



KRISHI AI

Features and Roadmap ahead

Practical intelligence for every stage of the farming season

OUR MISSION

Increase the net income of small and medium-scale farmers and improve their quality of life through accessible knowledge, practical guidance and technology.



FOUNDER

Vivek Maswadkar

25-acre farm | Soybean and turmeric
20 years in information technology

WHY THIS PROBLEM IS PERSONAL

Coming from a farming family, Vivek has seen rising input costs, soil degradation and declining output on his own farm. Consistent standard operating procedures (SOPs) are difficult to follow when practical knowledge and timely guidance are missing.

His IT experience and observations of European farmers using current information, technology and crop-specific procedures shaped the idea for Krishi AI. His father was a teacher: a lasting influence behind the belief that a small piece of knowledge, applied at the right time, can change an outcome.

STRENGTHS TODAY

First-hand farming experience, software-building capability and an app that brings questions, reference information and field records into one place.

THE MOAT TO BUILD

Trusted local guidance, useful season histories and permission-based learning from many farms. Defensibility must be earned through quality, adoption and demonstrated outcomes.



Krishi AI at a glance

Helping farmers make informed decisions, manage costs and protect earnings.

WHAT FARMERS CAN DO TODAY

- **Farming assistance**
Ask by text or voice; revisit and export conversations.
- **Mandi prices**
Check dated Maharashtra market records before selling.
- **Knowledge library**
Browse crop categories and available farming guides.
- **Input offers and enquiries**
Explore input listings and supplier enquiry options.
- **Crop photo assistance**
Use photos to explore possible crop-health problems.
- **Weather**
Plan field work with a local three-day forecast.
- **Field Diary**
Record activities, observations, inputs and costs.
- **Carbon credit information**
Learn about carbon credits and submit an enquiry.

TECHNOLOGY AND EXECUTION STRENGTHS

Language accessibility

English, Hindi, Marathi, Telugu and Tamil interfaces. Farmers can use text or optional voice, including mixed-language and colloquial expressions. Interpretation can vary by language and expression.

Local knowledge and RAG

The retrieval-augmented generation (RAG) foundation connects agents to curated crop-document titles, descriptions and references. Deeper retrieval from source passages is a planned extension.

Agentic architecture

Specialist agents coordinate advice, photo analysis, clarification and supplier requests. Tools can consult farmer profiles, knowledge and mandi data. Controlled rollout supports focused additions.

Lean, agile execution

A lean, founder-led team combines farming experience with 20 years in IT. Short decision cycles and direct farmer feedback support rapid iteration as crop needs and technology change.



Farming assistance

A place to ask questions, discuss field observations and return to earlier guidance.

CURRENT FEATURE

WHAT IT DOES

Farmers can ask questions about crop care, soil, water, pests and everyday farm management. They can continue the conversation with further details, use optional voice interaction, and return to saved conversations. Conversation export creates a PDF for later reference or discussion. The interface supports English, Hindi, Marathi, Telugu and Tamil; some content may remain in English.

ILLUSTRATIVE FARMER EXAMPLE

A soybean farmer asks what to record during the season to understand costs. The assistant can explain the categories to track, and the farmer can ask follow-up questions before starting a diary.

CONNECTION TO EARNINGS

Accessible explanations can help farmers prepare better questions, compare options and avoid decisions based on incomplete information. Voice offers another way to participate when typing is inconvenient.

CURRENT SCOPE

AI responses are informational and can be incomplete or wrong. Important agronomic decisions need local verification. Voice requires internet access and is subject to a monthly quota.

