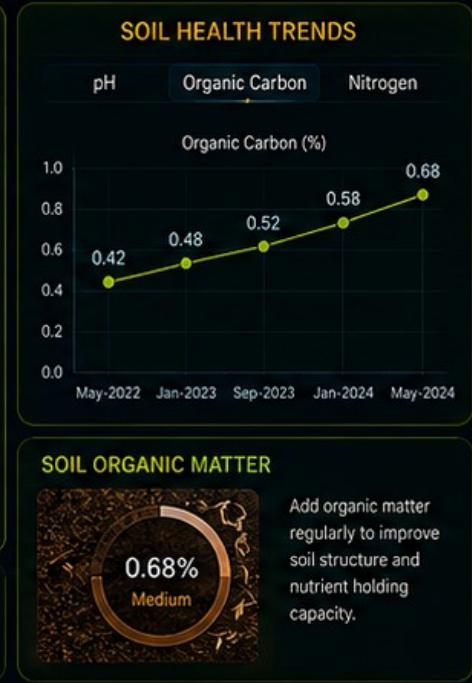


MAJOR NUTRIENTS

Parameter	Value	Level	Status
pH (1:2.5)	7.6	Optimal	Good
Electrical Conductivity	0.48 dS/m	Normal	Good
Organic Carbon	0.68 %	Medium	Improve
Nitrogen (N)	325 kg/ha	Medium	Improve
Phosphorus (P)	18.2 kg/ha	Low	Low
Potassium (K)	412 kg/ha	High	Good
Sulphur (S)	12.5 ppm	Medium	Improve
Zinc (Zn)	0.68 ppm	Low	Low
Iron (Fe)	4.8 ppm	Sufficient	Good
Boron (B)	0.32 ppm	Low	Low
Copper (Cu)	0.85 ppm	Sufficient	Good
Manganese (Mn)	2.1 ppm	Sufficient	Good

MICRONUTRIENT STATUS

				
Zinc	Boron	Iron	Copper	Manganese
Low	Low	Sufficient	Sufficient	Sufficient



- AI RECOMMENDATIONS
-  **Add Organic Matter**
Apply FYM/Compost @ 5 ton/acre to increase organic carbon.
 -  **Nitrogen Management**
Apply NPK in split doses. Recommended N: 100 kg/acre for better growth.
 -  **Micronutrient Application**
Apply Zinc Sulphate 25 kg/acre and Boron 1 kg/acre.
 -  **Green Manuring**
Grow Dhaincha or Shennep and incorporate into soil.
 -  **Balanced Fertilization**
Use balanced N:P:K ratio for optimum nutrient availability.
 -  **Soil Testing Frequency**
Test soil at least once in 6 months to track soil health progress.

- RECOMMENDED ACTION PLAN
-  **Immediately**
Apply FYM / Compost
 -  **Next 15 Days**
Apply Zinc & Boron
 -  **Next 30 Days**
Apply NPK (Split Dose 1)
 -  **Next 45 Days**
Apply NPK (Split Dose 2)
 -  **Next 60 Days**
Irrigation & Mulching
 -  **Ongoing**
Monitor & Maintain
- EXPECTED OUTCOME
-  +18% Yield Increase ↑
 -  +22% Soil Organic Carbon ↑
 -  +25% Profit Increase ↑

OUR SOIL HEALTH SERVICES



Soil Sample Collection



Precision Lab Testing



AI Powered Analysis



Smart Recommendations



Digital Report & Trends



Crop Wise Advisory



Continuous Monitoring

WHY SOIL HEALTH MATTERS?

- ✓ Healthy soil holds more water.
- ✓ Better nutrient availability for crops.
- ✓ Reduces disease and pest incidence.
- ✓ Improves crop yield and quality.
- ✓ Increases farm income sustainably.



“ Healthy Soil is the Foundation of a Prosperous Farm.

Test. Understand. Improve.

Grow a Better Tomorrow. ”







OUR MISSION

Empower every farmer with digital identity, complete data, targeted support and better opportunities.

IRRIGATION MANAGEMENT – EVERY DROP COUNTS. EVERY CROP BENEFITS.

Smart Water. Better Planning. Higher Yields. Sustainable Future.

YOUR IRRIGATION OVERVIEW



Total Irrigated Area
8.65 Acres (68%)



Total Farmland
12.75 Acres



Irrigation Sources
4 Active



Water Use Efficiency
78% Good



Water Saved This Season
1,28,500 Liters



Cost Saved
₹ 18,450



Last Irrigation
Today, 06:30 AM



Next Irrigation
Tomorrow, 06:45 AM

Irrigation Score

82/100

Good

IRRIGATION MAP VIEW



Legend:

- Drip Irrigation
- Sprinkler Irrigation
- Canal Irrigation
- Borewell
- Tank / Pond

IRRIGATION SOURCES



Borewell 1
Water Level: 128 ft
Status: Active

Usage: 65%
Quality: Good



Borewell 2
Water Level: 152 ft
Status: Active

Usage: 48%
Quality: Good



Canal Connection
Source: Tungabhadra Canal
Status: Active

Usage: 72%
Reliability: High



Farm Pond
Capacity: 18 Lakh Liters
Water: 12.6 Lakh Liters

Usage: 39%
Availability: Good



Rainwater Harvesting
Storage: 2.4 Lakh Liters
Recharge: Good

Usage: 22%
Status: Active

WATER USAGE ANALYTICS



Total Usage
1,28,500 Liters

- Drip: 55%
- Sprinkler: 20%
- Canal: 15%
- Borewell: 8%
- Others: 2%

Water Use Trend (Last 6 Months)



Water Use Efficiency

78%

You are using water efficiently. Keep it up!

AI RECOMMENDED ACTIONS

-  Irrigate using drip system for Field 2 & 3 to save 30% more water.
-  Schedule irrigation in early morning or late evening.
-  Check for minor leaks in sprinkler lines.
-  Consider mulching to reduce evaporation.
-  Rain expected in 2 days. Delay irrigation.



AI SMART SCHEDULE

View Recommended Plan

IRRIGATION METHODS

DRIP IRRIGATION



Area: 5.21 Acres
Efficiency: 90%
Water Saved: 45%
Cost: Low

SPRINKLER



Area: 7 Acres
Efficiency: 75%
Water Saved: 25%
Cost: Medium

CANAL IRRIGATION



Area: 3.40 Acres
Efficiency: 65%
Water Saved: 15%
Cost: Low

BOREWELL



Area: 1.1 Acres
Efficiency: 60%
Water Saved: 10%
Cost: High

TANK / POND



Area: 0.22 Acres
Efficiency: 70%
Water Saved: 20%
Cost: Very Low

IRRIGATION SCHEDULE (TODAY)

Field	Method	Duration	Start Time	Status
Field 1	Drip	01:30 Hr	06:00 AM	Completed
Field 2	Drip	01:45 Hr	06:30 AM	In Progress
Field 3	Sprinkler	01:00 Hr	07:00 AM	Scheduled
Field 4	Canal	02:00 Hr	08:00 AM	Scheduled

EXPECTED BENEFITS



30%
Water Savings



18-25%
Higher Yield



₹ 25,000+
Cost Savings



Better
Soil Health



Sustainable
Farming

EQUIPMENT RENTAL MARKETPLACE

Right Equipment. Right Time. Right Price. Right Near You.

✓ Smart Search ✓ Instant Booking ✓ Verified Owners ✓ Secure Payments ✓ GPS Tracking ✓ AI Matching

OUR MISSION
Make modern farm equipment accessible and affordable for every farmer. Save cost. Save time. Increase productivity. Build a prosperous constituency.



EQUIPMENT CATEGORIES

	Tractor	356
	Rotavator	248
	Cultivator	231
	Harvester	180
	Seeder	210
	Drone	96
	Sprayer	142
	Power Tiller	178
	JCB	88
	Excavator	64
	Thresher	112
	Mini Tractor	133
	Mulcher	74
	Baler	56
	Water Tanker	92

[View All Categories](#)



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FIND EQUIPMENT NEAR YOU

📍 Hulikeri, Jamkhandi Within 15 km All Categories From Date To Date [SEARCH](#)

John Deere 5310 Tractor



Owner: Mahadev Patil

2.4 km away

₹ 1,600 /hr

★ 4.8 (128)

● Available

Maschio Rotavator 7 Feet



Owner: Ramesh K.

