

SOWING SEEDS OF TECHNOLOGY

◆ Agri-based startup creates digital platform for farmers ◆ Uses data analytics to solve various cultivation issues

| MOHAMMED RAYAAN |

Chennai, Feb 4:

Farming has always been part of India's economic identity. In this year's Union Budget, the government has provided 30 per cent increase in funds at Rs 1.42 lakh crore for agriculture and farmers' welfare ministry. With sparkling growth in the field of data analytics and artificial intelligence (AI), several startups have now ventured to use such techs to sow seeds of growth in agriculture. After all, data has proven to be the 'new oil' of this century.

DIGI TOOL

Thriving on this tech is Pune-based startup, Shivrai Technologies, founded by entrepreneurs Sanjay Borkar and Santosh Shinde. The duo has developed 'FarmERP' - an enterprise resource planning (ERP) software platform that helps 'agribusinesses to collect, integrate and analyze huge amounts of data to support their business decisions'. They also operate 'FarmGYAN' which 'provides science-based intelligent advisory services to farm operators'.

DATA MATTERS

Speaking to *News Today*, Sanjay



CEO co-founder Sanjay Borkar with COO co-founder Santosh Shinde.

and Santosh explain why it's essential to digitize agriculture. 'The world is moving towards digital transformation yet a lot of Indian farmers continue to view the agricultural industry as something that is a part of a tradition and not as a business,' they say. 'Digitization helps keep the entire process in control and through the collection and analysis of vital data, farmers are able to make bigger decisions.'

BENEFITS

To portray benefits of this tech, the duo offered a hypothetical explanation of a person starting out as a tomato farmer. 'The basic farming process involves getting a good



harvest, getting information from market, selling tomatoes you grow and getting good value for it,' they say. 'You learn where to get seeds, how they need to be sowed, what

MINTING GREEN

- According to National Association of Software and Service Companies (NASSCOM) report, the Agritech sector is growing at a rate of 25% y-o-y.
- The sector has received more than \$248 million funding as of June 2019

are the best practices, how much to water, how much nutrients should be provided and what effect climate change plays. This is when you realize how difficult it is to predict anything during or till the end of the harvest as you cannot say what value you will get.' But Sanjay and Santosh believe that through digitization when 'every stakeholder who is part of farming process is brought onto one platform, it will reduce unpredictability'.

EASY TO USE

The founders explain that 'FarmERP isn't sold directly to individual farmers but instead to companies and organizations who work with farmers using this software platform'. 'The mobile app has been designed in such a fashion that even the technologically challenged can use in an effective manner,' they say. 'We are working with NGOs to train and handhold farmers through our other specific offer-

ings like FarmGyan and Farmizo.'

SLOWDOWN

When asked if the economic slowdown has infected the agriculture sector, the duo denied any effect saying, 'As the population keeps increasing, so does the demand for food. They also pointed that many Agri startups have come up within India and outside in the last four years. 'They have been groomed well and work on interesting technology,' they say.

COMBATING GLOBAL WARMING

In 'World Economic Situation and Prospects 2020' report from United Nations, it warned of global warming and its effect on economy. Having such similar concerns, the entrepreneurs informed that 'FarmERP is adding climate-smart intelligence and machine learning into their software solution which will help face the unpredictability of climate change and reduce the

risk that is faced by agriculture industry.'

'Many agriculturists face various challenges that are rising across the globe like forest fires, storms, climate change, and typhoons. So, the immediate effect of utilizing an AgriTech solution for planning purposes can be felt all across the sector,' they added. Their software also has an inbuilt mechanism to mitigate the risk that occurs with the use of harmful pesticides on fresh produce. 'We jointly work with research organizations to ensure intelligent food safety guidelines for farmers who grow fresh produce,' they said.