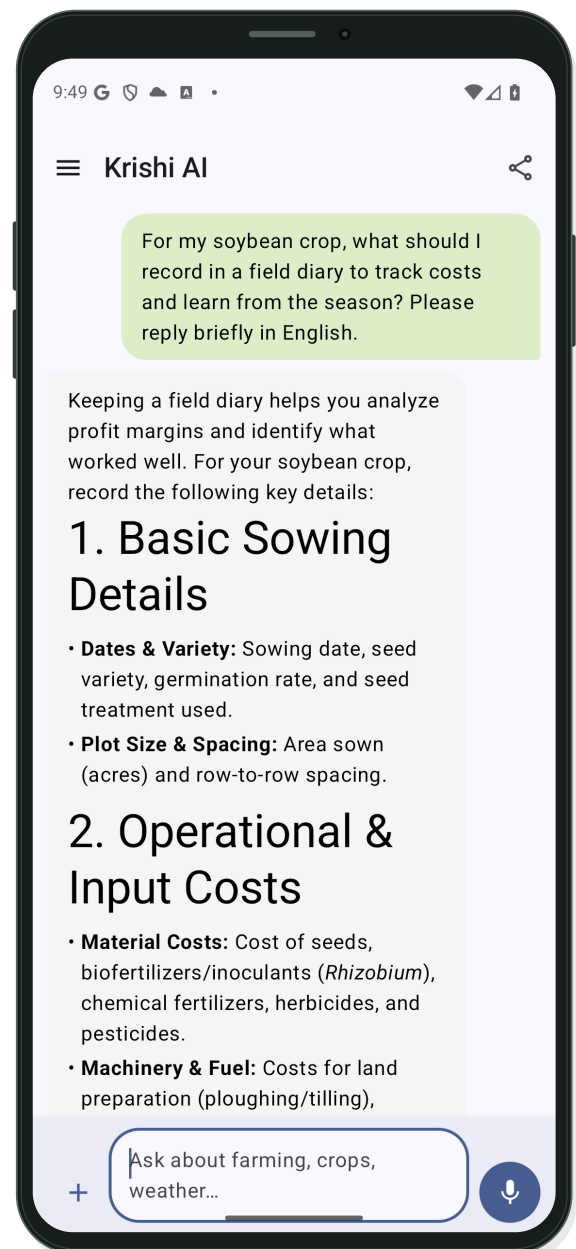


Figure 1. A real in-app response to an illustrative soybean diary question. The conversation can be revisited or exported.

DEVELOPMENT DIRECTION

Connect useful conversations to confirmed farm context, reviewed crop plans and recorded outcomes, so guidance becomes more relevant across a season.



Crop photo assistance

Use a crop image to begin investigating a visible problem.

CURRENT FEATURE

WHAT IT DOES

The Plant Diagnosis feature lets a farmer take or select a crop photo and seek AI-generated insights about possible problems. A photo provides context that can be difficult to describe in words. Where chat access is available, the farmer can discuss the result and add observations about the crop and its condition.

ILLUSTRATIVE FARMER EXAMPLE

A turmeric farmer notices an unusual change in the leaves. The farmer can submit a clear photo, describe when it appeared, and use the response to prepare a more informed discussion with a qualified local agronomist.

CONNECTION TO EARNINGS

Earlier attention to an emerging problem may help limit losses. Asking for evidence and checking the explanation can also help avoid unnecessary or unsuitable purchases.

CURRENT SCOPE

A photo result is a possible explanation, not a confirmed diagnosis. Different problems can look similar. Treatment decisions should be checked locally before action.

