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PRESS-RELEASE

CIIE, IIT (ISM) Dhanbad Foundation and Sansar Green Partner to Launch AI-Based Organic Farming Solutions

The Centre for Innovation, Incubation and Entrepreneurship (CIIE), IIT (ISM) Dhanbad Foundation, has entered into a strategic collaboration with *Sansar Green, Giridih*, to launch an advanced AI-powered platform designed to transform organic farming through localized, farmer-centric solutions.

The agreement was signed between CIIE, IIT (ISM) Dhanbad Foundation and *Rajeev Singh* and *Rimi Singh*, Directors of Sansar Green. The initiative, incubated under CIIE, IIT (ISM) Dhanbad Foundation, seeks to empower farmers with a comprehensive digital ecosystem comprising:

- **AI-driven soil health analysis** and customized crop recommendations tailored to local soil, climate, and pH conditions.
- **Direct market linkages** connecting farmers to nearby markets, malls, and buyers.
- **Audio-video learning modules** on crop-specific organic farming practices.
- **Expert helpline support** offering personalized guidance.

As part of the collaboration, Sansar Green will establish region-specific **bio-fertilizer production units** using native microbial strains from a Microbial Strain Bank, ensuring high compatibility with local soils. Farmers will also gain access to premium-quality organic seeds, helping improve yield, sustainability, and crop value.

Highlighting the significance of the initiative, the **Directors of CIIE, IIT (ISM) Dhanbad Foundation** said:

“This collaboration brings together research excellence and ground-level application, setting a new benchmark for sustainable organic farming in India.”

Adding to this, *Rajeev Singh, Director – Sansar Green*, remarked:

“Organic farming requires localized innovations. With this incubation support, we aim to deliver AI-driven solutions and bio-fertilizers tailored to farmers’ real conditions.”

This partnership marks a significant step toward creating a scalable model of sustainable agriculture, enabling farmers to adopt organic practices with confidence while ensuring improved productivity and profitability.

Rajni Singh

Dean (Corporate Communications)