

Event Registration: Nexus of Good Annual Awards 2024

Event: "The Nexus of Good" Annual Awards 2022

Date: **Tentatively Nov-Dec 2024**

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* Indicates required question

Guidelines for Entry

- Any organization participating in the awards should be an **Indian entity** with a registered presence in India.
- Any individual participating in the awards should be an Indian.
- Nominations from Employees, their immediate family members of the Management Committee, Sponsors, and Partners of the NOG Awards are not permissible to participate
- To apply for the awards, participant should fill-up this form.
- The applicant is to fill-up this prescribed digital Application Form in English language. Hard-copies not accepted
- Participants can apply for multiple entries, in separate Application Forms for each entry. (Multiple Entries in a single Form will be disqualified)
- Only the **DRIVE LINKS of the supporting documents** such as images, videos, reports, etc. must be included in the application form.
- The decision of the Jury/ Committee will be final, and cannot be challenged at any forum including the Courts of Law
- The last date for receiving the application form is **30th September 2024 by 1700 hours IST**.
- For more information, please reach out to helpnexusofgood@gmail.com

Email *

xxxxxxx@gmail.com

Section A: General Information for entry Untitled title
Basic Introductory Information

Name of the participating entity/ individual/ organization *

Organisation

Contact Person Name *

XXXXXXXX

Correspondence address (With PIN Code): *

xxxxxxxx

Nationality: Indian (Must) *

Yes

No

Contact Number (With STD Code, in case of landline): *

982710xxxx02

Application Type *

- Individual
- Organization

Have you uploaded a story on NoG portal? *

- Yes
- No

Please mention the title and date of your story that has been uploaded on the NoG portal?

link of the story, if uploaded

About the participating entity: (In maximum 100 words) *

xxx Technologies is a pioneering GovTech organization that harnesses the power of existing and emerging technologies to provide solutions with tangible impact on the efficiency of governance and quality of citizens' lives. Being CMMI Dev Level 5 Company with ISO certification it emphasize on quality and processes. Over the last 24 years, it has conceptualized and implemented more than 500 IT projects with tremendous potential to transform governance in mining, education, transport, land allotment, infrastructure, Smart Cities etc. The company specializes in Information Technology, Consulting and Development providing innovative solutions to Governments in India, USA, the Middle East and African region.

Proof of registration of the participating Entity: (DRIVE LINKS) *

drive link with proper certificates

Section B: Overview of Entry**This section will include the information about the initiative(s) in detail _**

Name/ Title of the Initiative (Project/ Programme): *

Crop One – Satellite analytics reforming procu

Problem of the community that the initiative solves (write in one sentence only) *

Crop one facilitates ground level data verificati

Brief of the initiative (150 words) *

XXX's integrated crop analytics solution combines satellite-based GIS mapping, image analysis & processing with the power of visualization. Granular data collection and plot-level analytics help to capture satellite images that can be analyzed using Machine Learning (ML) modules. With the help of satellite imaging and cadastral mapping of the paddy fields and GPS, the state government has cleared all discrepancies on the ground. Accurate and timely crop analytics can enable state authorities to have end-to-end visibility into farms and farmers. Crop analytics can provide new possibilities in procurement by harnessing data at the hyper-local level.

Start Date *

Date

01-11-2021

Status of initiative (Running/ closed) *

 Running Closed

Target Area (Geographical): *

The target area is 30 districts of Odisha. In the

Category for Entry *

- Administration/ Governance
- Agriculture
- Community Service
- Conservation of resources/ Environment
- Health & Wellness
- Initiatives for Quality Education
- Mental Health
- Skilling & livelihood
- Women empowerment & gender sensitization
- Other
- Other:

If checked other on above question, please mention the category

Your answer

Section C: About the Entry Untitled title
Details of the impact of the initiative(s)

Significance of issue(s) that your initiative solves/ solved: (In maximum 50 words): *

An integrated crop analytics solution is the answer to the many-layered procurement riddle. It provides high-quality, timely and interoperable ground truth data, especially in smallholder farms. It enables farmers to streamline crop planning, ramp up yield and avail benefits from government-led interventions.

Scale of issue: (In maximum 50 words): *

The solution caters to 5 lakhs farmers and covers 7 districts of Odisha in the first phase of the Kharif season. It will cover all the 30 districts of Odisha in the cycle of Kharif and Rabi season round the year.

Solution Provided: Coverage (Geographic & Demographic) / Methodology with innovation / Community Participation (In maximum 100 words)

Coverage: In the first pilot phase 7 districts were covered in the Kharif Season (KMS). The solution caters to 5 lakhs farmers. It will cover all the 30 districts of Odisha in the cycle of Kharif and Rabi season round the year. Methodology with innovation: CropOne is built on a layer of robust technologies, working together under the stack of an end-to-end automation solution that includes a Cadastral mapping, a Farmer Registration System and an Agriculture Procurement Automation System. The solution uses GIS, Satellite imaging & Analytics and leverages the power of visualization. Community participation- For the suspected land on ground survey through mobile app community participation was involved like the agriculture societies secretaries and DEO (data entry operators).