3.1 km away

₹ 1,200 /hr

★ 4.7 (96)

● Available

Drone Sprayer 10 Liters



Owner: AgriTech Farm

4.5 km away

₹ 850 /acre

★ 4.9 (75)

● Available

Power Tiller 12HP Diesel



Owner: Shankar Hire

1.8 km away

₹ 700 /hr

★ 4.6 (64)

● Available

Mini Harvester Kubota



Owner: Vijay Hire Center

5.2 km away

₹ 2,800 /hr

★ 4.8 (41)

● Available

[View More Equipment](#)

OWNER DASHBOARD

Total Equipment	Total Bookings	Total Earnings	Utilization
12	38	₹ 1,24,680	78%

Recent Bookings

John Deere 5310	May 15	Booked
Rotavator 7ft	May 16	Booked
Drone Sprayer	May 17	Upcoming

[View All >](#)

RENTAL DASHBOARD (MY BOOKINGS)

Upcoming	Ongoing	Completed	Total Spent
2	1	8	₹ 8,450

Current Booking

	John Deere 5310
	May 15, 08:00 AM to May 16, 08:00 PM
	₹ 1,600 /hr
	Track Now

[View All Bookings >](#)

REVENUE DASHBOARD (OWNER)



EQUIPMENT DETAILS



₹ 1,600 /hr

John Deere 5310	✓ Verified
Type	Tractor
HP	55 HP
Fuel Type	Diesel
Year	2021
Location	2.4 km away
Owner	Mahadev Patil
	★ 4.8 (128 Reviews)

[Book Now](#)

WHAT FARMERS SAY

	Suresh Patil Farmer	"Found the right tractor on time. Saved cost and increased yield." ★★★★★ 5.0
	Laxmi H. Farmer	"Easy booking, good service, and very reliable owners." ★★★★★ 4.9
	Raju K. Farmer	"Drone booking was very smooth and helped in saving time." ★★★★★ 4.8

[View More Reviews >](#)

WHY USE EQUIPMENT RENTAL MARKETPLACE?

Save Up to 60% Cost	No Maintenance Worries	Latest & Modern Equipment	Available Near You	Pay Only for What You Use	Increase Productivity & Profitability



SMART BOOKING. SMART FARMING.

Powered by AI • Secured by Trust • Driven by You

2,500+ Equipment

650+ Verified Owners

12,000+ Farmers Served

98.5% On-time Delivery

4.7★ Average Rating

99.9% Secure Payments

RIGHT EQUIPMENT. RIGHT TIME. RIGHT PRICE. STRONGER FARMERS. STRONGER CONSTITUENCY. PROSPEROUS NATION.



PRACHAAR MEDIA
— AI Driven —

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FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

Connect every farmer with the right labour at the right time. Reduce cost, save time and increase productivity.

LABOUR CATEGORIES



Farm Labour
Field work, planting, weeding, harvesting



Drivers
Tractor, Pickup, Truck, Tanker, Auto Drivers



Machine Operators
Tractor, Harvester, JCB, Excavator, Power Tiller



Skilled Labour
Electrician, Welder, Mechanic, Mason, Plumber



Seasonal Workers
Harvesting, Sugarcane, Fruit Picking, Others

QUICK STATS



5,200+
Verified Workers



850+
Skills Available



24x7
Labour Availability



98%
Successful Matching

LABOUR MARKETPLACE – RIGHT PEOPLE. RIGHT SKILLS. RIGHT TIME.

AI powered matching platform to connect farmers with skilled, verified and reliable labour.

AI LABOUR MATCHING – HOW IT WORKS



Post Requirement
Select job type, skills, location & duration.



AI Matches
AI finds best matching workers based on skill, location & rating.



Receive Offers
Workers apply or accept your request.



Confirm Booking
Confirm worker, agree terms & start job.



Work & Review
Job completed, pay & give review for better trust.

POST YOUR REQUIREMENT

Job Category

Select Category

Work Type

Select Work Type

Location

Hulikeri, Jamkhandi

Date

Select Date

Duration

Select Duration

No. of Workers

2



POST REQUIREMENT

AI will notify best matching workers instantly!

AVAILABLE WORKERS NEAR YOU

Within 15 km

[View All >>](#)



Ramesh B.

Farm Labour

★ 4.8

3.2 km away

₹ 600 /Day

[Book Now](#)



Mahadev P.

Tractor Driver

★ 4.7

4.1 km away

₹ 850 /Day

[Book Now](#)



Shankar H.

JCB Operator

★ 4.9

6.3 km away

₹ 1,200 /Day

[Book Now](#)



Laxmi H.

Harvesting Worker

★ 4.6

3.5 km away

₹ 550 /Day

[Book Now](#)

AI MATCHING SCORE



- ✓ Skill Match 96%
- ✓ Location Match 90%
- ✓ Experience Match 88%
- ✓ Availability Match 94%
- ✓ Rating & Trust 91%

WHY OUR LABOUR MARKETPLACE?

- ✓ Verified & Trusted Workers
- ✓ AI Powered Smart Matching
- ✓ Nearby Labour Availability
- ✓ Reduce Waiting Time
- ✓ Fair Wages & Transparency
- ✓ Secure Payments
- ✓ Ratings & Reviews System
- ✓ 24x7 Support

BOOKING CALENDAR

May 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		6	6	7	1	3
3	4	13	13	14	16	17
10	11	18	18	22	23	24
17	18	20	21	22	23	34
24	26	27	28	38	30	31
25	26					

Booked Available Your Booking

SECURE PAYMENT

- ✓ UPI / QR
- ✓ Net Banking
- ✓ Cards
- ✓ Wallets
- ✓ 100% Secure Payments

MY JOB REQUESTS

Job ID	Category	Location	Workers	Date	Status	Actions
JR1256	Farm Labour	Hulikeri	6	15 May 2025	Completed	View
JR1257	Tractor Driver	Jamkhandi	1	16 May 2025	In Progress	View
JR1258	Harvesting	Mudhol	10	18 May 2025	Upcoming	View

WORKER VERIFICATION

- ✓ Aadhaar Verified
- ✓ Mobile Verified
- ✓ Address Verified
- ✓ Police Verification
- ✓ Balm Verified
- ✓ Skill Verified



SAFETY & ASSURANCE

- ✓ Worker Insurance
- ✓ Timely Payment
- ✓ Emergency Support
- ✓ Dispute Resolution

FOR LABOUR PROVIDERS

List your skills. Get more jobs. Increase your income.

[REGISTER AS WORKER](#)

It's free and easy!

RATINGS & REVIEWS

4.7 ★★★★★

(Based on 2,350+ Reviews)



RECENT REVIEWS



Suresh Patil
Great worker, came on time and completed the work perfectly.

★ 5.0



Vijay Hiremath
Skilled tractor driver, very professional.

★ 4.5



Geeta Math
Hard working team, very satisfied with service.

★ 4.8



BUILDING STRONGER RURAL COMMUNITIES
More Jobs. More Income.
Stronger Families. Stronger Villages.



5,200+
Verified Workers



850+
Job Categories



15,000+
Jobs Completed



2,500+
Happy Farmers



₹.8 Cr+
Earnings Generated



98%
Farmer Satisfaction

“ The right labour at the right time makes every harvest a success. **TOGETHER WE GROW.** ”

RIGHT PEOPLE • RIGHT TIME • RIGHT PRICE • BETTER PRODUCTIVITY • HIGHER INCOME • PROSPEROUS FARMERS



PRACHAAR MEDIA
AI Driven

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FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.

GOVERNMENT SCHEMES – RIGHT SCHEME. RIGHT ELIGIBILITY. RIGHT BENEFIT.

All schemes in one place with AI eligibility check and application tracking.



OUR MISSION

Ensure every farmer gets the benefits he deserves through transparent, technology driven scheme access and tracking.

SCHEME CATEGORIES

- Direct Benefit Transfer
- Crop Support & Insurance
- Irrigation & Water
- Energy & Solar
- Livestock & Dairy
- Horticulture & Allied
- Machinery & Equipment
- Rural Development
- Training & Capacity Building
- Women & Youth Support
- Others

QUICK STATS

- 45+ Active Schemes
- 12,500+ Farmers Benefited
- ₹ 18.45 Cr+ Benefits Disbursed
- 98% Applications Tracked

POPULAR SCHEMES

PM KISAN SAMMAN NIDHI

₹6,000 per year to eligible farmer families in 3 instalments.

[Apply Now](#)

PM FASAL BIMA YOJANA

Comprehensive crop insurance with low premium.

[Apply Now](#)

SOIL HEALTH CARD SCHEME

Free soil testing and detailed soil health report.

[Apply Now](#)

KUSUM SOLAR PUMP SCHEME

Solar pumps for irrigation & energy independence.

