# Merging technology with agriculture: Insights from Preet Sandhuu of AVPL International



Preet Sandhuu, the Founder and Managing Director of AVPL International, shared insights into her company’s efforts to merge technology with agricultural practices in rural India in an interview with Adgully. The enterprise, which stands for Aerial Innovative Technology for Mapping and Conservation, aims to establish the country as a global leader in Agritech while enhancing the lives of rural communities.

AVPL International focuses on providing tools, knowledge, and opportunities to empower rural youth in India, particularly in drone technology and IoT applications. The company's overarching mission targets the transformational potential of technology in creating a self-sustaining ecosystem for agriculture. Sandhuu emphasised the belief that “technology is the great equalizer” and highlighted the need for strategic collaborations and skill-building initiatives to facilitate meaningful contributions from rural youth to their communities.

Reflecting on the establishment of AVPL International, Sandhuu acknowledged the significant hurdles encountered, particularly in changing entrenched perceptions regarding technology’s role in agriculture. “Convincing rural communities and stakeholders about the tangible benefits of adopting technology was a significant hurdle,” she stated. Sandhuu noted that engaging rural youth, who are often more open to experimenting with new technologies, has been central to overcoming these challenges.

The issue of accessing skilled manpower was also a critical challenge. To enhance the capacity of individuals, the company invested substantially in training programs and workshops. Staying aligned with its mission and forming partnerships with organisations that have shared objectives played a pivotal role in achieving success.

Funding remains a pronounced challenge within the startup ecosystem in India, particularly for ventures focusing on niche sectors like rural development and Agritech. Sandhuu explained that the team faced difficulties in communicating to investors the long-term potential of their vision. By demonstrating transparency and measurable outcomes, and partnering with institutions such as the National Skill Development Corporation, the venture attracted investors aligned with its goals. Moreover, the reinvestment of early profits into its operations reduced dependency on external funding during critical growth periods.

In advising aspiring entrepreneurs in the agritech sector, Sandhuu underscored the importance of empathy, patience, and collaboration. “Listen, learn, and lead with empathy,” she advised. She highlighted the necessity of understanding the unique challenges that communities face and tailoring solutions to address these issues effectively, while stressing the significance of resilience in the face of obstacles.

The Interview revealed that the agricultural technology market in India is poised for significant growth. According to forecasts, India's Agritech market is expected to grow at a compound annual growth rate (CAGR) of 9.1%, whereas the global market could reach $54.17 billion by 2029. Several factors underpin this growth, including government encouragement of innovation, an influx of tech-savvy young farmers, and the rise of startups that seek practical, localised solutions. The global trend toward automation and precision agriculture is increasingly resonating within India as well, with Sandhuu predicting that the country will lead initiatives involving drone-assisted farming and AI-based crop management over the next decade.

With plans to expand operations internationally, particularly in Brazil, Australia, and Spain, AVPL aims to replicate its Indian success. Sandhuu articulated a commitment to building partnerships with local organisations to adapt solutions to the specific agricultural needs of these regions.

Looking toward the future, AVPL International's roadmap is ambitious, targeting the training of over 100,000 rural youth in advanced agricultural and technological skills by 2025. Additionally, the company plans to launch specialised drone service hubs across India to foster skill development and innovation. The long-term aspirations include maintaining a focus on sustainability and developing a self-reliant rural ecosystem driven by knowledge and collaboration, marking a determined effort by AVPL to push the boundaries of Agritech.

Source: [Noah Wire Services](https://www.noahwire.com)

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