

**Industry Round table “AgLab” - Connecting
Innovators with Corporates – Drone Applications
in Agriculture & Crop Protection**


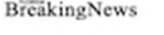

Wednesday, 29th June 2022

Media Coverage Report






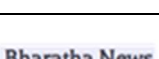

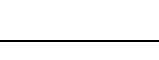






Media Coverage Grid

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
1.		ANI News	12,998,003	6,158	News Publishing
2.		Press Trust of India	2,950,574	38,849	News Publishing
3.		The Times of India	371,149,506	142	Business & Corporate
4.		Jio News	2,950,574	27,384	News & Entertainment
5.		Google News	89,405,098,776	1	Media & Information
6.		India Tech Online	773834	913569	Media & Information
7.		Agriculture Post	329065	385887	Media & Information
8.		Krishi Jagran	21911	20807	Media & Information
9.		India Infoline	11,150,024	8,501	Financial
10.		Zee 5	60,408,842	1,122	News Publishing
11.		The Week	4,658,787	25,723	News & Information
12.		The Print	25,157,412	4,727	Business
13.		The Asian Chronicle	90,059	966,105	News & Information

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
14.		New Kerala.com	372,708	77,129	News Publishing
15.		Punjab News Express	745,416	100,625	News & Entertainment
16.		HT Syndication	279,531	350,032	Media & Information
17.		WebIndia123	5,279,936	38,546	News Publishing
18.		The Covai Post	186,354	82,794	South Indian News
19.		Daily Hunt	19,877,477	2,714	News & Information
20.		British News Network	46,589	1,491,595	Business Services
21.		General	15,530	1,319,160	Business
22.		Latestly	16,616,313	10,442	Media & Information
23.		France Network Times	46,589	1,430	News & Opinion
24.		Headlines of Today	1,552,919	97,619	Business News
25.		Mix Point	232,943	2,425,743	Business
26.		The Prevalent India	144,428	618,295	Media & Information
27.		Today Now	248,472	973,123	News

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
28.		Barhi Live	170,825	433,961	News & Information
29.		Bizz Stories	5,916	368,280	News
30.		England News Portal	232,943	1,039,673	News & Information
31.		IT News Online	745,416	94,625	Tech
32.		Vishva Times	107,163	860,570	News & Information
33.		Always First	10,868	4,346,933	News
34.		Chini Mandi	104,045	863,299	News
35.		Indian Economic Observer	217,413	1,646,468	Business & Economy
36.		Tera News	6,206	6,485,410	News
37.		Florida Breaking News	31,059	1,593,145	Business News
38.		India Online News	31,059	3,744,533	News & Information
39.		Krishak Jagat	170,825	1,148,752	News & Information
40.		News Control Room	1,319,976	84,910	News & Information
41.		The Eastern Herald	916,241	77,415	Business & Startups















S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
42.		The Good	15,530	2,325,526	Business
43.		The Indian News Hub	264,002	2,277,692	News Publishing
44.		British Columbia Times	55,913	1,243,814	Business & Corporate
45.		Report Story	9,324	2,317,441	Business Services
46.		London Channel News	69,867	2,110,705	Business & Corporate
47.		Planet Report	10,017	46,45,609	News Publishing
48.		Status Markets	310,590	351,175	News
49.		Earthnews 4 u	4,662	3,607,529	News Publishing
50.		DSIJ	3,105,869	301,917	News Publishing
51.		Media Bulletins	403,767	340,251	News
52.		Agro Pages	326,120	256,397	Agriculture
53.		Daily 24x7 News	388,238	189,252	Media & Information
54.		Daily Prabhat	12,411	3,499,924	News
55.		e2newz	9,324	2,009,914	News & Opinion