[Apply Now](#)

MICRO IRRIGATION SCHEME

Subsidy on drip & sprinkler systems to save water.

[Apply Now](#)

NATIONAL DAIRY PLAN

Support for dairy infrastructure & milk production.

[Apply Now](#)

[View All Schemes >](#)

MY APPLICATIONS & TRACKING

Scheme Name	Application ID	Applied On	Status	Current Stage	Next Update
PM Kisan Samman Nidhi	PMKISAN/2024/56892	01 May 2024	Approved	Payment Released	20 May 2024
PM Fasal Bima Yojana	PFBY/2024/44671	28 Apr 2024	In Progress	Verification in Process	10 May 2024
Soil Health Card Scheme	SHC/2024/23510	15 Apr 2024	Approved	Report Generated	19 Apr 2024
KUSUM Solar Pump	KUSUM/2024/11225	10 Apr 2024	In Progress	Technical Approval	25 May 2024
Micro Irrigation Scheme	MIS/2024/77831	05 Apr 2024	Pending	Application Submitted	-

[View All Applications >](#)

DOCUMENTS REQUIRED

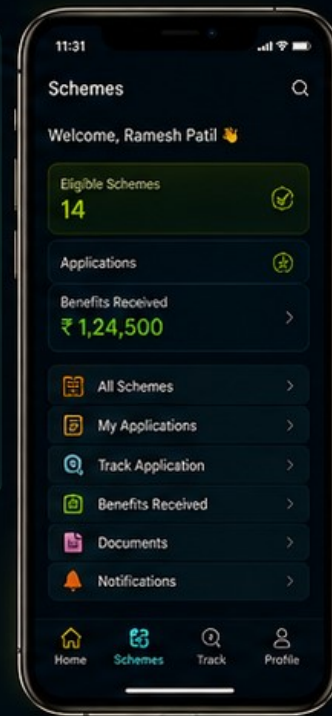
- Aadhaar Card
- Land Ownership Proof
- Bank Passbook
- Passport Size Photo
- Mobile Number
- Other Documents (If any)

AI ELIGIBILITY CHECK

- ✓ Aadhaar Verified
- ✓ Land Records Verified
- ✓ Income Verified
- ✓ Crop Details Matched
- ✓ Bank Account Verified
- ✓ Other Criteria Matched

YOU ARE ELIGIBLE FOR
14 SCHEMES

[View Eligible Schemes](#)



KEY BENEFITS

- One Place All Schemes
- AI Eligibility Instant Check
- Easy Apply Online
- Document Assistance
- Real-time Tracking
- Benefit Disbursement Alerts
- Transparency & Trust

24x7 SUPPORT
We are here to help you!

BENEFITS AT A GLANCE

DIRECT BENEFITS

₹ 12,65 Cr+ Disbursed to Farmers

CROP INSURANCE CLAIMS SETTLED

₹ 3.42 Cr+ Claims Settled This Season

SOLAR PUMPS INSTALLED

1,250+ Pumps Installed Under KUSUM

MICRO IRRIGATION COVERAGE

2,850+ Acres Area Covered This Year

DAIRY SUPPORT PROVIDED

650+ Farmers Benefited with Dairy Schemes

TRAINING & CAPACITY BUILDING

3,200+ Farmers Trained Across Villages



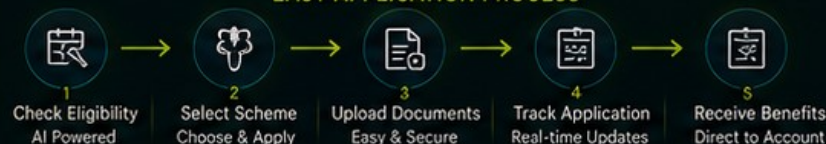
AI SCHEME RECOMMENDATION

Based on your Profile & Farm Data

- ✓ You should apply for KUSUM Solar Pump Scheme
- ✓ You are eligible for Drip Irrigation Subsidy
- ✓ Check eligibility for Machinery Subsidy Scheme

[Get AI Recommendations](#)

EASY APPLICATION PROCESS



“ Right Scheme. Right Time. Right Benefit.
Empowering every farmer with government support for a prosperous and sustainable future. ”



All Schemes in One Place



AI Eligibility Check



Easy Online Application



Real-time Tracking



Document Assistance



Benefit Alerts



Transparent & Secure

EMPOWERED FARMERS. CONNECTED FUTURE. STRONGER CONSTITUENCY.



PRACHAAR MEDIA
AI Driven

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FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

Ensure every farmer gets easy access to loans and insurance with transparency, fairness and complete support.

FINANCIAL SERVICES



KCC – KISAN CREDIT CARD

Easy working capital for farming needs.



BANK LOANS

Term loans for agriculture & allied activities.



NBFC LOANS

Quick loans with minimal documentation.



SHG LOANS

Support through Self Help Groups & cooperatives.



INSURANCE

Crop, Equipment, Health & Life insurance.

LOANS & INSURANCE – FINANCIAL SECURITY FOR EVERY FARMER.

AI eligibility. Easy access. Faster approvals. Complete peace of mind.

AI ELIGIBILITY CHECK



High Eligibility

Great! You are eligible for multiple financial services.

- ✓ Aadhaar Verified
- ✓ Land Records Verified
- ✓ Income Verified
- ✓ Crop Details Matched
- ✓ Bank Account Verified
- ✓ Credit Profile Good

Check Again

LOAN OPTIONS FOR YOU

KCC Loan



Limit ₹ 1,60,000
Interest Rate 7%
Processing Fee ₹ 0
Tenure Up to 3 Years

Apply Now

Bank Term Loan



Limit ₹ 5,00,000
Interest Rate 8.75%
Processing Fee ₹ 1,500
Tenure Up to 7 Years

Apply Now

NBFC Loan



Limit ₹ 2,00,000
Interest Rate 12%
Processing Fee ₹ 750
Tenure Up to 3 Years

Apply Now

SHG Loan



Limit ₹ 1,00,000
Interest Rate 10%
Processing Fee ₹ 0
Tenure Up to 3 Years

Apply Now

MY APPLICATIONS

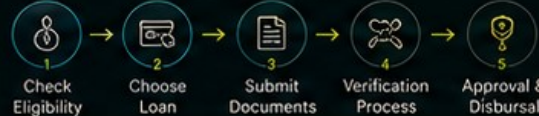
Application ID	Service Type	Applied On	Amount	Status	Next Update
APP12345	KCC Loan	10 May 2025	₹ 1,60,000	Approved	Disbursed
APP12346	Crop Insurance	09 May 2025	₹ 12,500	Approved	Policy Issued
APP12347	Equipment Loan	08 May 2025	₹ 2,50,000	In Progress	Verification
APP12348	Health Insurance	07 May 2025	₹ 18,000	Submitted	Under Review
APP12349	SHG Loan	06 May 2025	₹ 75,000	Approved	Disbursed

View All Applications >

DOCUMENTS REQUIRED

- Aadhaar Card
- Land Ownership Proof
- Bank Passbook
- Income Certificate
- Crop Details / Sowing Proof
- Passport Size Photo
- Other Documents (If any)

LOAN PROCESS



DISBURSEMENT TRACKER

This Month
₹ 3.75 Cr+
Disbursed to Farmers



INSURANCE OPTIONS



Crop Insurance

Protect your crops from natural calamities.



Health Insurance

Health cover for you and your family.



Equipment Insurance

Protect your valuable farm equipment.



Life Insurance

Secure your family's future.

View All Insurance Plans

WHY USE OUR PLATFORM?

- ✓ AI Eligibility in 60 Seconds
- ✓ Compare Best Offers
- ✓ Minimum Documentation
- ✓ Faster Approval & Disbursal
- ✓ 100% Transparent Process
- ✓ End-to-End Support

AI RECOMMENDATION FOR YOU

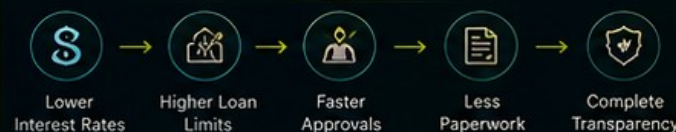
- ✓ You are eligible for KCC Loan up to ₹ 1,60,000 based on your land holding and crop details.
- ✓ Crop Insurance is highly recommended for Kharif season.
- ✓ Shot on time payment history. You can get lower interest rate offers.

