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Microsoft backs Indian ag-tech

Indian ag-tech start-ups will have access to Microsoft's support as part of a push to transform Indian agriculture



Technology giant Microsoft has launched a new programme for ag-tech start-ups in India that are committed to driving transformation in agriculture.

The Microsoft for ag-tech start-ups programme is designed to help start-ups build industry-specific solutions, scale, and grow with access to deep technology, business, and marketing resources.

Microsoft said start-ups are already transforming Indian agriculture by developing innovative digital solutions to maximise productivity, improve market linkages and increase supply chain efficiency.

This programme is set to bolster the country's start-up ecosystem by offering best-in-class tech and business enablement resources to help start-ups innovate and scale fast.

Start-ups can secure access to Microsoft's agriculture-specific cloud platform Azure FarmBeats and its associated data, allowing the businesses to focus on value-adding rather than resource-consuming data engineering.

Microsoft also plans to bring start-ups together with corporates, industry bodies, governments, and venture capital firms.

Sangeeta Bavi, director, start-up ecosystem of Microsoft India, said

these businesses had the potential to change the way food is produced.

"Sustainable agricultural technology can transform the global food landscape. Ag-tech start-up innovations are addressing some of our key challenges connected to agriculture and food production," said Bavi.

"The Microsoft for ag-tech start-ups programme is among the early steps in our journey towards empowering these start-ups in India and transforming global agricultural practices."