HARVESTING SUCCESS

The startup was self-funded in the beginning but now with Series A funding from TechnoGen IT Services, they have been able to enter new markets. They have also sowed seeds of success here in Tamilnadu. 'Here, we are working with Waycool, a leading company which procures produce from various farmers,' said the founders. 'Prominently we are in India, South-East Asia and African countries, apart from which we are also represented in more than 25 countries.' (For details visit, www.farmerp.com)

INBOX

Sennheiser launches soundbar

| NT Bureau |

Chennai, Feb 4:

German audio giant Sennheiser announced the launch of its Sennheiser AMBEO Soundbar. Sennheiser's new Ambeo Soundbar is priced at Rs 1.99,990. According to a press release, the soundbar places the listener inside the sound experience with incredible realism, delivering 3D sound that blurs the line between playback and reality from a single all-in-one device.

Co-CEO, Sennheiser, Daniel Sennheiser at the launch said, 'We are thrilled to be introducing the Ambeo Soundbar in India as Sennheiser's first foray into the home entertainment speaker category. We have developed it with the ambition to create one of the best soundbars in the market - an elegant all-in-onesolution for all those seeking an immersive 3D, audiophile-grade home entertainment experience.'

Bengaluru to host IndiaWood

The 11th edition of IndiaWood, organised by NürnbergMesse touted as the region's biggest knowledge sharing show for furniture manufacturing machinery, raw materials, panels, hardware, components and accessories, will be held from 27 February to 2 March at Bangalore International Exhibition Centre, Bengaluru.

According to a press release, the five-day mega show will focus on carpentry, skilling, innovation, automation and digitalization with the aim to drive Indian furniture manufacturing and woodworking industry and establish India as one of the top manufacturing destinations in the region.

'We are delighted to present the 11th edition of IndiaWood, which has witnessed remarkable growth. The 2020 edition is expected to bring more exhibitors, visitors and newer technology and innovations to the forefront and will continue to remain the most important meeting place for the woodworking industry in the Indian subcontinent,' said CEO, NürnbergMesse GmbH, Peter Ottmann.

IDFC unveils new fund

IDFC Asset Management Company (AMC) announced the launch of an open-ended equity fund, predominantly investing in small cap stocks, - IDFC Emerging Businesses Fund. According to a press release, the new fund seeks to look at Growth opportunities in the Small Cap space alongside applying quality filters. Further, the fund is mandated to invest at least 65 per cent in Small Cap segment. IDFC Emerging Businesses Fund will contain buy and hold strategies as well as opportunistic picks in the cyclical space, the release added.

'Budget gives thrust to infra sector'

Managing director of Aparajitha Corporate Services Private Limited, Nagaraj Krishnan lauded the Union Budget. In a statement, he said that 'major thrust has been given to the infrastructure industry, including railway infrastructure and railway connectivity. This will help them revive from the sluggishness in the economy and improve liquidity in the market'.

He added, 'The manufacturing sector will also get a boost through the investment clearance cell and the already announced reduction in corporate tax to 15 percent. Massive digital push by the government through fiber net connecting villages will add value to rural lifestyle. Announcement of 112 hospitals will definitely play a major role in bridging the gap between healthcare requirement and availability.'

'Remove tags to get more women in workforce'

◆ Tata chairman comments during launch of 'Bridgital Nation'

Bengaluru, Feb 4 (PTI):

Tags need to be removed to get more women into India's workforce, Tata Sons Chairman, N Chandrasekaran said. There are lots of 'tags' in India such as 'women cannot do this (kind of jobs); this is only for men,' and all of them have to be removed, he said. 'There is a possibility of creating platforms for SMEs, there is a possibility of getting (more) women into workforce,' Chandrasekaran said. Policy changes are also needed. In healthcare for example, rules are strict, he noted, pointing to 'what can be done by doctors and what can be done by people who are not doctors.' Chandrasekaran also said that 'care' in general -- such as those targeted at elderly and children as an industry is a 'huge opportunity.'