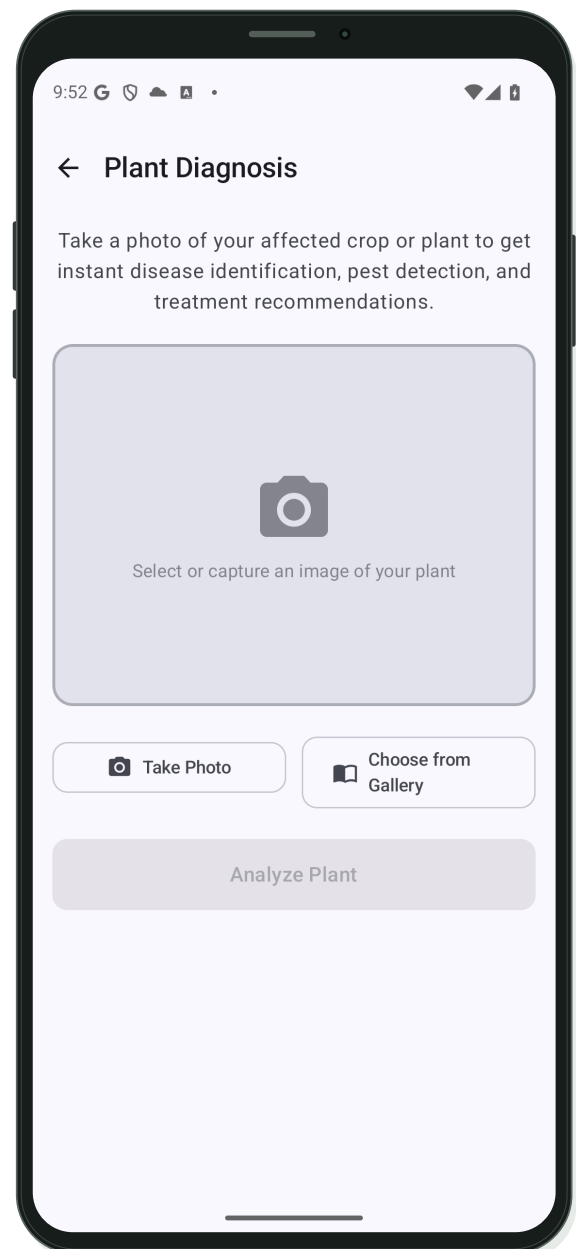


Figure 2. The Plant Diagnosis photo-entry screen. Farmers can take or select a crop image for AI-assisted exploration.

DEVELOPMENT DIRECTION

With permission and expert review, crop-health observations could contribute to targeted local inspection alerts. One suspected case would not trigger blanket treatment advice.

Mandi prices

Bring dated market information into the farmer's selling decision.

CURRENT FEATURE

WHAT IT DOES

Farmers can browse the latest available government-sourced mandi records for Maharashtra and narrow the view using the available location and commodity filters. The data date is part of the information: these are published market records, and updates may be delayed. Coverage depends on the records available from the source.

ILLUSTRATIVE FARMER EXAMPLE

Before selling soybean, a farmer checks available records for relevant markets, then contacts the mandi or buyer to confirm the current price, grade requirements and quantity they will accept.

CONNECTION TO EARNINGS

Price visibility can strengthen preparation for a sale. Farmers can consider the amount they would receive after transport, handling and other selling costs, rather than looking only at a headline rate.

CURRENT SCOPE

Prices are reference information, not purchase offers or guaranteed sale prices. The actual transaction may differ by date, quality, quantity and market conditions.

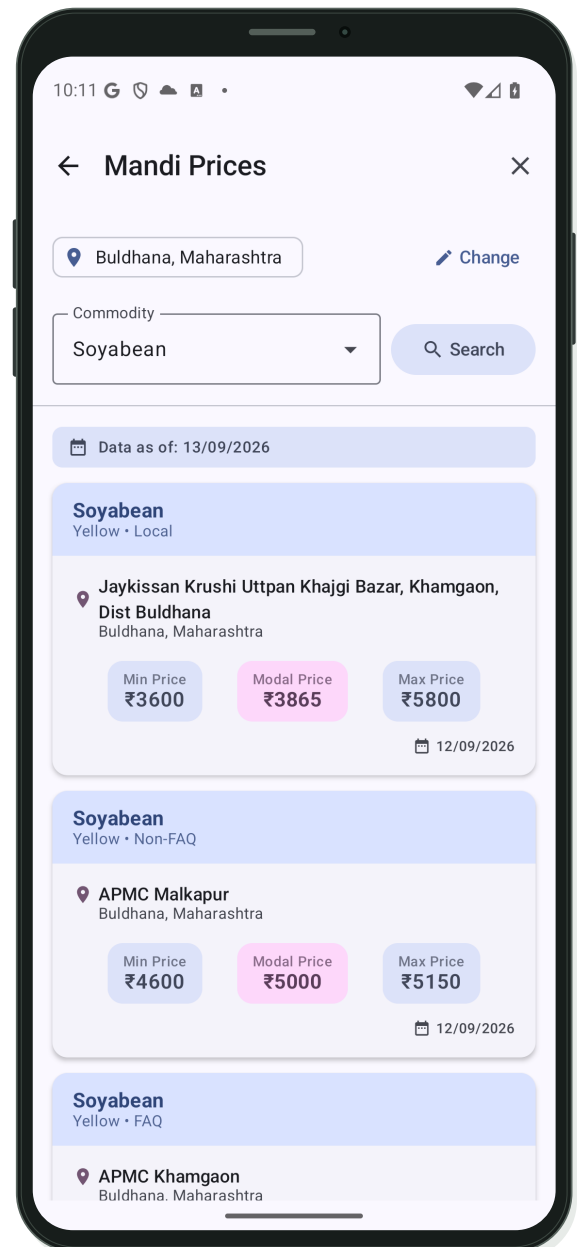


Figure 3. Maharashtra mandi records in the app. The displayed dates, commodity and market should be checked before using a price.