S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
56.		News Online News	357,179	228,966	News & Trends
57.		Nyoooz	1,459,742	728,512	News
58.		Punjab Newslines	46,589	1,560,249	News & Information
59.		Sangbad Ekalavya	96,296	1,086,358	Business & Corporate
60.		The Business Daily	12,411	2,252,408	Business
61.		Bharatha News	201,884	516,417	Business Services
62.		Trending News	82,310	284,153	News & Trends
63.		Newsr	1,118,093	235,275	Business News
64.		Nsbb	155,295	601,931	Media & Information
65.		4State News	1,024,947	83,270	Business & Corporate
66.		One News Page	1,708,214	71,953	News Publishing
67.		Richmond Evening News	217,413	1,066,075	Business & Startups
68.		Biz News Connect	31,059	2,210,224	News Publishing
69.		Daily Flash News	7,749	N/A	Media & Information

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
70.		Rajasthan Horizon	201,884	11,877	News & Information
71.		The News Watch	13,986	3,518,801	News & Opinion
72.		The Reality Hunt Live	232,943	1,602,905	Business & Corporate
73.		Online News of India	605,651	152,46	Media & Information
74.		South China Herald	45,045	2,340,456	News & Trends
75.		Washington DC Despatch	59,000		Media & Information
76.		Good Report	10,017	2,622,804	News Publishing
77.		NewsZNew	636,710	150,776	News & Information
78.		Go Earth	28,571	2,984,814	Media & Information
79.		News Deck	4,662	2,975,881	Media & Information
80.		News Edge 360	31,059	2,360,185	News & Information
81.		Sports Halchal	264,002	316,902	News & Opinion
82.		Bihar24x7	46,589	n.a	Business & Corporate
83.		Haryana Today	31,059	1,893,946	Business & Corporate

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
84.		Mumbai Highlights	6,206	6,689,988	Business & Corporate
85.		News Chronicle	7,151	8,672,671	News Publishing
86.		Pro Agriculture	31,059	2,252,008	Agriculture
87.		Rashtra Baan	388,238	207,976	Media & Information
88.		Sangri Today Spotlight	729,887	N/A	News & Information
89.		Chhattisgarh Today	46,589	N.A.	Business & Corporate
90.		Hamara Samachar	232,943	419,937	News & Opinion
91.		Local News Paper	15,530	2,376,057	News & Information
92.		Miami News Herald	n.a	N.A.	Business & Corporate
93.		Ten News	419,297	29,622	News & Information
94.		The Kolkata Mail	124,236	1,491,600	News & Information
95.		Badi Market	59,000	6,118,259	Media & Information
96.		News Time Now	46,589	820,727	News & Information
97.		Odisha Post	201,884	451,311	Media & Information

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
98.		Nasheman	79,191	1,634,035	News & Opinion
99.		The Reporting Today	15,530	2,461,968	Media & Information
100.		Notable Today	12,411	1,936,166	News & Opinion
101.		Daily 24x7 Bollywood News	512,474	196,125	News & Entertainment
102.		News Blare	122,693	672,286	News & Information
103.		North East Times	186,354	866,758	Business News
104.		Vanakkam Tamil Nadu	186,354	779,893	News & Opinion
105.		Business Lend	62,118	893,304	News & Opinion
106.		Online Media Cafe	102,501	3,548,888	Business News
107.		Sydney Evening Post	62,118	n.a	Business & Corporate
108.		Kashmir Newline	15,530	n.a	Business News
109.		Startup City	264,002	213,985	Business & Startups
110.		The CEO Magazine	1,708,214	52,576	Business & Startups
111.		Investment Guru	947,300	989,356	Business & Finance

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
112.		Telangana Journal	31,059	2,115,792	News & Information
113.		Education Daddy	13,986	N/A	Education
114.		Ek Aaina Bharat	170,825	478,075	News & Information
115.		IBG News	636,710	102,598	Business
116.		Live Chronicle	15,530	5,651,644	Development News
117.		Punjab Live	201,884	418,361	Business & Corporate
118.		South India News	217,413	973,107	Business & Corporate
119.		Startup Terminal	68,324	1,016,371	Business & Startups
120.		Indore Dil se	31,059	2,420,728	News & Information
121.		Face 2 News	62,118	2,517,390	News & Information
122.		Bolly Chakkar	153,752	N/A	News & Trends
123.		Nation Republic	88,515	N/A	News & Information
124.		Bolly Orbit	170,825	N/A	Lifestyle
125.		Odisha Ray	72,986	1,794,649	News Publishing