Total Cost incurred (In INR):

18 Crores

Impact of the initiative, in terms of: *

- Sustainability
- Replicability
- Thematic Coverage
- Beneficiary Reach (Segments)
- Geographical Reach
- Social Behavioral Change
- Others

If checked other on the above question, please mention.

Your answer

Share the impact of the research/ implementation in terms-of rendering the Objectivity-of-the-Purpose or in a selected way (In maximum 100 words) *

Crop Analytics is a great enabler for transforming agriculture for the government (state/nation) by capturing data from the farms and farmers. This would strengthen the procurement system while ensuring food security. The following impact figure showcases the potential of the crop analytics system • Districts- 7- in the first phase of pilot in the Kharif season • Registered Plots- 25,78,253 • Suspect Plots - 1,02,300 • Surveyed Suspect Plots- 1,01,458 • Surveyed No-paddy Plots- 85,062 • Loss Incurrence Stopped (in INR) -111.5Cr • Acre of Regd. Land Reduced - 5 Lakh • MSP gains go to the actual growers only and Amount Saved (in INR)- 1500Cr

Scalability of the initiative covers: Environment, Economic and Social Sustainability, Replicability including/ covering (In maximum 200 words) *

Crop Analytics is a scalable solution addressing the procurement problem of identification of the genuine farmers and farm land cultivated with paddy to ensure that the MSP goes to the right beneficiaries. Crop Analytics solution built on the digital ecosystem for Odisha's agriculture landscape. The amalgamation of technologies like satellite imaging & processing, analytics and visualisation, is just the right bet for farmers to streamline crop planning, ramp up yield and avail benefits from government-led interventions. The solution is beneficial for governments too as it predicts the right amount of production of food which could be procured at MSP from the genuine beneficiaries without anomalies, manipulation by traders and fake line entries. The following points shows how scalable is ensured through crop analytics:

- Capture data on the trends of farmers' registration in the last four seasons, registration of new farmers, drop-out of farmers and the number of plots registered by landowner farmers and landless sharecroppers, district wise and to the village level.
- By tracking the critical data on crops received by millers, the analytics solutions can help the state procurement authorities to get an accurate picture of crop traceability and the farmer producing it.
- Accurate crop analytics empowers the state authorities to have end-to-end visibility on farms and farmers.
- Helps governments to map out genuine beneficiaries and enhance outcomes of farm policy interventions
- Find scientific patterns in land & farmer registration through Land Analytics
- Detect anomalies in yield at the end of a crop season via optical image analysis.

Section D: Additional Information Untitled title
Attachments of the work/publications/contributions

Attachments of the Work; (Max 5 testimonials, if any). (**Attach DRIVE LINKS**) *

drive links showcasing work

Key findings of a Third Party Evaluation; base-line/ mid-line/ end-line analysis or data (if any, in maximum 200 words)

Your answer

Attach/ share link(s) of the above findings, if any as per the provisions for {Images/ Videos/ Media (Print/ Electronic) Coverages} etc. provided for below.

Your answer

Images, if any (share link):

Your answer

Videos, if any (share link):

Your answer

Media publications, if any (share link):

Your answer

Why do you think your project/initiative should be selected for the NoG Annual Awards 2024? *

Crop One- Great enabler for procurement reforms ensuring food security

The Government of Odisha pioneered procurement automation to ensure MSP benefits and farm sector interventions percolate to the last mile. The state government used technology to identify the farmer from the land he tills and capture the demographics. It created a database of 14.93 lakh farmers with a verified land acreage of 51.97 lakh acres and produced 89.36 lakh MT of paddy. The robust farmers' registry was seamlessly integrated with Bhulekh, the state land records database.

Later, when the state machinery evaluated the legacy data sets, some anomalies emerged. Odisha State Application Centre (ORSAC), a state-owned agency, took up the challenge to clean up the discrepancies on the ground. It has plugged the leakages with the help of satellite imaging and cadastral mapping of the paddy fields. Now, the government can scan the images of all the paddy fields and, with the help of GPS, pinpoint the areas that have been erroneously registered as cultivated land for paddy procurement.

Crop Analytics is a great enabler for transforming the agriculture for the government (state/nation) by capturing data from the farms and farmers. This would strengthen the procurement system while ensuring food security. Data backed decision favors effective policy intervention and better planning.

Crop Analytics can be a huge enabler in transforming the face of Indian agriculture. At a time when the Government of India is tapping agriculture data and roping in tech companies to develop Proof of Concepts (PoCs) for possible solutions, this system can be handy. With Crop Analytics, the state agencies can curb discrepancies and use ground level intelligence to reform procurement. Credible, on-field data bolstered by analytics can enable governments to identify and award MSP benefits to the genuine farmers, thereby strengthening the procurement mechanism. Accurate ground truth data can also form the foundational premise for governments to craft better and outcome centric polices, targeting the intended beneficiaries.

For further enquiry, if any please contact us at: helpnexusofgood@gmail.com

Untitled title

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