The Hindu Business Line   OCTOBER 14, 2021

SLCM launches beta version of mobile app to test crop quality
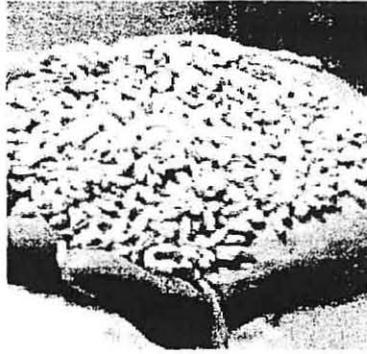
OUR BUREAU

Chennai, October 13

New Delhi-based agri-logistics firm Sohan Lal Commodity Management Pvt Ltd (SLCM) on Wednesday launched a beta version of its quality check mobile app for agricultural commodities.

The app, claimed to be the first of its kind, can detect a commodity's quality within seconds. Launched under SLCM's proprietary AgriReach umbrella, the app can be downloaded free from Google Play store on mobile phones and tablet PCs

The app, which will track the user through GPS, will be available in English, Hindi and other regional languages. In the long term, SLCM plans to charge farmers a nominal fee for farmers to use the app.

More produce by fiscal-end

To start with, the app offers results for wheat. Users must take a photograph of the sample on the app and allow a few

seconds for the results. Before the end of the current fiscal, the firm will add commodities such as rice, maize, chana (gram), soyabean and guar (cluster bean) for quality testing on the app.

They started off with wheat since it is the largest traded commodity in the country, said Sandeep Sabharwal, SLCM Chief Executive Officer (CEO).

SLCM, which offers warehousing facilities for about 950 commodities, will provide facilities for testing the quality of a majority of foodgrains through the app during the next fiscal.

"Then we will extend the facilities for vegetables and fruits," said Sabharwal.

Currently, a laboratory test of an agricultural commodity costs ₹840. Besides, it takes 3-7 days for the complete results. It takes some 25 minutes to analyse a wheat lot to identify the presence of immature, dishevelled, weeviled and shrivelled grains, besides trash.

The lab reports " are prone to errors, inconsistent, non-transparent and subjective," said Rakesh Kumar Rana, SLCM's Chief Business Officer (Digital Initiatives).

The app is the result of four years of extensive research, with SLCM having applied for a patent in 2018 as AgriReach QC app. It has set aside ₹25 crore to develop the app, with ₹11 crore already spent to launch the beta version. "You can click and get a report in less than 10 seconds. Farmers and traders can get reports on the quality without any human interference," said Rana.