



CoolCrop



Enabling farmers create more value

CoolCrop Intervention: Solar Cold Storage

Up to 15% of fruits and vegetables grown in India are wasted every year*

Lack of marketing activities, cold chain and storage facilities, improper transportation, etc. are the reasons

Unavailability of Cold storage systems and transportation being the main gaps



CoolCrop Intervention: Solar Cold Storage

Customized and Modular technology can be applied across the supply chain

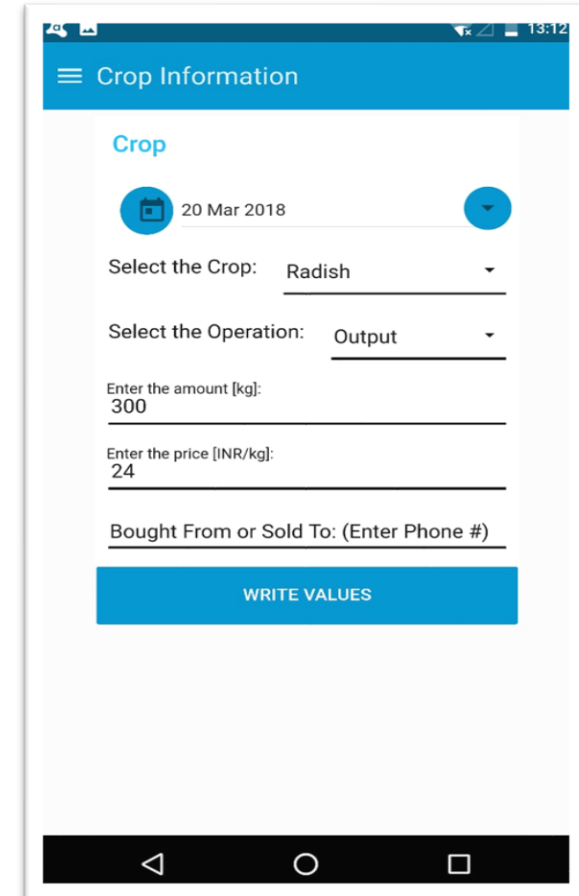
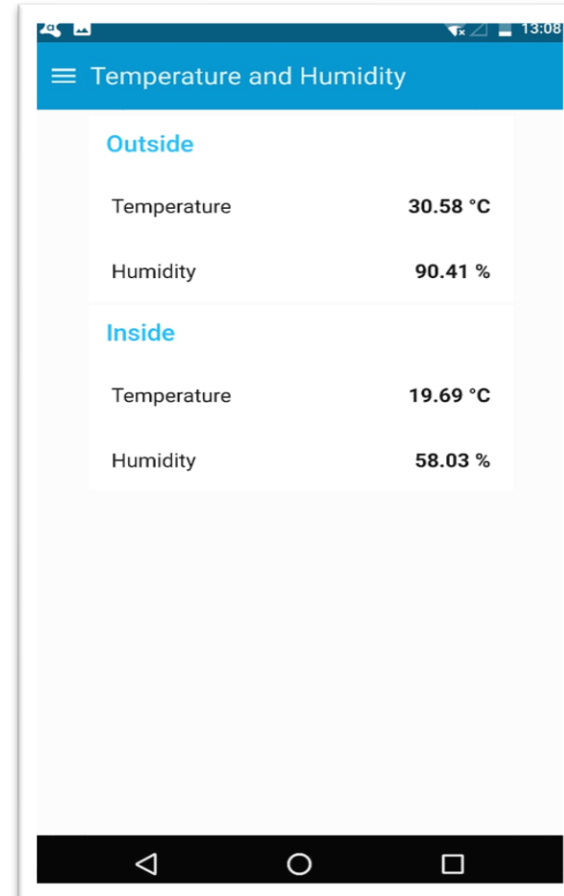
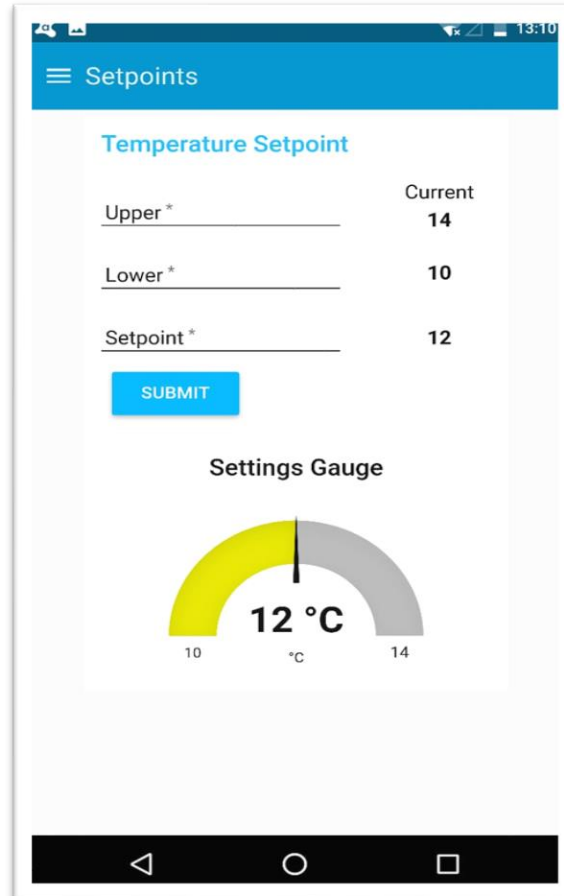
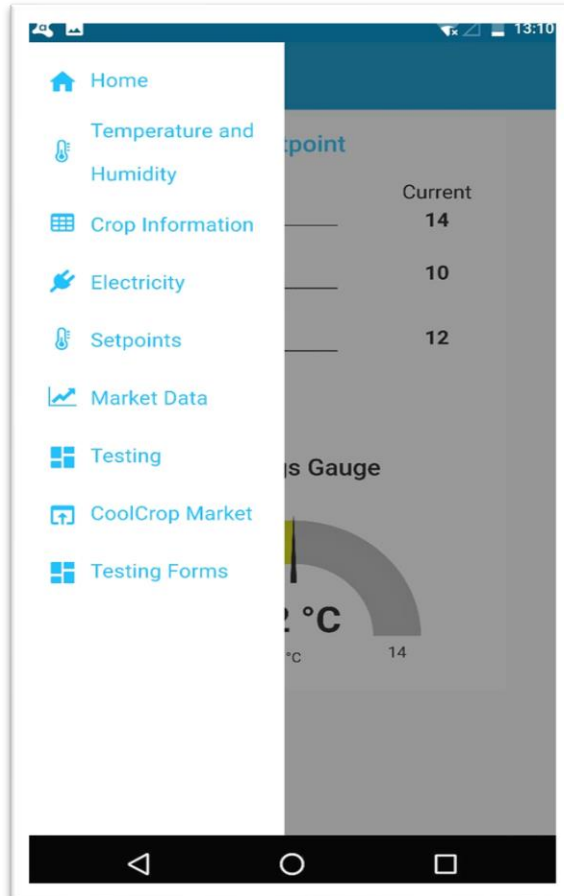
20% more efficient compared to conventional solutions