DEVELOPMENT DIRECTION

Add produce listings and buyer enquiries so farmers can move from viewing market information to discovering relevant selling opportunities.



Weather

Use a local three-day outlook when planning field work.

CURRENT FEATURE

WHAT IT DOES

The weather screen uses the device's approximate location to show a local three-day forecast. It presents daily conditions and minimum and maximum temperatures, with additional sunrise and sunset information when available. Recently fetched forecasts can be shown from the app's cache.

ILLUSTRATIVE FARMER EXAMPLE

A soybean or turmeric farmer checks the local outlook before scheduling a field visit, arranging labour or discussing the timing of an operation with an adviser.

CONNECTION TO EARNINGS

Better awareness of upcoming conditions can help farmers avoid poorly timed work, unnecessary travel and avoidable repetition of an operation. The value comes from using the forecast alongside actual field conditions.

CURRENT SCOPE

Location permission and a working connection are needed to obtain a local forecast. Forecasts can change. The current screen supplies weather information rather than a complete crop-specific operating schedule.

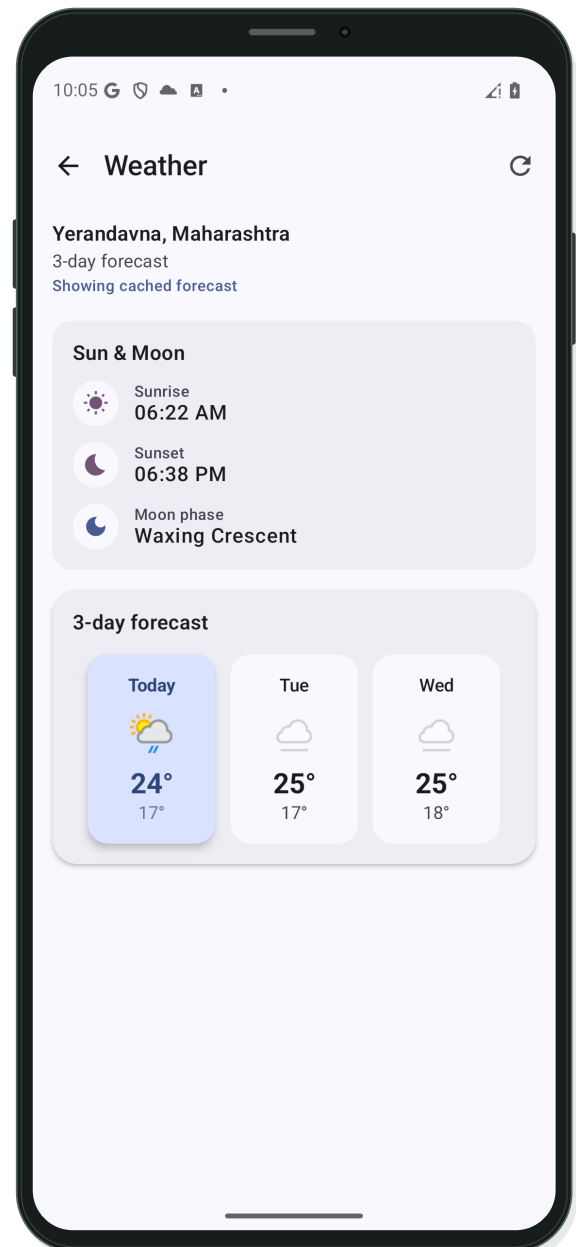


Figure 4. A recently fetched forecast, shown from cache, for the demonstration location near Pune. Values are time-specific.

DEVELOPMENT DIRECTION

Combine weather information with reviewed crop-stage guidance. Longer-term crop choice would also consider soil, water availability, climate history and market access.



Agricultural knowledge library

Find and revisit available crop guides.

