



APRICE

With the growing population and changing climatic conditions, the demand for agriculture commodities is increasing, however, the small and marginal farmers are still facing challenges getting remunerative price, and as a result the agriculture marketing officials are facing following challenges.

How to collect real-time data on a variety of factors that affect agriculture marketing, such as crop yield, weather conditions, and market demand?

How to analyze large amounts of data to identify patterns and price trends of important agriculture commodities, that can help farmers and marketers make better decisions?

How to automate marketing tasks, such as generating personalized marketing campaigns and tracking customer engagement? This can free up farmers and marketers to focus on other tasks, such as production and sales.

How to target marketing campaigns more precisely to specific audiences to facilitate better remunerative price for the farmers?

How to track the movement of agricultural products from the farm to the consumer. This can help to ensure food safety and traceability, and it can also help farmers and marketers to better understand the demand for their products.

How to use of sensors to monitor crop conditions and weather conditions? This data can be used to predict crop yields and to identify potential problems early on.

How to use artificial intelligence to analyze data and identify price trends? This data can be used to make predictions about future market demand and to develop more effective marketing strategies.

How to use blockchain to track the movement of agricultural products ? This can help to ensure food safety and traceability, and it can also help farmers and marketers to better understand the demand for their products.

Digiks Infotech Private Limited, proposes to establish a Center of Excellence for Agriculture Marketing to harness cutting edge technologies to address the challenges being faced by the producers and end consumers and to reduce the supply chain and create smart value chain.