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
126.		Startagist	104,045	710,880	Business & Finance
127.		5 Dariya News	1,071,504	77,237	News & Information
128.		AGR News	201,884	391,885	Business & Corporate
129.		Enterprise World News	127,355	2,088,445	Business & Startups
130.		Marudhara Bharti	152,177	N/A	Media & Information
131.		The Nation Express	279,531	N/A	Media & Information
132.		International Brand Equity	15,530	1,917,633	Market & Brands
133.		SP Times	186,354	505,342	Business & Startups
134.		Times Tech	714,357	190,623	Technology
135.		Karnataka Live	57,456	1,364,035	Business & Economy
136.		IBTN9	46,589	1,009,061	News & Opinion
137.		The Hans India	14,721,746	2,852,070	News & Information
138.		Techphlie	77,648	1,000,630	Technology
139.		New Delhi Times	326,120	258,836	News Publishing

S. No.	Logo	Website	Potential Monthly Traffic	Alexa Rank (Global)	Industry
140.		Uttarakhand News Network	144,428	470,119	News Publishing
141.		Abhitak News	150,633	1,659,937	News & Information
142.		Biz Wire Express	667,769	239,984	Business
143.		Business News This Week	1,180,211	163,003	Business News
144.		Business Views	31,059	1,786,823	News Publishing
145.		Indus Valley Times	15,530	3,617,921	News & Information
146.		BizNext India	31,059	1,342,932	Business & Finance
147.		Crack of Dawn	85,397	1,895,178	News & Opinion

It's time to make 'Kisan Drones' accessible

Fostering collaborations for faster adoption

Government, Drone innovators and agrochemical companies congregate for value creation for farmers

New Delhi, 29th June 2022: ThinkAg along with CropLife India, the leading voice of the plant science industry in India; organized an Industry Round table "AgLab" - **Connecting Innovators with Corporates – Drone Applications in Agriculture & Crop Protection** - bringing together all stakeholders of the Agriculture Drone ecosystem with a 'focused platform for partnerships' for the start-ups and stressed on the need of fast tracking and large scale adoption of drone technology for agrochemical spraying in the country.

Smt. Shomita Biswas, Joint Secretary (M&T), Ministry of Agriculture & Farmers' Welfare, Government of India; said, "***It is time to make drones accessible for farmers.*** There are 200+ start-ups, engaged in manufacturing and providing drone services in agriculture, who would play a pivotal role. Empanelling with the State Governments and becoming custom hiring centres themselves; are the critical next steps for start-ups.

The Government of India has added another intervention involving the **rural youth**. Just with a Bachelor in Science - agriculture degree, he/she can open a custom hiring centre, own a drone, and be an entrepreneur; employing others. ***Youth will be the ambassadors of Drone technology*** and hence we must leverage this segment. Start-ups in this sector can engage with the youth and other partners at village level and help the growth of agricultural economy."

Mr. Asitava Sen, Chief Executive Officer, [CropLife India](#), anchored the webinar shared, "CropLife India is committed to help develop a conducive ecosystem and quick adoption of Kisan Drones in India. Collaborations between innovators and agrochemical companies would play an imminent role in flattening the learning curve". Mr. Sen added, "The purpose of the webinar is to offer a '**Focused and Neutral Platform for partnerships**' between the start-ups and Agrochemical / Agriculture input companies for knowledge sharing. **Partnerships amongst stakeholders** is critical to overcome the challenges and leverage the opportunities that this new technology offers".

Mr. Hemendra Mathur, Co-Founder, ThinkAg in his introductory remarks said, "Drone applications including spraying, crop health monitoring and data collection will be transformative for Indian agriculture". He mentioned that there is merit in building an "open source platform" of the images captured through drone cameras. The image analytics can help build specific APIs as well as public dashboards on crop health, sowing area, potential yields etc. This will need collaboration amongst drone players and a mechanism to store, share and analyse images on a common platform.