'We got to create women role-models in non-traditional areas,' he said, questioning as to why they can be confined to only educated women. Chandrasekaran made the comments here last evening while responding to a related question after the launch of the book 'Bridgital Nation' authored by him and Roopa Purushothaman, Chief Economist and Head of Policy



Infosys co-founder Nandan Nilekani releases the book 'Bridgital Nation' with its authors Tata Sons chairman N Chandrasekaran and Tata's Chief Economist Roopa Purushothaman in Bengaluru.

Advocacy Tata Sons. The launch was followed by a conversation with Nandan Nilekani, Co-Founder & Chairman Infosys and Founding Chairman, UIDAI (Aadhaar).

Referring to India's education system, Chandrasekaran said it has always been about 'reading, writing and counting.' 'Thinking, collaboration, digital, using software are far more easier to teach than reading, writing and counting,' he opined. 'Everybody need not get into higher education.'

NAME CHANGE
I, SURESH SHINNAIYAN, S/o.Chinnaiyan, Date of Birth 10/06/1982, residing at Thalaiyamanglam Village, Orathanadu Taluk, Thanjavur District, State of Tamilnadu, shall henceforth be known as SURESH CHINNAIYAN. SURESH SHINNAIYAN

PUBLIC NOTICE
"MISSING THE ORIGINAL DOCUMENTS"
S.Parameswar wife of K.Santhanam is residing at No.86/3, Mundakani Amman Koil Street, Mylapore, Chennai - 600 004 and she had purchased a property of vacant land, extent of 1.5 cents in survey number no.20 at Vellore town, Salavampettai, Punjakkaraov street, Plot no.5 under a sale deed dated 16.12.1969 registered as document No.1362/1969 in SRO of Vellore. The said ORIGINAL SALE DEED is lost along with the parent documents of the said property when Mrs.S.Parameswar was traveling on 23.01.2020 in the MTC bus from Chennai Mylapore to parry's corner to meet her advocate Mr.Mohammed Aseef at High Court. If any has found the said original sale deed and the parent documents kindly hand over to her advocate under mentioned.
MR.MOHAMMED ASEEF, Advocate, No.336, 3rd Floor, Thambu Chetty Street, Parrys, Chennai - 600 001. Cell: 9994713914.

SOUTHERN LATEX LIMITED
CIN: L25199TN1989PLC017137
Regd. Office: 8-11/W, Sipcot Industrial Complex Gummidipoondi 601 201
Corp. Office: No. 66, New Avadi Road 2nd Floor, S2 Kurunji Apartments, Chennai 600 010. Tel: +91 44 2660 1313
E-mail: southernlatexltd@yahoo.com, Website: www.southernlatex.in
Notice is hereby given that pursuant to Regulation 29 (1) (a) read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a meeting of the Board of Directors of the Company will be held on Wednesday, the 12th February 2020, at Chennai to consider amongst others, the Unaudited Financial Results of the Company for the Quarter ended 31st December 2019. The Notice is also available on the Company's website at www.southernlatex.in and also the website of the Stock Exchange where the shares of the Company are listed viz., BSE Ltd., www.bseindia.com.
For SOUTHERN LATEX LIMITED SD/-
KAVITHA.C
COMPANY SECRETARY & COMPLIANCE OFFICER
Place : Chennai
Date : 04 February, 2020

PUBLIC NOTICE
Notice is hereby given that my client Mrs.R.Sakkubal, W/o Captain E.Ramadosh (late), residing at Flat No:4, First Floor, Old Plot No:75, New Plot No:38, Anna Street, Gandhi Nagar, Saligramam, Chennai - 600 098, who purchased the Flat No:4, First Floor, Old Plot No:75, New Plot No:38, Anna Street, Gandhi Nagar, Saligramam, Chennai - 600 098, comprised in Survey No:8 of Saligramam Village to an extent of 3500 Square Feet [SCHEDULE -A] and an extent of share 831/6820 as stated in [SCHEDULE-B] by way of a registered deed of sale dated 11.10.1999 registered at the office of the Sub-Registrar at Virugambakkam in Document No:4504/99 and has been enjoying the same since then. While so, on 27.01.2020, she along with her son, on a two wheeler, went to Saidapet, Chennai and took Xerox of the above said document along with other original documents and then went to purchase fish from fish market situated at Jones Road, Saidapet, Chennai and returned to two wheeler and sat as a pillion rider and found that the above referred original document dated 11.10.1999 bearing number 4504/99 was missing and try to find the same for a week, but in vain. Hence it is requested that if any person found the same to send the same to the address of my client and further it is informed that if any encumbrance is created based on the lost document, the same shall not bind on my client in any way and such encumbrance shall not confer any right on anybody.
M/S M.RAVI KUMAR & GEETHA RAVIKUMAR, Advocates, Office: No. 44/215, Labour Colony, Guindy, Chennai - 600 032. Cell: 98840 87034, 9445372237.

