



## What Drives DAS?

Technology just cannot solve any problem to the fullest. There is that last mile, maybe a quarter of a quarter of the quarter mile, but which needs people to solve that problem in full. DAS has consciously identified that last mile, irrespective of how long or short it would be - as the space for its operations. Actually, every domain, every industry, every sector after coming a full circle has in the labyrinth of its subconscious realised that in India for eradicating a problem, for solution to be sustainable it is imperative that people help people. In fact, in the agriculture domain, this becomes inevitable. There is a reason. Agriculture is a 'culture' in India. And no culture can live, if it is exclusive – exclusive only to those who toil on the farms. As a first step towards inclusive growth, DAS is working towards creating value by unlocking the human capital generated by the agriculture academic institutions. With an organizational policy of deploying only agricultural graduates for all on field assignments DAS is endeavouring to make agriculture a deferential sector – defining this as a purpose for itself and its employees.

DAS strongly believes that any interventions, subventions in agriculture are resonating if the farmer is not an integral entity (stakeholder) in its complete business process. Drawing guidance and endorsements from its team of senior experts, DAS is endeavouring to redefine the implementation, monitoring and evaluation models in such a way that the farming knowhow passed on from one generation to another over the years is not lost or quarantined while defining the new. The knowhow maybe intuitive in nature, but it is genetic and hence to be recognized and simply reinforced with interventions that are 'just enough' as an enabler. At DAS we embrace remote sensing – without being remote to our senses. We endeavour to make the implementations more humane...

DAS has acknowledged that the way to do a sustainable business is, doing well by doing good, as advised by Dr. Mashelkar. The DAS mandate is simply to be kind to get it right in the agriculture sector, making it trustworthy in the years to come.



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