View Detailed Recommendation

INTEREST RATE COMPARISON

Loan Type	Min Interest Rate	Max Interest Rate	Best Offer
KCC Loan	7.00%	9.00%	7.00%
Bank Term Loan	8.50%	11.50%	8.75%
NBFC Loan	11.00%	16.00%	12.00%
SHG Loan	9.00%	14.00%	10.00%

KEY BENEFITS



12,500+
Farmers Benefited



₹ 45 Cr+
Loans Disbursed



98%
Approval Rate



24–48 Hrs
Average Disbursal Time



50+
Banking Partners



10+
Insurance Partners

“ Financial security empowers every farmer to dream bigger, grow better and build a prosperous future. ”



EASY ACCESS • FAIR PROCESS • FAST APPROVAL • FINANCIAL FREEDOM • PROSPEROUS FARMERS • STRONGER CONSTITUENCY



PRACHAAR MEDIA
AI Driven

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FARMERS MARKETPLACE

From Your Farm to Every Home. Better Price. Better Profit. Better Future.

DIRECT ACCESS • REAL PRICES • TRANSPARENT TRADE • MORE PROFIT FOR FARMERS



OUR MISSION

Create a fair, transparent and profitable marketplace ecosystem that connects farmers directly to buyers and markets.

MARKET ECOSYSTEM FLOW

Connecting Every Step of the Value Chain



Farmers
Grow Quality Produce



Buyers
Local & Bulk Buyers



Wholesalers
Mandis & Distributors



Exporters
Global Market Access



Retailers
Stores & Supermarkets



Consumers
Fresh. Safe. Affordable



More Value to Farmers
Better Food for Everyone

LIVE MARKET OVERVIEW



12,850+
Active Farmers



5,620+
Active Buyers



1,250+
Wholesalers



320+
Exporters



650+
Retail Partners



No Middlemen
Higher Earnings



Live Prices
Real-time Updates



Quality Assured
Grading & Lab Reports



Secure Payments
100% Safe & Fast



Home Delivery
Pan India Reach

TOP PRODUCTS TRADED LIVE



Paddy (Dhan)
8,650 Tonnes



Red Chilli
1,240 Tonnes



Ragi
980 Tonnes



Tur Dal
870 Tonnes



Groundnut
1,560 Tonnes



Onion
2,350 Tonnes



Tomato
1,870 Tonnes



Maize
1,120 Tonnes

LIVE TRADE ACTIVITY (TODAY)

Total Orders	1,842
Total Quantity Traded	5,430 Tonnes
Total Value Traded	₹ 8.75 Cr+
New Orders Today	362
Orders Completed	1,128

PRICE TREND (SELECTED CROPS)

Commodity	Today's Price	Yesterday	Change
Paddy (Dhan)	₹ 2,150 / Quintal	₹ 2,120	↑ 1.42%
Red Chilli	₹ 13,800 / Quintal	₹ 13,200	↑ 4.55%
Tur Dal	₹ 7,850 / Quintal	₹ 7,650	↑ 2.61%
Groundnut	₹ 6,250 / Quintal	₹ 6,100	↑ 2.46%
Onion	₹ 1,680 / Quintal	₹ 1,590	↑ 5.66%

QUALITY & ASSURANCE

- ✓ AI Based Quality Grading
- ✓ Lab Tested & Certified Produce
- ✓ Moisture, Purity, Grade Assured
- ✓ Tamper Proof Weighment
- ✓ Farmer Verified Produce
- ✓ Traceability from Farm to Buyer

LIVE MARKET PRICES (Today)

Commodity	Unit	Min Price	Max Price	Modal Price	Trend
Paddy (Dhan)	Quintal	1,950	2,280	2,150	↑
Wheat	Quintal	2,100	2,420	2,220	↑
Maize	Quintal	1,650	1,950	1,780	↑
Tur Dal	Quintal	7,200	8,400	7,850	↑
Moong Dal	Quintal	8,400	9,600	8,950	↑
Groundnut	Quintal	5,800	6,600	6,250	↑
Sunflower	Quintal	5,200	6,000	5,600	↑
Onion	Quintal	1,200	2,100	1,680	↑
Tomato	Quintal	900	1,600	1,250	↑
Red Chilli	Quintal	12,000	15,600	13,800	↑

View More Prices >

HOW IT WORKS



List Produce
Easy Listing



Connect Buyers
Get Offers



Negotiate & Trade
Confirm Deal



Secure Payment
Instant Transfer



Logistics & Delivery
Track & Deliver

POPULAR BUYERS ON PLATFORM



Reliance
Retail



BigBasket
Direct



More
Supermarket



Metro
Cash & Carry



ITC
Agri Business



D-Mart
Avenue

WHY OUR MARKETPLACE?



Better Price
Direct Access



Wider Reach
Pan India & Export



Real-time Info
Live Prices



Lower Cost
No Middlemen



More Profit
Higher Income

AI MARKET INTELLIGENCE

AI analyzes demand, supply, quality & market trends to help you:



Best Time
to Sell



Which Market
Pays More



Price
Prediction



Demand
Forecast



Crop Wise
Insights

EMPOWERING FARMERS. CONNECTING MARKETS.
CREATING PROSPERITY.

TRUST & TRANSPARENCY



Verified Farmers
& Buyers



Secure Platform
& Data



Transparent
Transactions



100% Safe
Payments



24/7 Support in Local
Language

BETTER CONNECT. BETTER PRICE. BETTER FUTURE. • A STRONG FARMER BUILDS A STRONGER NATION.



PRACHAAR MEDIA
AI Driven

PAGE 16

AI POWERED FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

Build a strong agri-supply chain with modern storage, efficient transport and timely delivery to every market.

SUPPLY CHAIN JOURNEY



AI OPTIMIZATION

- 🔍 Demand Forecasting
- 📍 Route & Load Optimization
- 📊 Inventory & Quality Monitoring
- 💰 Reduce Loss & Increase Profit

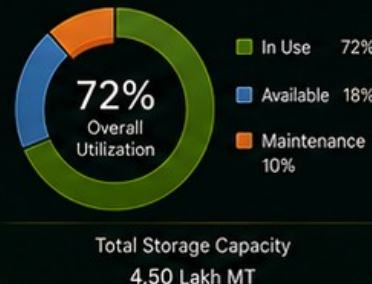
WAREHOUSE, COLD STORAGE & SUPPLY CHAIN – FROM FARM TO CONSUMER.

Reduce Post-Harvest Loss. Ensure Quality. Deliver On Time. Increase Farmer Income.

STORAGE INFRASTRUCTURE

WAREHOUSES	COLD STORAGE	PACK HOUSES	SILLO STORAGE	MOBILE COLD UNITS
Total Capacity 2,85 Lakh MT	Total Capacity 1.25 Lakh MT	Total Centers 48	Total Capacity 65,000 MT	Active Units 32

STORAGE UTILIZATION



REAL TIME INVENTORY

Commodity	Stored (MT)	Available (MT)	Quality Status
Paddy	68,500	22,100	● Good
Wheat	32,400	12,600	● Good
Maize	18,900	8,300	● Good
Tur Dal	6,200	2,400	● Good
Onion	9,500	1,850	● Good
Potato	12,800	2,600	● Good
Tomato	3,200	550	● Good
Red Chilli	1,450	300	● Good

COLD CHAIN MANAGEMENT

2°C – 8°C Fruits, Vegetables, Dairy Products	-18°C & Below Meat, Fish, Frozen Products	Live Monitoring Temperature, Humidity, Alerts

TRANSPORT & LOGISTICS NETWORK

120+ Transport Partners	650+ Trucks & Vehicles	95% On-Time Delivery	24x7 Logistics Support
----------------------------	---------------------------	-------------------------	---------------------------

LIVE SHIPMENT TRACKING



POST-HARVEST LOSS REDUCTION

Before 12-18%	After (With Our System) 2-4%	Additional Income ₹ 8.75 Cr+ Saved for Farmers
------------------	---------------------------------	--

MARKET CHANNELS

Connecting Farmers to Every Market



QUALITY ASSURANCE

- ✓ Multi-Level Quality Check
- ✓ Grading & Standardization
- ✓ FSSAI Compliant Storage
- ✓ Moisture & Temp Monitoring
- ✓ Pest & Contamination Control

KEY BENEFITS FOR FARMERS

Better Price Realization	Reduced Post Harvest Loss	Assured Market Access	Timely Payments	Increased Income

SUPPLY CHAIN KPIs (This Month)

Total Produce Handled	Avg. Delivery Time	Farmer Benefited	Markets Covered	Customer Satisfaction
85,420 MT	26 Hrs	12,850+	135+	4.7 / 5 ★★★★★

AI RECOMMENDATION

AI predicts demand, optimizes storage, recommends best markets and ensures faster movement for higher profits.

[Get AI Insights](#)

“Strong Storage.
Smart Logistics.
Better Markets.
Prosperous Farmers.”