SRI RAJA RAJA CHOLAN MUTUAL BENEFIT FUND LTD.,
CIN: U67120TN1981PLC008564
Regd. Office: No.59, (Old No.29) Post Office Street, Chennai - 600 001
REGD. No.8564/1981. Phone : 044 - 25220364
NOTICE OF EXTRAORDINARY GENERAL MEETING
Notice hereby given that the Extraordinary General Meeting of the company will be held at the Registered office on 26th February 2020 at 4.00 p.m. at the above address. All the share holders are requested to attend the meeting.
By order of the Board
Sri. S. Thirunavukkarasu
President
Place: Chennai
Date: 03.02.2020

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NEWS TODAY
Every Evening

SunEdison
SUNEDISON INFRASTRUCTURE LIMITED
(Formerly YKM Industries Limited)
Regd. Off: 11th Floor, Bascon Futura, New No: 10/2 Old No: 55L, Venkateswara Road, T Nagar, Chennai - 600017
CIN: L40100TN1994PLC028263
Phone: 044-4340 5950/website: www.sunedisoninfra.com
NOTICE
Notice is hereby given that pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a Meeting of the Board of Directors will be held on Friday, February 14, 2020 interalia, to consider and approve the Un-audited Standalone and Consolidated Financial Results of the Company for the quarter ended December 31, 2019. Further, the outcome of the above meeting will be available on the website of the company i.e. <http://www.sunedisoninfra.com/> and on the website of BSE Limited www.bseindia.com.
For SunEdison Infrastructure Limited
Sd/-
R.V.Suresh Babu
Company Secretary
Place: Chennai
Date: February 03, 2020

IN THE DEBTS RECOVERY TRIBUNAL III AT CHENNAI
5th Floor, Dewa Towers, 77B-A, Anna Satai, Chennai - 600 002.
O.A.No.580 OF 2018
Indian Bank, Padi Branch, Chennai - 600 058. Rep by its, Asst General Manager. ... Applicant
-VS-
1. R.Kamatchi, Proprietress of M/s.R.K.Packaging Industries, 2. A. Ramalingam, ... Defendants
1. Mrs. R.Kamatchi, W/o. A.Ramalingam Proprietress of M/s.R.K.Packaging Industries, 2. A.Ramalingam, S/o.M.Arungam, Both at No.311/3B, Indira Gandhi Street, Mel Ayambakkam, Chennai - 600 095. Both also at: Flat No.14, C-Block, IV Floor, DABC Soundarya Apartments, EB Road, Mogappair East, Chennai - 600 037. ... Defendants
SUMMONS TO DEFENDANTS THROUGH SUBSTITUTED SERVICE
Whereas the above named applicant has filed the above referred application in this Tribunal, for recovery of a sum of Rs.76,69,161.10/- from the defendants. Whereas the service of summons could not be effected in the ordinary manner and whereas substituted service has been ordered by this Tribunal, and hence this notice through paper publication. You are therefore directed to appear before this Tribunal in person or through a duly instructed Advocate and file written statement on or before 24.02.2020 at 11.30 AM and show cause as to why reliefs prayed for should not be granted. Take notice that in case of default, the application shall be heard and decided in your absence, in accordance to law. Given under my hand and seal of the Tribunal on this 31st day of January, 2020.
Signature of the Registrar
DRT III, Chennai
Seal of the Tribunal