Solar PV Solution can be customized to suit the local conditions.

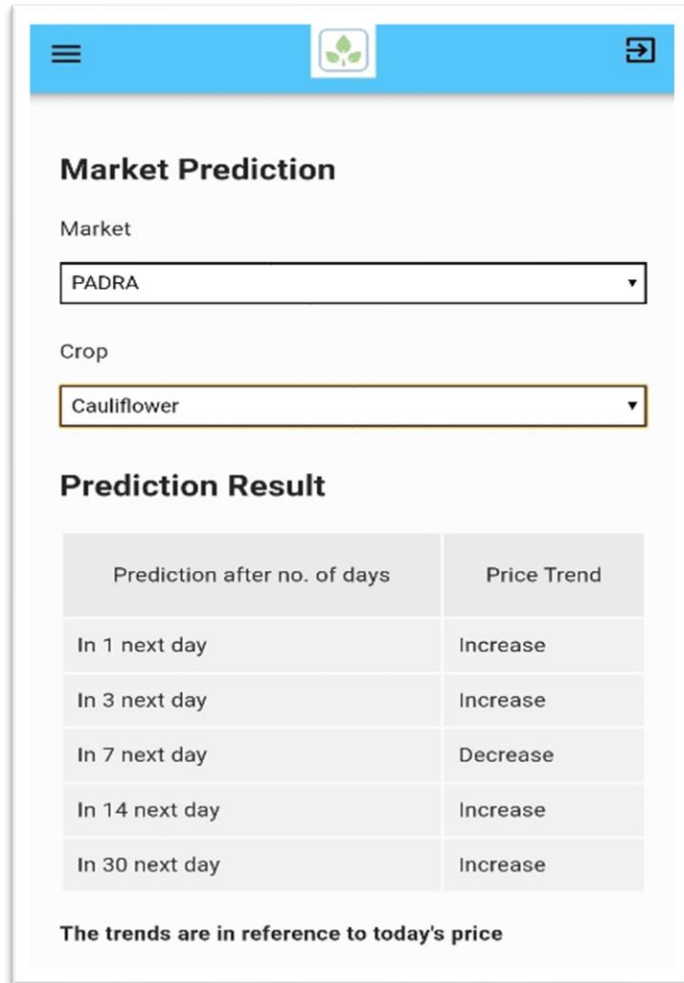
Crop Management Platform for easier and interactive control



CoolCrop Intervention: Crop Management Platform



CoolCrop Intervention: Market Analytics App



The screenshot displays the 'Market Prediction' section of the app. It features a blue header with a menu icon, a leaf logo, and a share icon. Below the header, the 'Market' dropdown is set to 'PADRA' and the 'Crop' dropdown is set to 'Cauliflower'. The 'Prediction Result' section contains a table with two columns: 'Prediction after no. of days' and 'Price Trend'. The table shows trends for 1, 3, 7, 14, and 30 days. A note at the bottom states 'The trends are in reference to today's price'.

Prediction after no. of days	Price Trend
In 1 next day	Increase
In 3 next day	Increase
In 7 next day	Decrease
In 14 next day	Increase
In 30 next day	Increase

The trends are in reference to today's price

CoolCrop's database has crop information for the past 10-15 years from over 1300 market locations across India.

CoolCrop's data analytics and forecasting code is then applied to the database and presented to farmers in the form of a mobile application which informs them on expected prices for the storage duration of the produce.

<https://play.google.com/store/apps/details?id=com.coolcrop>

Use Case 1: Small & Marginal farmers aggregating produce in Karnataka



The tubers were stored at 14-16 deg C for 3-4 months by the Farmer Group

- 20 farmers in Deriye, Karnataka stored the tubers for 4 months to get upto 3x price.
- Each farmer owns upto 2 acres
- Produce : Taro, Sweet Potato, Yam
- Storage strategy : Entire season 3-4 Months

Use Case 2: FPC operating the storage for aggregation and as a service to other in Bihar/Gujarat



The FPC has set-up the system close to a rural market. They charge up to 50 paisa/kg/day from the other farmers/traders to store their produce.

- A team of 5 people from 1000- member FPC is trained to operate and maintain the system.
- Produce Stored: Tomato, Brinjal, Pointed Gourd, Cucumber, Okra, Papaya
- Storage strategy : 1-5 days

Impact



26 installations across
7 states in India



Average 30 MT of produce
saved per month



7000 farmers served



Average 30 % increase in
farmers income











“Enabling farmers create more value”



CoolCrop

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