BETTER STORAGE • SMART TRANSPORT • STRONG SUPPLY CHAIN • HIGHER INCOME • PROSPEROUS FARMERS • STRONGER CONSTITUENCY



PRACHAAR MEDIA
AI Driven

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FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

Empower every dairy farmer with technology, knowledge and services to build a profitable dairy ecosystem.

DAIRY ECOSYSTEM

- Milk Collection**
Timely & quality milk pickup
- Cattle Health**
Health tracking & treatment
- Feed Management**
Balanced feed & nutrition
- AI Breeding**
Heat detection & breeding
- Veterinary Care**
Online vet consultation
- Dairy Finance**
Loans, Insurance & Schemes
- Market Linkage**
Better price for milk & products

DAIRY PORTAL – HEALTHY CATTLE. QUALITY MILK. HIGHER INCOME.

AI enabled Dairy Management from Farm to Market

HERD OVERVIEW

Total Cattle
32,450

Milch Animals
18,760

Average Milk / Day
10.42 Ltr / Animal

Total Milk / Day
1,95,450 Ltr

MILK COLLECTION OVERVIEW



MILK COLLECTION TREND



CATTLE HEALTH SUMMARY



TOP HEALTH ALERTS

- Mastitis**
126 Cases
- Bloat Risk**
Low
- FMD Risk**
Medium
- Tick Infestation**
Alert

QUICK STATS (THIS MONTH)

- 7,850+**
Registered Farmers
- 32,450+**
Cattle Registered
- 1,28,650 L**
Milk Collected
- ₹ 3.85 Cr+**
Total Milk Value
- 98.6%**
Quality Compliance
- 4.7 / 5**
Farmer Satisfaction

CATTLE HEALTH MONITORING



- ✓ Health History
- ✓ Vaccination Tracker
- ✓ Weight Tracking
- ✓ Temperature Monitoring
- ✓ Calving Records
- ✓ Illness & Treatment

AI BREEDING ASSISTANT



- ✓ Heat Detection Alert
 - ✓ Best Breeding Time
 - ✓ AI Bull Recommendation
 - ✓ Conception Probability
- Pregnancy Rate Prediction **92%**

FEED MANAGEMENT



- ✓ Balanced Ration Plan
 - ✓ Feed Inventory
 - ✓ Nutrient Tracking
 - ✓ AI Feed Recommendation
- Cost Saving / Month
₹ 18,450

VETERINARY CARE



- ✓ Online Vet Consultation
- ✓ Disease Diagnosis
- ✓ Medicine Reminder
- ✓ Treatment Records
- ✓ 24x7 Helpline Support

MILK QUALITY PARAMETERS (Today)



DAIRY FINANCE & SUPPORT

- Dairy Loans**
Low Interest
- Insurance**
Cattle & Milk
- Government Schemes**
Easy Apply
- Subsidy Tracking**
Real-time Status
- AI Eligibility Check**
Instant Result

MILK COLLECTION CENTERS

Center	Location	Milk (Ltr/Day)	Farmers	Quality %
Hulikeri Center	Hulikeri	25,650	920	98.7%
Jamkhandi Center	Jamkhandi	32,480	1,080	98.3%
Bagalkot Center	Bagalkot	28,750	960	98.5%
Mudhol Center	Mudhol	19,840	640	98.2%
Hungund Center	Hungund	22,320	710	98.6%

VALUE ADDED DAIRY PRODUCTS



AI INSIGHTS

- ✓ Increase in milk yield possible by 12%
- ✓ Timely heat detection improves conception rate by 20%
- ✓ Balanced feeding reduces cost by 8-10%
- ✓ Regular vaccination reduces disease by 35%

Ask AI Assistant



OUR COMMITMENT

Better Cattle Health • More Milk • Higher Income • Stronger Families



DAIRY EMPOWERS RURAL INDIA

Healthy Cattle. Happy Farmers. Prosperous Nation.



TOGETHER, LET'S BUILD A STRONG DAIRY ECOSYSTEM.

Technology. Transparency. Trust. Together We Grow. >



PRACHAAR MEDIA

AI Driven

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LIVESTOCK PORTAL

Diverse Livestock. Stronger Income. Sustainable Future.

COMPLETE ALLIED LIVESTOCK ECOSYSTEM – MANAGEMENT, HEALTH, PRODUCTION & MARKETING

One Platform for All Livestock. One Dashboard for Complete Control.



OUR MISSION

Empower every farmer with AI driven livestock solutions to improve productivity, health and profitability.

LIVESTOCK ECOSYSTEM

- Poultry**
Layer, Broiler, Backyard
- Goat Farming**
Boer, Bengal, Native
- Sheep Farming**
Meat, Wool, Local Breeds
- Piggery**
Large White, Landrace
- Fisheries**
Freshwater, Brackish, Marine
- Sericulture**
Silkworm Rearing
- Beekeeping**
Honey Production

QUICK STATS (This Month)

- 25,860+ Livestock Farmers
- 3,45,780+ Total Livestock
- 8,750+ Active Units
- ₹ 26.85 Cr+ Total Livestock Income
- 98.3% Health Compliance
- 4.7 / 5 Farmer Satisfaction

LIVESTOCK AT A GLANCE

POULTRY	GOAT	SHEEP	PIGGERY	FISHERIES	SERICULTURE	BEEKEEPING
Units 12,450 Birds 18,75,000	Units 8,920 Goats 1,24,000	Units 6,480 Sheep 95,300	Units 2,560 Pigs 32,600	Units 1,860 Ponds 2,450	Units 1,240 DFLs 18,60,000	Units 1,350 Colonies 24,500

MANAGEMENT TOOLS

- HEALTH MANAGEMENT**
 - ✓ Health Records
 - ✓ Vaccination Schedule
 - ✓ Medicine Reminders
 - ✓ Disease Diagnosis
 - ✓ Treatment History
- BREEDING MANAGEMENT**
 - ✓ Heat Detection
 - ✓ Breeding Calendar
 - ✓ AI Bull Suggestion
 - ✓ Pregnancy Check
 - ✓ Birth & Growth Records
- FEED MANAGEMENT**
 - ✓ Balanced Feed Plan
 - ✓ Feed Inventory
 - ✓ Nutrient Tracking
 - ✓ Cost Optimization
 - ✓ Feed Alerts
- PRODUCTION TRACKING**
 - ✓ Milk / Egg / Meat / Wool
 - ✓ Daily Production
 - ✓ Growth Tracking
 - ✓ FCR & Productivity
 - ✓ Yield Reports
- FARM MANAGEMENT**
 - ✓ Farm Profile
 - ✓ Animal Inventory
 - ✓ Staff & Labor
 - ✓ Asset Management
 - ✓ Expense Tracking
- ALERTS & REMINDERS**
 - ✓ Vaccination Alerts
 - ✓ Heat Alerts
 - ✓ Disease Alerts
 - ✓ Medication Alerts
 - ✓ General Reminders

DISEASE ALERTS (Active)

- Newcastle Disease (Poultry) **High Risk**
- PPR (Goat & Sheep) **Medium Risk**
- Swine Fever (Piggery) **Medium Risk**
- Aeromonas (Fisheries) **Low Risk**

VACCINATION CALENDAR

- 27 May FMD (Cattle, Buffalo) Due in 3 Days
- 30 May PPR (Goat & Sheep) Due in 6 Days
- 02 Jun HS Vaccine (Poultry) Due in 9 Days
- 05 Jun Swine Fever (Pig) Due in 12 Days

[View Full Calendar](#)

INCOME & PROFIT OVERVIEW (This Month)



ANIMAL HEALTH OVERVIEW



AI LIVESTOCK ASSISTANT



Hello Farmer! 🐾
I am your AI Livestock Assistant. I can help you with health alerts, breeding, feed plans, market prices and more.

- ✓ Disease Warning & Prevention
- ✓ Feeding Recommendation
- ✓ Breeding & Heat Alerts
- ✓ Profitability Prediction
- ✓ Market Price Insights

[Chat with AI Assistant](#)

MARKET PRICES (Today)

Broiler (Live) ₹ 98 / Kg ↑	Layer Egg ₹ 5.40 / Egg ↑	Goat (Live) ₹ 420 / Kg ↑
Sheep (Live) ₹ 380 / Kg ↑	Pork (Live) ₹ 140 / Kg ↓	Fish (Rohu) ₹ 160 / Kg ↑

[View More Prices](#)

LIVESTOCK KPIs



[View Detailed KPIs](#)

KEY BENEFITS

- Higher Productivity
- Better Animal Health
- Lower Losses
- Timely Alerts & Reminders
- Data Driven Decisions
- Increased Profitability
- Sustainable Livestock Farming

“ Healthy Animals. Happy Farmers.
Strong Livestock. Stronger India. ”



AI INSIGHTS



REAL TIME MONITORING



MOBILE ACCESS



EXPERT SUPPORT



TRANSPARENT & TRUSTED

EMPOWERING FARMERS. ENRICHING LIVELIHOODS.



