

THE/NUDGE Prize



**DCM SHRIRAM
FOUNDATION**

DCM Shriram Agwater Challenge

Securing water and prosperity for 1 million farmers

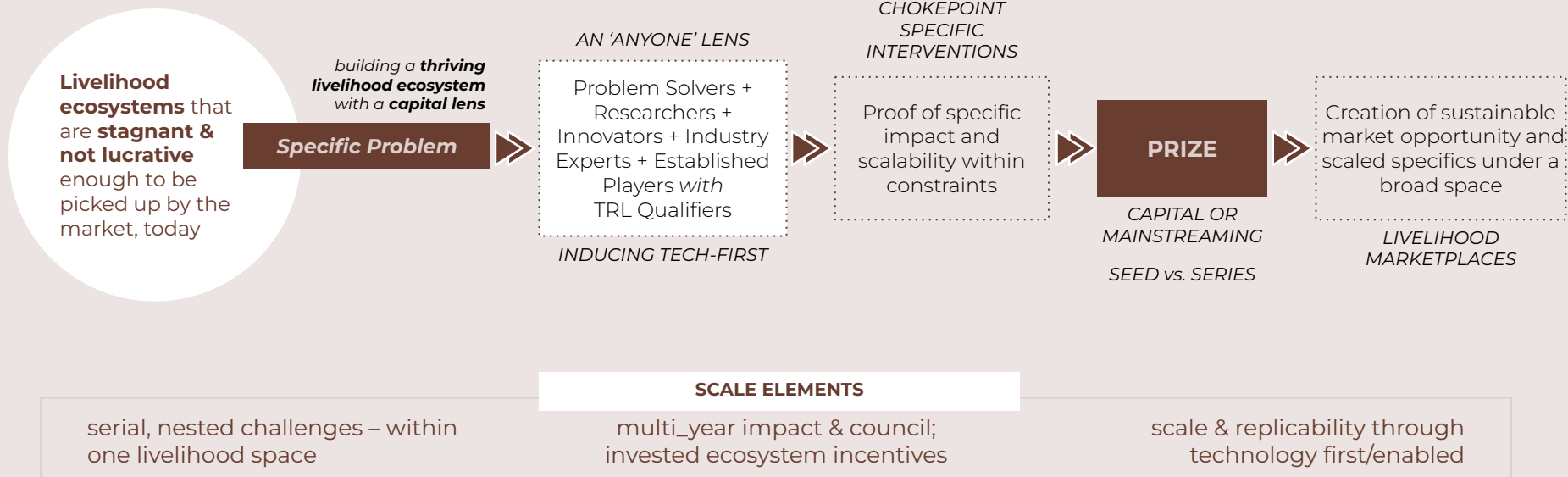
in partnership with



Office of the
Principal Scientific Advisor
to the Government of India

The/Nudge Prize

a **framework to spark innovation at scale** for livelihoods





**DCM SHRIRAM
FOUNDATION**

&

THE/NUDGE Prize

DCM Shriram AgWater Challenge

Securing water and prosperity for 1 million farmers

inducing scalable innovations within India's agri-water ecosystem to
improve agricultural water utilisation specifically in Fine Cereals & Cash
Crops
& build productivity and prosperity for water stressed smallholder farmers
to improve economic outcomes



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Why do we need this?

*agri based livelihoods **especially vulnerable** to shocks in water ecosystems*

Issues: Unpredictable Weather Patterns, Source Sustainability, Groundwater Exploitation, Legacy Farm Practices, Fragmented Tech-based Innovations for SHF* and Weak Governance & Systems - are leading to issues in water availability, farm productivity and ultimately income generation



The Need: *An urgency in identifying and championing solutions that can arrest & reduce the water stress on agriculture and significantly improve SHF yield & productivity, at scale*

How do we address it?