காணவில்லை
K.ஜஸ்ஜனா (57) No.26/13, மாதவன் நகர் முதல் தெரு, சென்னை-99ல் வசிக்கும் நான் +2 Original Mark Sheet No.A244427 Date:10.6.1982 செனாய் நகரிலிருந்து வீட்டிற்கு தேர்வு ஆட்டோவில் சென்ற போது காணவில்லை கண்டுபிடிப்பவர் அணுகவும்.
K.அஸ்ஜனா
26/13,மாதவன் நகர் முதல் தெரு, சென்னை-99

PUBLIC NOTICE
The Public notice is issued on behalf of my client Mrs.Nagalakshmi W/O. Late Mr. Mathuravanan aged about 45 years, residing at No.2/9, Mani Nayakar, 2nd Cross Street, Radha Nagar, Chrompet, Chennai -600 044. My client's husband Late Mr. Mathuravanan, died on 4.8.2015. My client's husband late Mr. Mathuravanan executed in Indian Bank Yagappa Nagar, Thanjavur, M.O.D. No.5572/2008 vide O.D. Account No.796537447 on 13.10.2008. I have lost the M.O.D. Document on 4/12/2019 while travelling from my residence at Radha Nagar to my advocate office at Chitalapakam. My client was not able to trace the above document. If any person found the above said the M.O.D. Document is requested to hand over the document to my office at the above mentioned address.
M.MANI, L.L.B, Advocate
No.1 Swamy Street, Maruthi Nagar, Rajakipakkam, Chennai-600 073
Cell: 9382125639/9499974749

PUBLIC NOTICE
My client Parthasarathy S. Desikan, son of S. Desikan inform that the original Sale deed dated 3/4/1969 executed by the Perambur Co-Operative Building Society Ltd executed in favour of his father S. Desikan registered as Document No. 1504/1969 at SRO, Sembium, relating to his property bearing Plot No. D 71, Door No. 33, in Loco Scheme 2nd Street, Jawahar Nagar, Chennai 600082, comprised in R.S.No. 19, Ayanavaram Village, measuring 2415 sq. ft. was lost on 01/02/2020 while going for taking Xerox copies near his house in Loco Scheme 2nd Street, Jawahar Nagar, Chennai 600082 and the same is not traceable till this date and it is not encumbered in any manner. Parties having any claim/objection may contact the undersigned within 15 days from this date.
S. AMBALAVANAN, M.A., B.L., P.G.DIPIN IR & PM Advocate, Old No- 5/1 New No: 9/1, Baliah Avenue, Luz, Mylapore, Chennai - 600 004. Cell: 9841035799

PUBLIC NOTICE
My clients, D. LOGU @ LOGANATHAN & D. VARMAAN, residing at Santhipettai Street, Kayar, Kanchepuram 603 110, state that the original WILL dated 10.12.2001, registered as Doc. No. 52 of 2001, on the file of SRO, Thirupurur, executed by their father, K.E.Dhanusu Naicker, relating to various properties, including the land measuring 66 Cents in S. No. 876 of Kayar Village, has been misplaced and lost on 02.02.2020, when they went to Mettu Theru Bus Stand from their house. In spite of diligent search, the same is not traceable. However my clients state that the said original WILL, dated 10.12.2001, registered as Doc. No. 52 of 2001, on the file of SRO, Thirupurur, has not been parted for any borrowing and that the property is free from encumbrances. If any person has any objection by reason of being in possession of the said original WILL, he or she may contact the undersigned, in writing within 7 days from the date of this publication and any encumbrance created with the aforesaid lost document, will not bind my clients.
S. INDRAJITH (ADVOCATE), Old. No. 37, New No. 26, South West Boag Road, 2nd Flr, 'B' Portion, T. Nagar, Chennai - 600 017. Mobile : 9445440017
Chennai
02.02.2020

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