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FARMERS PORTAL

Your Digital Identity. Your Farm. Your Future.



OUR MISSION

Empower farmers with world-class training, practical skills, modern technology and continuous learning for a prosperous future.

OUR TRAINING AREAS



ORGANIC FARMING

Natural inputs, composting, vermicompost, bio-pesticides, soil regeneration.



NATURAL FARMING

Desi cow based farming, Jeevamrutha, Beejamrutha, zero budget techniques.



AI FARMING

AI recommendations, smart advisories, predictive analytics, data driven decisions.



PRECISION AGRICULTURE

Soil sensors, IoT, drones, variable rate technology, yield mapping.



DRONE TRAINING

Drone operation, spraying, mapping, safety & maintenance certification.



FLEXIBLE LEARNING MODES



Classroom Training



Live Webinars



Field Demonstrations



Online Courses



Mobile Learning



Certification Programs

UPCOMING TRAINING SCHEDULE

28 MAY

Organic Farming Workshop
10:00 AM - 1:00 PM
Krishnarajapura, Bengaluru

Upcoming

02 JUN

Drone Training Program
9:30 AM - 4:30 PM
Yelahanka, Bengaluru

Upcoming

06 JUN

Natural Farming Field Demo
4:00 PM - 6:00 PM
Hoskote, Bengaluru

Upcoming

[View Full Calendar >](#)

TRAINING IMPACT

12,850+

Farmers Trained

256+

Training Programs

98.6%

Satisfaction Rate

48

Expert Trainers

265+

Villages Covered

35,000+

Training Hours

POPULAR COURSES

- ✓ Organic Certification Process
- ✓ Natural Farming Practitioner
- ✓ AI & Data for Farmers
- ✓ Precision Farming using IoT
- ✓ Drone Pilot Certification
- ✓ Integrated Pest Management
- ✓ Water Management & Irrigation
- ✓ Post Harvest Management

CERTIFICATIONS



Earn Recognized Certificates

Boost your knowledge.
Build your credibility.
Increase your income.

IMPACT STORIES



Ramesh, Hoskote

After attending Natural Farming training, reduced cost by 60% and increased yield by 25%.

Income Increased by ₹72,000/acre



Lakshmi, Devanahalli

Trained in Organic farming & now sells organic vegetables in premium markets.

Monthly Income Increased by ₹28,000

MOBILE LEARNING APP

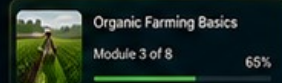
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Farmers Learning App

Hello Farmer! 🌱
What do you want to learn today?



Continue Learning



[Learn Anytime, Anywhere](#)

EXPERT SUPPORT



Talk to Our Experts

Get answers to your doubts from agriculture experts.

[Connect Now](#)

TRAINING SUPPORT



Training Helpline
080-1234 5678



WhatsApp Support
+91 98765 43210



Email Support
training@prachaarmedia.in

FARMER TRAINING JOURNEY



Enroll



Learn



Practice



Implement



Grow



Prosper

LEARN • PRACTICE • IMPLEMENT • PROSPER

BENEFITS OF TRAINING

- ✓ Increase Productivity
- ✓ Reduce Cost of Cultivation
- ✓ Improve Quality & Yield
- ✓ Adopt Modern Technology
- ✓ Protect Environment
- ✓ Increase Profit & Income

TRAINING IMPACT KPIs (This Month)

Yield Improvement

22%

Cost Reduction

18%

Income Increase

27%

Adoption of Technology

84%



12,850+
Farmers Trained



256+
Training Programs



35,000+
Training Hours



98.6%
Satisfaction Rate



48
Expert Trainers



265+
Villages Covered



10+
Training Categories



24x7
Learning Support

“ Knowledge is Power.
Training is Transformation.
A Trained Farmer, A Prosperous Nation. ”



CONTINUOUS LEARNING. LASTING IMPACT. LIMITLESS GROWTH.



PRACHAAR MEDIA

AI Driven

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FARMERS PORTAL

Stronger Together. Higher Income. Sustainable Future.

FPO • COOPERATIVES • SELF HELP GROUPS • COMMUNITY FARMING

Collective Strength • Shared Resources • Better Bargaining • Higher Profits



OUR MISSION

Build strong farmer institutions through FPOs, Cooperatives, SHGs and Community Farming for collective growth and prosperity.

OUR INSTITUTION ECOSYSTEM

FPO

FARMER PRODUCER ORGANIZATIONS (FPO)

Farmer owned, professionally managed, market linked business institutions.



COOPERATIVES

Democratic institutions for collective procurement, processing and marketing.



SELF HELP GROUPS (SHG)

Women & farmer groups promoting savings, credit, enterprise & empowerment.



COMMUNITY FARMING

Shared land, shared cost, shared resources, higher productivity together.

KEY BENEFITS

- ✓ Bulk Purchase – Lower Input Cost
- ✓ Collective Marketing – Better Prices
- ✓ Access to Finance & Schemes
- ✓ Shared Machinery & Infrastructure
- ✓ Knowledge Sharing & Capacity Building
- ✓ Risk Reduction & Higher Profitability



3,250+

SHGs



42,850+

Women Members



₹ 18.65 Cr+

Savings



₹ 12,40 Cr+

Internal Lending



160+

Micro Enterprises

SHG ACTIVITIES



Savings & Credit



Livelihood Enterprises



Skill Training



Agri Input Retailing



Food Processing



Handicrafts & Value Addition

FPO DASHBOARD OVERVIEW



132

FPOs Registered



18,450+

Total Members



26,580 MT

Total Produce



₹ 48.75 Cr+

Total Turnover



₹ 6.82 Cr+

Net Profit



25+

Sectors

TOP COMMODITIES HANDLED



Paddy

8,520 MT



Maize

3,240 MT



Tur Dal

2,980 MT



Groundnut

3,650 MT



Tomato

2,150 MT



Onion

1,780 MT



Millets

1,460 MT



Green Chilli

1,300 MT

INSTITUTION MAP (Constituency)



FPOs

42

Cooperatives

38

SHGs

96

Community Farms

24



TOTAL INSTITUTIONS

200+

BULK INPUT PROCUREMENT



Seeds



Fertilizers



Pesticides



Animal Feed



Up to 20% Cost Savings for Members

COLLECTIVE MARKETING & AUCTIONS



Farmers



FPO / Coop



E-Auction Platform



Buyers & Exporters

Live Bids • Transparent Prices • Direct Payments

SHARED ASSETS & SERVICES



Tractors & Implements



Processing Units



Cold Storage & Warehouse



Drying Yards & Godowns



Transport Vehicles

Book • Share • Save • Earn

FINANCE & SUPPORT



Working Capital



Loans & Credit Linkage



Government Schemes



Insurance Coverage

Easy Access to Finance & Schemes

SELF HELP GROUPS (SHG) OVERVIEW



3,250+

SHGs



42,850+

Women Members



₹ 18.65 Cr+

Savings



₹ 12,40 Cr+

Internal Lending



160+

Micro Enterprises

COMMUNITY FARMING NETWORK



24 Community Farms



1,850 Acres Under Management



1,120+ Farmers Involved



Shared Planning & Operations



Shared Profits, Shared Growth

More Area • More Production • More Profit • More Impact

FINANCIAL PERFORMANCE (This Year)



- Input Sales ₹ 16.20 Cr (33%)
- Produce Sales ₹ 24.10 Cr (49%)
- Services ₹ 5.40 Cr (11%)
- Others ₹ 3.05 Cr (7%)

MEMBER BENEFITS IMPACT

Average Income Increase	32%	↑
Input Cost Reduction	18%	↑
Market Price Realization	22%	↑
Access to Credit	2.8X	↑
Employment Generated	5,860+	↑
Women Participation	61%	↑

AI INSIGHTS & RECOMMENDATIONS

- ✓ AI forecasts demand & advises what to produce
- ✓ Recommends best markets & prices
- ✓ Optimizes procurement & logistics
- ✓ Monitors performance of all institutions



"Through our FPO, we started selling paddy directly to millers. Our income increased by 35% this season."

– Ramesh, FPO Member



"Our SHG helped us start a spice processing unit. Today we are independent & earning well."