CURRENT FEATURE

WHAT IT DOES

The Knowledge Base organises available agricultural documents by crop or category. Farmers can browse the collection and open the guides available for their chosen topic. Crop names, document titles and descriptions can be provided in multiple languages, while a document's own language depends on the source material.

ILLUSTRATIVE FARMER EXAMPLE

A farmer preparing for a soybean or turmeric season can check the relevant category for available material and use it to identify questions for an adviser. A category does not by itself imply that a complete cultivation guide is available.

CONNECTION TO EARNINGS

Practical information can help farmers understand why an activity matters and prepare for the next stage. Reusable reference material supports more consistent learning across a season.

CURRENT SCOPE

The collection is limited to the documents currently provided. Crop, topic and language coverage vary. Comprehensive, reviewed SOP coverage for soybean and turmeric is a development priority.

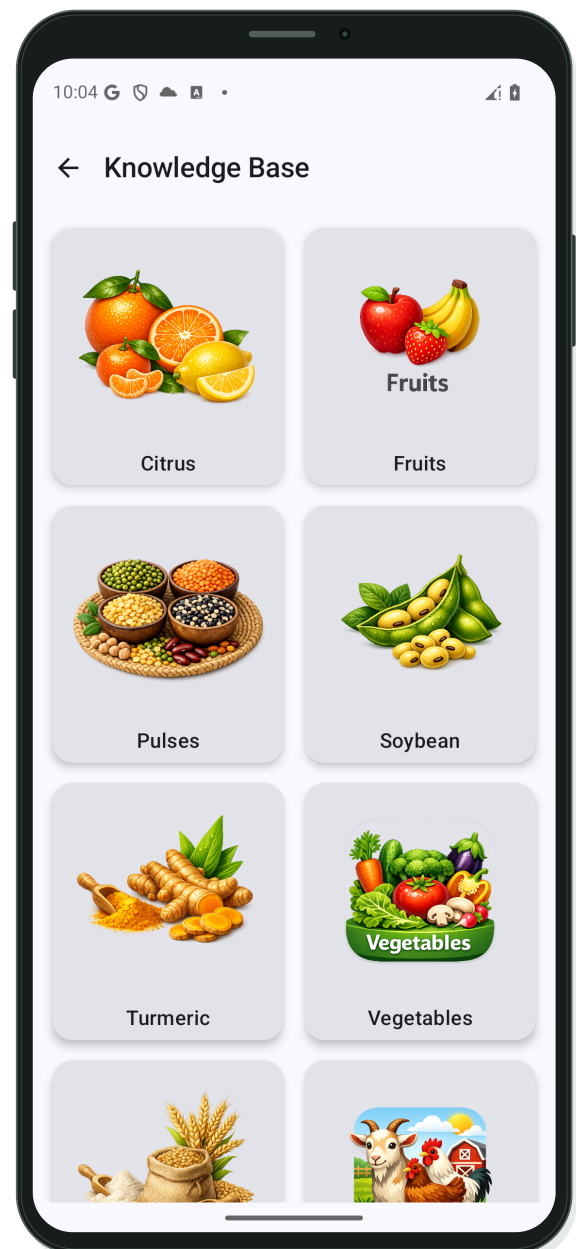


Figure 5. Crop categories in the Knowledge Base, including soybean and turmeric. Document availability varies by category.

DEVELOPMENT DIRECTION

Develop reviewed, locally relevant crop guidance and address recurring knowledge gaps revealed by farmers' questions and feedback.



Field Diary

Build a record of field activities, observations and spending.

CURRENT FEATURE

WHAT IT DOES

Farmers can record the date, crop, optional field or plot, activity type and notes. Optional details include an input name, quantity, cost and photos. Activity categories include irrigation, fertiliser application, pesticide use and harvest. Entries can be revisited and edited, helping a farmer maintain a history of work over the season.

ILLUSTRATIVE FARMER EXAMPLE

A soybean farmer notes a field observation after rain. Later entries can record an input purchase, labour-related notes or a harvest activity, with costs where known.

CONNECTION TO EARNINGS

A usable record makes spending and repeated activities easier to review. It can help farmers ask better questions about what was necessary, what changed and what to investigate before the next season.

CURRENT SCOPE

Entries are farmer-reported. The diary is not yet a complete profit statement, a verified SOP-compliance certificate or an insurance assessment. Consistent units and complete records will be important for future comparisons.