Mr. Prem Kumar Vislawath, Founder & Chief Innovator, Marut Drones said, "The technological aspect of Drones hasn't been picked up in agriculture. Farmers still rely on manual farming but drones is set to change the perspective, as drones with AI technology quantify distinctive features like plant count, plant height etc. From sowing to harvest, we help farmers with data by developing a crop-wise calendar."

Mr. Amandeep Panwar, Executive Director & CEO, BharatRohan Airborne Innovations said, “We provide farmers with end-to-end solutions- from the sowing of seeds to the sale of produce and we offer a complete dashboard to each and every stakeholder. Our major USP is that we work on hyper-spectral Imaging for crop monitoring where we identify a crop issue even before visual symptoms appear.”

Mr. Pradeep Palelli, Co-Founder & CEO, Thanos Technologies said, “All agrochemical companies are required to adhere to SOPs and we have been working with a few of them on a pilot basis apart from working with Flytech Aviation Academy. We have partnered with National Skill Training Institute (NSTI), Hyderabad; run by the Directorate General of Training (DGT), Government of India, to help in creating a talent pool”.

Mr. Raja Raman, Chief Business Officer & Board Member, Dhaksha Unmanned Systems said, “We devised petrol engine-based drones instead of battery-pack drones to reduce the operational cost of Rs. 10 lakh to Rs. 2.5-2.8 lakh. They cover 30-35 acres a day with 8-hour usage per day and roughly 650 ml petrol usage each day. We offer a complete solution, training technicians, dealers-distributors across India”.

Mr. Prayas Saxena, Founder & CEO, Skylane Dronetech said, “We are working with farmers, service partners and agri-input companies. We have developed training modules and have started imparting training in agricultural institutes. We feel that collaboration would provide more network to companies and access to remote places apart from ensuring precision and adding value”.

Mr. Saurabh Srivastava, General Manager - Sales, IoTechWorld Avigation said, “We started in the year 2017 with just 4 drones but right now we are focused on agricultural drones with our manufacturing facility in Gurgaon. Our “Agribot”, a portable bot which can be transported via a 2 wheeler and has a Flight time of 20 min; one spray cycle of 7 minutes approx. in an hour; covering 4 ~ 5 acres with optimum coverage of 30 Acres per day; with a minimum of 6 battery sets.”

A huge opportunity as well as challenges lie ahead for the start-ups to scale up adoption of Drone applications in Agriculture by way of collaboration with the Agri input companies.

About [ThinkAg](#):

[ThinkAg](#), a Not-for-profit organization, is India’s first Food & Ag Tech platform bringing together Innovators, Corporates, Incubators / Accelerators, Investors, FPOs, and other stakeholders of the ecosystem to improve the outcomes in Indian Food & Agriculture. The Vision is to enable rapid scale up of AgTech, FoodTech & FinTech; by building a multi-stakeholder network, nurturing partnerships and creating knowledge that will accelerate investments and adoption of technology in the sector. Esteemed organizations like Rabo Foundation, ADB Ventures, Govt of New South Wales (Australia), Netherlands Embassy in India, Beanstalk, Bayer CropScience, Godrej Agrovet, Netafim India, PI Industries, Crystal, Sulphur Mills, FIL Industries, Dayal Group, Shivashakti Group, Netafim Agricultural Financing Agency (NAFA), Dvara Holdings, Samunnati, Star Agriwarehousing & Collateral Management, Agriwise, AgriBazaar, Srinivasa Farms, CropIn, SatSure, iConcept, etc. are some of the partners and members of ThinkAg platform and this base is growing fast.

About [CropLife India](#):

[CropLife India](#) is committed to advancing sustainable agriculture and it is an association of 16 R&D driven member companies in crop protection. We jointly represent ~ 70% of the market and are responsible for 95% of the molecules introduced in the country. Our member companies have annual global R & D spend of 6 billion USD and are firmly committed to engaging with the farming community to enable Safe, Secure Food Supply.

Our Members



Our Associate Members

