



Kisan Raja is a venture involving technology deployment to agriculture sector with following business objective - "Improve the personal productivity of farmers while helping them achieve greater yields with the use of technology; there by bringing happiness and prosperity among the farmer community"

The current offering from our venture is a 'GSM based controller', which allows farmers to control the agricultural motor using his mobile or landline from the comforts of his home. The product offering differentiates itself from competition, in following aspects –

1. Truly remote and secure operation using IVRS, without involving placement of a mobile phone in the farm.
2. Product's ability acknowledge and send messages back to farmer on the state of motor operation
3. Ensuring safety of equipment - motor pumps set and smart controller

#### Why Kisan Raja?

##### **Physical effort and inconvenience:**

- Farmers have to travel to fields often at odd hours just to switch ON/OFF the motor due to erratic power supply.
- They often face the risk of wild animals, snakes, hazardous terrain and electric shocks while traveling to the fields in the dark and on a rainy day.
- Existing aids like auto-starters are unreliable and incapable of communicating the operating state of the motor.
- Where a farmer has more than one motor pump set; he has to run around to make sure that all the motor pumps are working when the power is available.

##### **Loss/ Frequent damage of irrigation equipment:**

- Motors and starters often get damaged due to voltage fluctuations, faults in three phase connectivity, and running of motor while water is not getting pumped.
- A delay in knowing about problem, and getting motors repaired, often results in crops not getting irrigated effectively and hence a loss in crop yield.
- Motors, starters and cables located on fields are easy targets for thieves.

##### **Wastage of water and electricity:**

- At times, motor pumps are left running for longer than what is necessary because of the effort involved in switching OFF the motor. This leads to wastage of both electricity and water.
- Excessive watering results in soil erosion, wastage in fertilizers used and hence a loss in productivity. Excess fertilizer run-off in to larger water bodies (lakes and rivers), further impacts environment.
- Indiscriminate use of resources is also resulting in exploitation of ground water beyond recharging capacity. Falling water tables further result in increased suction head, and demand greater energy needs.

#### What can Kisan Raja do?

Kisan Raja delivers significant social impact along following benefit areas –

- Reduced Carbon Foot Print (Fuel and Electricity)
- Improved farmer safety and personal productivity
- Reduced water wastage and soil erosion
- Improved agricultural Productivity and food security for the nation

## About us

Kisan Raja venture is from Vinfinet Technologies (<http://www.vinfinet.com>) based in Bangalore. It offers software development and technology services for embedded and networking products. The management team consists of people passionate to bring fruits of technology to rural India.

**Vijay Bhaskar Reddy Dinnepu** has more than 13 years of experience with technology leaders such as CISCO and INTEL. Kisan Raja venture is a brain-child of this IIT post-graduate, who hails from an agricultural family in a rural village in Andhra Pradesh.

**Ravindra Varma A** has more than 12 years of experience in IT and supply chain solutions. An alumnus of NITIE, Mumbai, he has worked with companies such as TCS, Siemens and Satyam with focus on developing technology leveraged Business solution offerings.

**Vinod Kamity** has more than 6 years of experience as a Product Development Manager. His Focus is on bringing Technological solutions to the common man's reach and he holds an Engineering degree from JNTU, Hyderabad.

**Narasimha R** hails from agricultural family and brings in rich contacts across the farmer community in Andhra Pradesh and Karnataka. He holds a Masters degree in IT from Manipal University.