*build a deep pool of innovative tech intervention for **water in agri***

A GRAND CHALLENGE IN AG_WATER

DCM Shriram & The/Nudge come together to Design & Launch a historic AgWater challenge

increased farm productivity for SHF

efficient water use in agri practices

Select the best & brightest Agri-tech startups focused on solving at scale

Disruptive Agri-entrepreneurs

Tech-First Solutions

Social Impact Orgs Growth Stage startups

Establish an intensive ecosystem of 'AgWater & SHF' experts - to support the prize

A Ringside created from markets, non-profits, state & academia

12 Months.
2.6 CR
Prize Purse

Longitudinal IMPACT of this challenge

Bring unprecedented attention & urgency to water utilisation effectiveness in agriculture and for smallholder farmers

Identify tech-first champions of transformation - with economically viable & scalable solutions

Build convergence on the real problems/issues within the ecosystem & the market players (across the spectrum)





Be the most visible funnel for catalytic & investable agri-tech solving for WuE & SHF productivity



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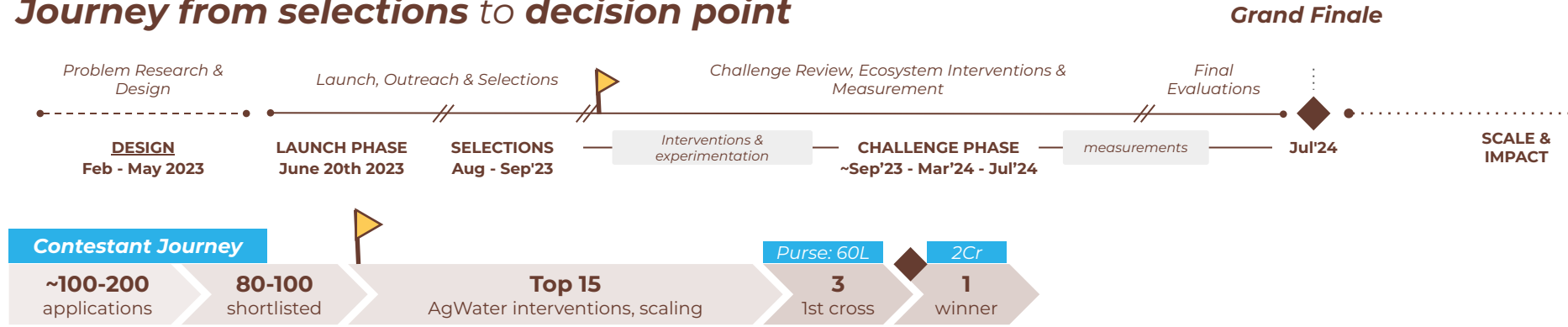
The Problem Statement to solve...

Inviting leading AgTech innovators & Social Entrepreneurs from across the globe to scale solutions for Indian (SHFs) to solve for ALL of the below for at least 1 crop

		Water use efficiency	Affordability	Profitability	Scalability
		Improving cropping water efficiency by at least	Deliver the tech as per below % of cultivation cost	improve smallholder farmer profitability by at least 40-50% through better SHF package of practices	demonstrate a verifiable pool of 5,000 SHF (or, 5,000 hectares) by the end of the challenge
rice		60%	20%		
OR					
wheat		40%	15%		
OR					
sugarcane		20%	15%		
OR					
cotton		50%	10%		

Some dates to remember...

Journey from selections to decision point



- Ecosystem interventions & significant duration to innovate are key to induce scalability
- Top 15 are given 6-7 months from Sept 2023, to perform & prove their scale potential - distance covered across 6 months is measured
- Individual performance monitoring & 3rd party M&E will be executed across these 6 months
- **March 2023 - 3 Solutions will get Prize grants of 30L, 20L & 10L - based on 1st level breakthroughs & top performance (M&E + Panel Jury)**
- Top 3 will be in contest for the 2 Cr winner's purse - awarded in July/Aug 2024 (M&E + grand Jury)

Objective is to create breakthrough technology/solutions that go beyond what is present today



Thank you!