The screenshot shows a mobile app interface for adding a diary entry. At the top, there's a back arrow and the title 'Add Diary Entry' with a 'Save' button. Below this is a 'Date' field with a calendar icon and the text 'Today, 13 Sep'. The 'Activity type' section has four buttons: 'Irrigation' (selected), 'Fertilizer', 'Pesticide', and 'Harvest'. The 'Crop' field is labeled 'Crop *' and contains 'Soybean' with a calendar icon. Below that is a 'Field / Plot (optional)' field. The 'Notes' field is labeled 'Notes *' and contains the text 'Example: checked the soybean field after rain and recorded observations.' with a character count '72/200'. The 'Optional details' section is titled 'Optional details' and has the subtitle 'Add input, quantity and cost if you know'. It contains three input fields: 'Input name', 'Quantity', and 'Cost'.

Figure 6. An unsaved soybean example in the real diary form. It demonstrates data entry and is not a farmer outcome record.

DEVELOPMENT DIRECTION

Link activities to reviewed crop plans and add structured harvest and sales information to support clearer season-level economics.



Input offers and supplier enquiries

Help farmers explore available inputs and relevant supplier contacts.

CURRENT FEATURE

WHAT IT DOES

The Offers screen presents available input listings, including product, pack, price and supplier information where provided. Farmers can use the available filters and inspect offer details. Supplier contact options and product-request pathways help a farmer take an enquiry further when the necessary details are available.

ILLUSTRATIVE FARMER EXAMPLE

After confirming an input requirement with an adviser, a turmeric farmer checks relevant listings and asks the supplier about the suitable product, pack size, delivered price and availability.

CONNECTION TO EARNINGS

Better discovery can reduce the effort of finding a supplier and make quoted costs easier to compare. Any saving depends on product suitability, actual availability and the final delivered price.

CURRENT SCOPE

An enquiry does not guarantee stock, fulfilment or the lowest price. Product suitability needs verification. Farmer produce listings and a broader buying-and-selling platform are planned additions.

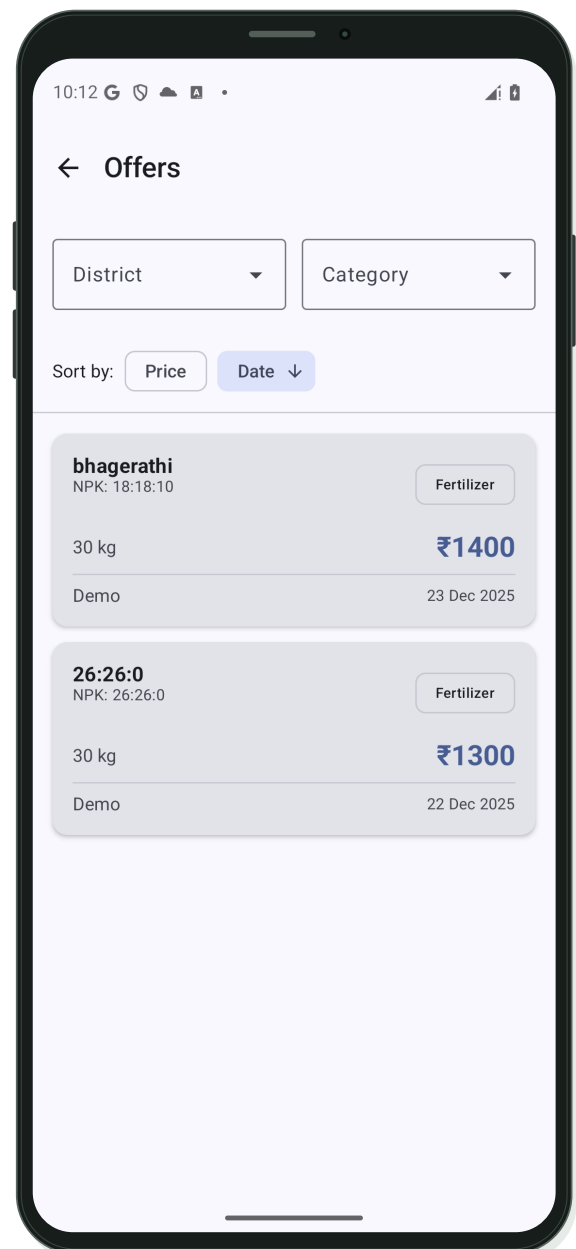


Figure 7. The offer catalogue contains entries labelled Demo. These do not establish stock availability or crop suitability.

