How to use technology and marketing to become superstars and win back our patients from Dr. Google - business model and case study chemicals

Hari Sudhan Reddy Mukkamalla

MSc Agronomy, Lovely professional University India

Abstract:

Recently, the development of information technologies in Agrometeorology like Remote sensing (RS) and Geographic information system (GIS) used to analyse and visualise agricultural environments has proved to be very beneficial to farming community as well as industries. As we know that, Agrometeorology deals with the use of climate and weather information to enhance the crop production. For a better crop production inputs are not sufficient we also need a proper monitoring system throughout the cropping season. Remote sensing is useful for collecting the information of crops, land, and water bodies etc., on the earth without any physical contact with the object by using satellites and sensors to the aeroplanes. And GIS helps in the capturing and analysing spatial and geographic information by using computers. Remote sensing applications depend on spectral behaviour of living organisms. Recent days in agriculture remote sensing and GIS are used as effective tools in detection, forecasting, and management of insect pests and plant diseases on different crops. They are also useful in the crop surveys and mapping. Flood monitoring, crop damage, water stress and land usage for agriculture is also analysed by remote sensing and GIS tools.

Biography:

Hari Sudhan Reddy Mukkamalla, MSc Agronomy, Lovely professional University. India

Lovely Professional University

Publication of speakers:

1. Park, Danbi & Madhusudhan, Alle & Lee, Seung-Jun & Lee, Seung Hwan & Kim, Jin-Chul. (2020). Salt-responsive monoolein cubic phase containing polyethyleneimine gel. Journal of Polymer Research. 27. 10.1007/s10965-020-02145-

2. Bandi, Rajkumar & Madhusudhan, Alle & Park, Chan-Woo & Han, Song-Yi & Kwon, Gujoong & Kim, Jin-Chul & Lee, Seung Hwan. (2020). Rapid synchronous synthesis of Ag nanoparticles and Ag nanoparticles/holocellulose nanofibrils: Hg(II) detection and dye discoloration. Carbohydrate Polymers. 240. 116356. 10.1016/j.carbpol.2020.116356.

3. Adnan, Md & Azad, Obyedul & Madhusudhan, Alle & Saravanakumar, Kandasamy & Hu, Xiaowen & Myeo- ng-Hyeon, Wang & Ha, Cho. (2020). Simple and cleaner system of silver nanoparticles synthesis using kenaf seed and unveiling their anticancer and antimicrobial potentials. Nanotechnology. 31. 10.1088/1361-6528/ab7d72.

4. Han, Jun-Kyu & Madhusudhan, Alle & Bandi, Rajkumar & Park, Chan-Woo & Kim, Jin-Chul & Yong Kyu, Lee & Lee, Seung Hwan & Won, Jong Myoung. (2020). Green Synthesis of AgNPs Using Lignocellulose Nanofibrils as a Reducing and Supporting Agent. Bioresources. 15. 2119-2132.

5. Kwon, Gujoong & Han, Song-Yi & Park, Chan-Woo & Park, Ji-Soo & Lee, En-Ah & Kim, Namhun & Madhusudhan, Alle & Bandi, Rajkumar & Lee, Seung Hwan. (2020). Adsorption Characteristics of Ag Nanoparticles on Cellulose Nanofibrils with Different Chemical Compositions. Polymers. 12. 164. 10.3390/polym12010164

Webinar on Agronomy - October 09, 2020 | London, UK