– Lakshmi, SHG Member

TOGETHER WE GROW



Join Together



Work Together



Grow Together



Earn Together



Prosper Together

Strong Institutions
Strong Farmers
Strong Constituency
Strong Nation



ONE PLATFORM. ONE ECOSYSTEM. LIMITLESS POSSIBILITIES. • EMPOWERING FARMERS. ENRICHING LIVES. TRANSFORMING AGRICULTURE.



PRACHAAR MEDIA
AI Driven

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FARMERS PORTAL

CONSTITUENCY AGRICULTURE DASHBOARD
Real-Time Agriculture Intelligence for Data Driven Leadership



OUR MISSION

Empower every farmer with data, technology & opportunities.
Stronger agriculture, prosperous farmers, developed constituency.

CONSTITUENCY OVERVIEW

- Total Farmers: 1,28,450
- Total Villages: 265
- Total Acreage: 2,48,750 Acres
- Net Cultivated Area: 2,05,620 Acres
- Irrigated Area: 1,42,830 Acres
- Cropping Intensity: 158%
- Major Crops: 23
- FPOs / Cooperatives: 42 / 38
- Self Help Groups: 3,250



TOTAL PRODUCTION

5,28,650 MT
↑ 12.6% vs Last Year



TOTAL VALUE OF OUTPUT

₹ 1,286 Cr+
↑ 18.4% vs Last Year



AVERAGE YIELD

3.15 MT/ACRE
↑ 11.3% vs Last Year



WATER UTILIZATION EFFICIENCY

73%
↑ 9% vs Last Year



FARMER INCOME (AVG)

₹ 1,48,600 /Year
↑ 21.7% vs Last Year

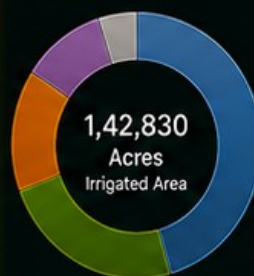
TOP 5 VILLAGES BY PRODUCTION

- Hulikere: 18,650 MT
- Kyathanahalli: 15,780 MT
- Begaralu: 14,320 MT
- Hirehalli: 13,980 MT
- Muktanahalli: 12,540 MT

CROP WISE ACREAGE & PRODUCTION

Crop	Acreage (Acres)	Production (MT)	Avg. Yield (MT/Acre)	% vs Last Year
Paddy	78,450	2,48,600	3.17	↑ 10.2%
Ragi	36,250	54,380	1.50	↑ 8.6%
Maize	28,600	71,250	2.49	↑ 12.5%
Tur Dal	22,150	16,280	0.74	↑ 6.1%
Groundnut	18,620	27,930	1.50	↑ 9.3%
Sugarcane	12,750	1,02,000	80.00 MT/Ha	↑ 7.8%
Horticulture	8,980	42,650	—	↑ 23.4%
Others	—	—	—	—

IRRIGATION SOURCE BREAKUP



- Borewell: 62,450 Acres (43.7%)
- Canal: 32,680 Acres (22.9%)
- Tank / Pond: 21,450 Acres (15.0%)
- Drip / Sprinkler: 18,760 Acres (13.1%)
- Others: 7,490 Acres (5.3%)

ACREAGE BY SEASON



- Kharif: 1,18,450 Acres (57.6%)
- Rabi: 61,230 Acres (29.8%)
- Summer: 18,620 Acres (9.1%)
- Perennial: 7,320 Acres (3.5%)
- Others: 3,800 Acres (3.8%)

MAJOR CROPS SHARE (By Production)



SUBSIDY & BENEFITS DISBURSED (This Year)

PM Kisan	Soil Health Card	Drip Irrigation	Input Subsidy	Total Disbursed
₹ 23,45 Cr	₹ 1,86 Cr	₹ 6,72 Cr	₹ 14,85 Cr	₹ 46,88 Cr+
12,450 Farmers	18,650 Farmers	2,850 Farmers	22,350 Farmers	56,300 Farmers

MACHINERY & EQUIPMENT UTILIZATION

Total Machinery	Total Usage	Active Rentals	Utilization Rate
2,850	18,450 Hrs	1,620	68%

WATER RESOURCES STATUS

No. of Tanks	Storage Capacity	Current Storage	Storage Status
342	8,450 Lakh Ltr	6,780 Lakh Ltr	80%

AI INSIGHTS & RECOMMENDATIONS

- ✓ Increase pulse cultivation in Rabi season.
- ✓ Drip irrigation can save 18% more water.
- ✓ Promote high value horticulture crops.
- ✓ Focus on soil organic carbon improvement.
- ✓ Encourage FPO based collective marketing.

PROBLEM AREAS (AI DETECTED)

- Low Yield Areas: 42 Villages
- Water Stress Areas: 38 Villages
- Pest Affected Areas: 26 Villages
- Soil Health Risk: 31 Villages

View on Map

AGRICULTURE AT A GLANCE (This Year)

- 5.28 Lakh MT Production
- ₹ 1,286 Cr+ Output Value
- ₹ 1.48 Lakh Avg. Farmer Income
- 1,43 Lakh Acres Irrigated Area
- 23,450 Youth in Agriculture
- 18,250 Women Farmers
- 12,850 Farm Labour Jobs

FARMER SUCCESS STORY



Rameshappa, Kyathanahalli Village
Used drip irrigation, soil testing & FPO support
Cultivated vegetables on 2 acres
Income increased from ₹85,000 to ₹2,45,000
"Technology + Knowledge + Collective Power changed my life."

DATA DRIVEN DECISIONS • SMARTER INTERVENTIONS • PROSPEROUS FARMERS • STRONGER CONSTITUENCY



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AI Driven

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FARMERS PORTAL

VILLAGE INTELLIGENCE & AGRICULTURE INSIGHTS

Data • Maps • Analytics • Intelligence • Action



OUR MISSION

Empower every village with intelligence, solve real problems, increase productivity and build a prosperous constituency.

VILLAGE OVERVIEW

	Total Villages
265	
	Villages Mapped
263 (99%)	
	Population Covered
4,85,620	
	Farming Households
1,28,450	
	Total Cultivable Area
2,48,750 Acres	
	Net Cultivated Area
2,05,620 Acres	

Farmers
1,28,450

Cropping Area
2.48 Lakh Acres

Irrigated Area
1.42 Lakh Acres

Water Bodies
1,243

Avg Yield
3.15 MT / Acre

Total Production
5,28,650 MT

Value of Output
₹ 1,286 Crore

Machinery Count
4,850

AI RECOMMENDATIONS



- Focus on Micro Irrigation in 27 water stressed villages.
- Promote Millets & Pulses in Low Yield Areas for better returns.
- Immediate pest control advisory for 18 high risk villages.
- Strengthen FPOs for collective input & marketing.
- Improve rural roads & storage in 14 market access issue villages.

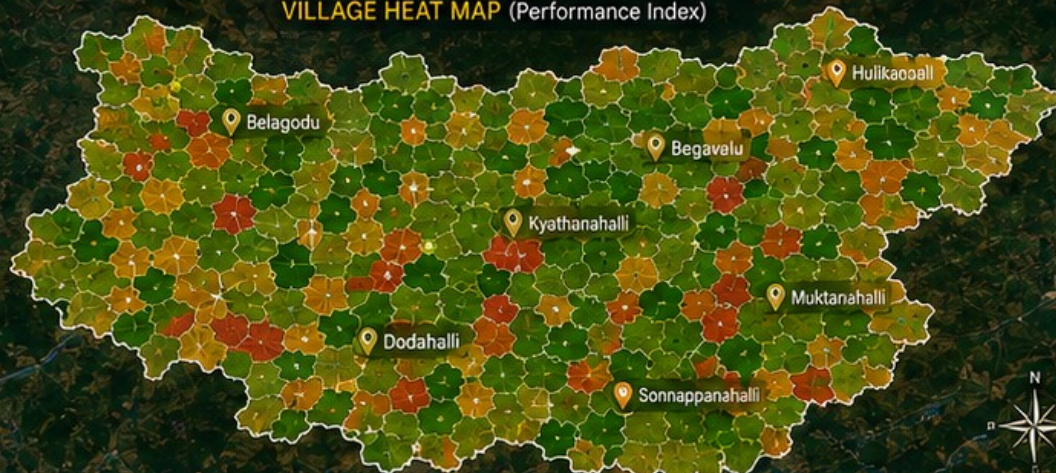
MAP LAYERS

- ☒ Village Boundary
- ☒ Performance Index
- ☒ Irrigation
- ☒ Water Bodies
- ☒ Soil Health
- ☒ Crop Pattern
- ☐ Pest Incidence
- ☐ Road Network
- ☐ Markets

VILLAGE HEAT MAP (Performance Index)

PERFORMANCE INDEX

- Excellent (80-100)
- Good (60-79)
- Average (40-59)
- Poor (20-39)
- Critical (0-19)
- No Data



VILLAGE PERFORMANCE INDEX



ALERTS SUMMARY

	High Pest Risk	18 Villages
	Water Stress	27 Villages
	Low Yield Areas	21 Villages
	Irrigation Issues	16 Villages
	Market Access Issue	14 Villages

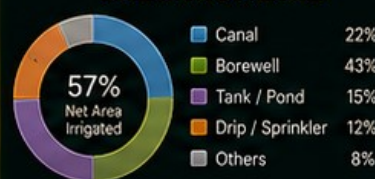
YIELD ANALYSIS (MT / Acre)



SOIL HEALTH STATUS



IRRIGATION COVERAGE



CROP DIVERSITY INDEX



REAL IMPACT STORIES



Doddahalli Village

Adopted drip irrigation & soil health program. Yield increased by 32% and water use reduced by 40%.