DEVELOPMENT DIRECTION

Introduce produce listings and input requirements with direct enquiries. Transactions will initially take place outside the app; aggregated demand may later help suppliers plan stock.



Carbon credit information

Introduce a potential opportunity and provide an enquiry route.

CURRENT FEATURE

WHAT IT DOES

This feature introduces carbon-credit concepts and allows an interested farmer to submit information for an enquiry. It creates an entry point for learning about a potential sustainability-related opportunity. The current flow does not issue credits, verify emission reductions, complete a sale or make a payment.

ILLUSTRATIVE FARMER EXAMPLE

A soybean or turmeric farmer exploring sustainable practices can use this information to ask about potential programmes, their requirements, duration, costs and how outcomes would be verified.

CONNECTION TO EARNINGS

The near-term value is informed exploration. Additional income would depend on an actual programme, eligibility, independently accepted evidence, commercial terms and successful participation.

CURRENT SCOPE

The page's earnings language describes a potential opportunity. Farming practices alone do not establish credit eligibility or a payment entitlement. No carbon income is assumed in the benefits presented in this report.

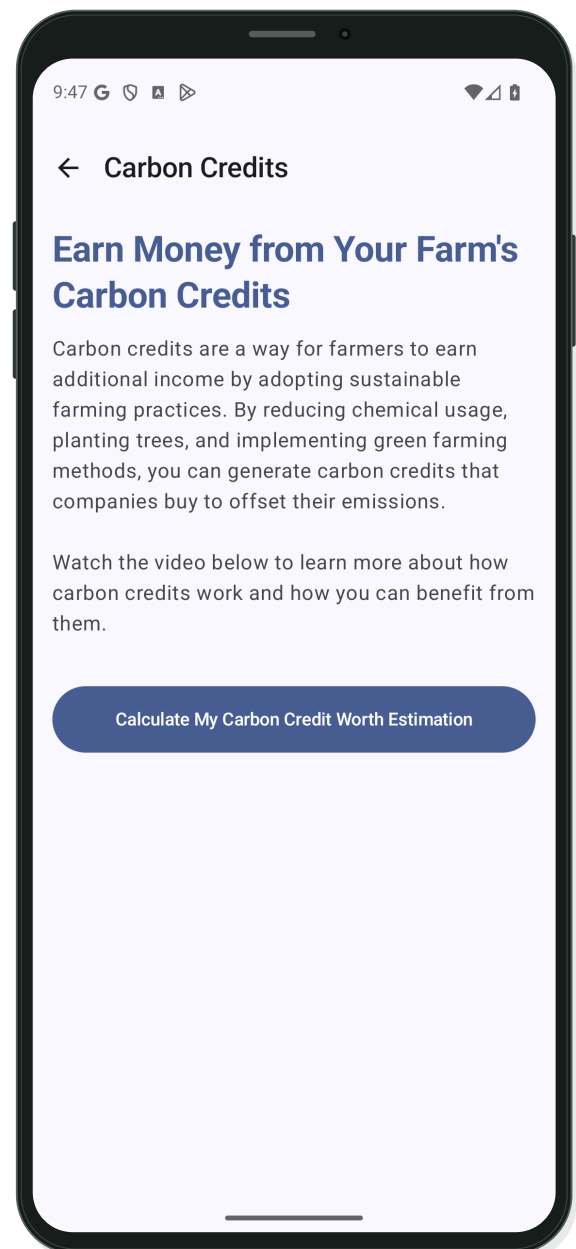


Figure 8. The carbon-credit information screen and its enquiry entry point. No credit, payment or eligibility is established by this screen.

DEVELOPMENT DIRECTION

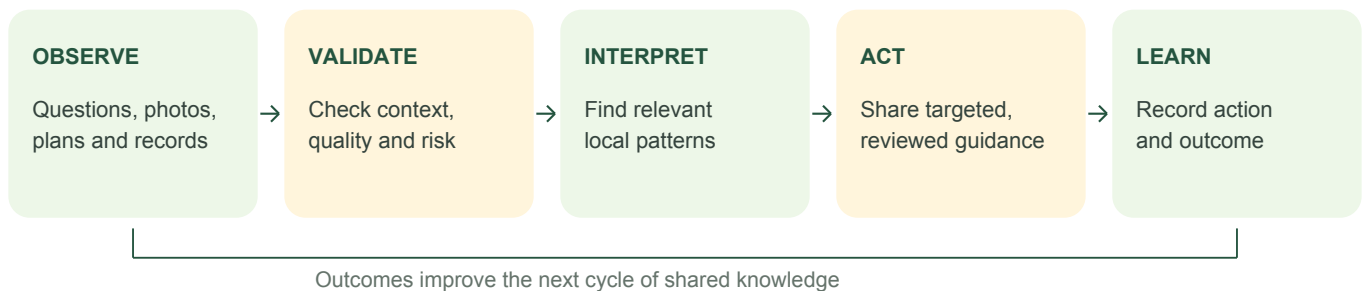
Where credible partners are available, provide clearer programme information and help farmers understand the records and commitments involved before deciding to participate.



Collective farm intelligence

Product direction: turn voluntary observations into useful local action.

The long-term opportunity is to learn from many farms while preserving farmer choice. Questions, photos, crop intentions and diary entries can become signals; their value depends on validation, local context and feedback on what happened next.



01 / LOCAL CROP-RISK ALERTS

A suspected turmeric problem could prompt expert review and targeted requests to inspect nearby fields. Crop, location, timing and corroborating evidence determine relevance. Earlier attention may limit losses; one AI result cannot confirm an outbreak.

02 / PLANTING-DEMAND FORECASTS

Opt-in soybean or turmeric planting intentions could help suppliers anticipate input demand by area and season. Aggregated forecasts may improve stock placement and logistics, while allowing for farmers changing their plans.

03 / DOCUMENTED FARMING PRACTICES

With the farmer's permission, useful diary records could support an insurer's assessment. Self-reported entries do not prove SOP compliance. Any use in underwriting or premium changes needs partner participation and validation.

04 / REGIONAL CROP PLANNING

Combine historical climate, weather, soil and water information with market access and reviewed crop guidance. The aim is to help evaluate suitable options for a region and farm, rather than choose a crop from weather alone.

ADDITIONAL APPLICATIONS

Collective purchasing can reveal shared input needs; harvest coordination can align quantities, labour and transport; recurring questions can reveal knowledge gaps. Each starts as a focused pilot with observable farmer value.

Participation should be voluntary. Share aggregated insights with partners; share identifiable farm records only with specific permission. No collective analytics outcome is claimed as delivered today.



Six-to-twelve-month direction

A focused Maharashtra cohort, starting with soybean and turmeric.

The sequence below is a planning direction from the report date. Progress depends on learning from pilots and the resources available. Expansion follows usable content, reliable workflows and evidence that farmers benefit.

WORKSTREAM	MONTHS 1-6 / INITIAL PILOTS	MONTHS 7-12 / EXPANSION
Guidance and planning	Review soybean and turmeric guidance with local experts. Pilot crop-stage plans, reminders and links to diary entries with a small cohort.	Expand reviewed coverage after pilot feedback. Add structured harvest and sales records and clearer season cost summaries.
Listings and enquiries	Pilot farmer produce listings and input requirements. Support useful details and direct buyer or supplier enquiries.	Improve matching, listing freshness and enquiry follow-up. Test aggregated demand and coordinated purchasing where viable.
Farmer and expert directory	Create opt-in profiles with crop, location, experience and service details. Establish clear rules for expert listings and contact.	Add discovery by crop and area, supported introductions and feedback. Develop community features only where the directory proves useful.
Collective analytics	Standardise voluntary crop intentions and diary inputs. Define data quality checks and pilot a small number of expert-reviewed local alerts.	Test aggregated planting-demand insights, regional comparisons and harvest coordination. Explore insurance use only with validating partners.

WHAT DETERMINES READINESS TO EXPAND

Track continued use, record completeness, guidance relevance, completed enquiries and actions taken after alerts. Assess net-income change using comparable season costs and sales records, with weather and price context. Transactions initially remain outside the app; insurance benefits depend on partners.