Hirehalli Village

Joined FPO & collective marketing. Price realization increased by ₹ 2,150 per quintal.

VILLAGE INTELLIGENCE SNAPSHOT

263 Villages Mapped	1,243 Water Bodies	342 Soil Samples Collected	18,750 Field Visits Done	12,480 Farmer Interactions	97% Data Accuracy

TOP YIELD VILLAGES (MT / Acre)

	1. Belagodu	3.85
	2. Hulikere	3.72
	3. Kyathanahalli	3.68
	4. Sonnappanahalli	3.55
	5. Doddahalli	3.48

VILLAGES NEEDING PRIORITY INTERVENTION

Issue	Affected Villages
Water Stress (Low Rainfall & Groundwater)	27
Low Soil Fertility (Organic Carbon < 0.5%)	21
High Pest Incidence (Fall Armyworm, Aphids)	18
Low Yield (Below 2 MT / Acre)	16
Market Access & Storage Issues	14

AI PREDICTIVE INSIGHT



If recommended actions are implemented, average yield can increase by 18-25% and farmer income by 20-30% in the next season.





OUR MISSION

Empower farmers, enhance incomes, sustain resources and build a prosperous constituency through technology, transparency & teamwork.

IMPACT OVERVIEW (This Year)



Total Farmers

1,28,450



Total Villages

265



Total Crops

23



Total Acreage

2,48,750 Acres



Total Production

5,28,650 MT



Average Yield

3.15 MT / Acre



AVERAGE FARMER INCOME (AVG)

₹ 1,48,600 /Year

↑ 21.7% vs Last Year



CROP YIELD IMPROVEMENT

18.6%

↑ 3.4% vs Last Year



WATER SAVED

2,48,600 Lakh Litres

↑ 27.3% vs Last Year



SUBSIDIES DISBURSED

₹ 186.45 Cr+

↑ 24.8% vs Last Year



EQUIPMENT USAGE

18,450 Hrs

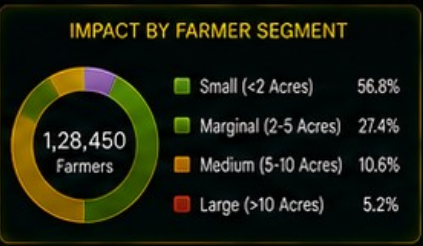
↑ 32.6% vs Last Year



EMPLOYMENT GENERATED

56,780

↑ 19.5% vs Last Year



WOMEN & YOUTH IMPACT



Women Farmers

18,250

↑ 22.6%



Youth Farmers

23,450

↑ 22.3%

TOP SCHEME BENEFICIARY IMPACT

PM Kisan	92,650 Farmers
Crop Insurance	48,320 Farmers
KCC Loans	26,850 Farmers
Drip Irrigation	18,450 Acres
Solar Pumps	6,980 Farmers
Dairy Schemes	11,250 Farmers



EQUIPMENT USAGE IMPACT

Total Rentals	8,450
Tractor Hours	12,680 Hrs
Drone Operations	1,245 Acres
Machinery Utilization	68%



WATER & ENVIRONMENT IMPACT

Water Saved	2,48,600 Lakh Litres
Groundwater Recharge	18.6% Increase
Chemical Usage Reduced	16.8%
Organic Area Increased	12,450 Acres

EQUIPMENT USAGE IMPACT

Total Usage Hours	18,450 Hrs
Fuel Saved	2.85 Lakh Litres
Cost Saved	₹ 4,23 Cr+
Emissions Reduced	1,250 Ton CO ₂

PRODUCTION SUMMARY (This Year)

5,28,650 MT	2,05,620	23	3.15
Total Production	Acres	Major Crops	MT / Acre
	Net Cultivated		Avg Yield

IMPACT HIGHLIGHTS (This Year)



₹ 1,286 Cr+

Increase in Output Value



₹ 85,000 - ₹ 1,32,000

Increase in Income per Acre



2,48 Cr+

Litres Water Saved



14,230

Off Farm Jobs Created



18.6%

Average Yield Increase

FARMER SATISFACTION INDEX



4.6 Out of 5

- Better Income Opportunities 4.7
- Access to Technology 4.6
- Government Support 4.6
- Market Connectivity 4.5
- Overall Satisfaction 4.6

SUCCESS STORIES (Impact Highlights)



Begavali Village

Adopted precision agriculture & drip irrigation. Yield increased by 38% and income increased from ₹78,000 to ₹1,28,000 per acre.



Kyathanahalli Village

Through FPO & collective marketing, price realization increased by ₹ 2,350 per quintal.



PRACHAAR MEDIA
AI Driven

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THE GRAND FINALE



FARMERS PORTAL

AI POWERED AGRICULTURE OPERATING SYSTEM

Data • Intelligence • Technology • Community • Prosperity



OUR VISION

To build the most advanced, inclusive and transparent agriculture ecosystem that empowers every farmer and makes every village prosperous.

FROM FARMER TO NATION



FARMER

Digital Identity, Knowledge, Resources & Support



VILLAGE

Collective Strength, Infrastructure & Local Prosperity



TALUK

Resource Aggregation, Market Linkage & Services



CONSTITUENCY

Data Driven Governance, Higher Productivity & Income



DISTRICT

Integrated Planning, Efficient Resource Use



STATE

Policy Intelligence, Food Security & Sustainability



NATION

Atmanirbhar Agriculture, Global Leadership



REAL TIME CONSTITUENCY AGRICULTURE KPIs



1,28,450
Farmers



2,48,750
Acres



5,28,650 MT
Total Production



₹1,286 Cr+
Farmer Income (Avg)



3.15 MT / Acre
Average Yield



2,48,600 Lakh Ltr
Water Saved



18,450 Hrs
Equipment Usage



56,780
Jobs Generated

AI PREDICTIVE INSIGHTS

- ✓ Crop Recommendation
- ✓ Disease & Pest Prediction
- ✓ Yield Prediction
- ✓ Price Forecasting
- ✓ Irrigation Advisory
- ✓ Input Optimization
- ✓ Market Opportunities
- ✓ Risk & Loss Prevention



LEADERSHIP MESSAGE

“

A prosperous farmer creates a prosperous family.
A prosperous village builds a prosperous constituency.

PRACHAAR MEDIA Farmers Portal transforms agriculture into an AI-powered, data-driven, citizen-centric development ecosystem under the leadership of the MLA.

”



TECHNOLOGY THAT TRANSFORMS AGRICULTURE



AI & Machine Learning



IoT & Sensors Field Monitoring



Satellite & GIS Land Intelligence



Big Data Analytics



Mobile First Farmer App



Cloud Infrastructure

THE IMPACT WE CREATE

↑ 35%

Increase in Farmer Income

↑ 25%

Increase in Crop Yield

↑ 30%

Water Saved

₹ 186 Cr+

Subsidies & Benefits Delivered

↑ 40%

Equipment Access Improved

18,250+

Women Farmers Empowered

23,450+

Youth Farmers Engaged

OUR COMMITMENT TO FARMERS



TRANSPARENT GOVERNANCE



DATA DRIVEN DECISIONS



INCLUSIVE GROWTH



SUSTAINABLE AGRICULTURE



PROFITABLE FARMING



PROSPEROUS COMMUNITIES



TOGETHER WE GROW. TOGETHER WE PROSPER.



DATA TODAY • PROSPERITY TOMORROW • STRONGER CONSTITUENCY • STRONGER NATION

