Deep Tech in Agriculture: Market Strategies for Policy Innovation and Risk Reduction

Dr. Suraj Kamble, Abhijeet Bochare, Manasi Patil

Faculty, Student, Student

Marketing

Institute of Management Development and Research (IMDR), Pune – India

abhijeetbochare17@gmail.com , patilmanasi080@gmail.com

1. Abstract

The farm sector is experiencing a revolution with the application of deep technologies like artificial intelligence (AI), the Internet of Things (IoT), block chain, robotics, and high-level biotechnology. These emerging technologies provide historic possibilities for improved efficiency, sustainability, and resilience in the face of climate change, resource shortages, and food insecurity. The major obstacles to its widespread implementation, however, include high upfront costs, regulatory complications, accessibility to technology, and market uncertainties.

This essay analysis the confluence of deep tech and agriculture, with emphasis on market approaches that enable adoption while reducing related risks. It discusses the importance of policy innovation in establishing an enabling environment for AgTech start-ups, investors, and farmers. The areas of analysis include incentive-based regulatory structures, data governance frameworks, risk-sharing instruments such as crop insurance and climate financing, and the role of public-private partnerships in speeding up technological integration. Regional case studies point to effective policy interventions that have led to the deep tech deployment in precision agriculture, supply chain efficiency, and climate-resilient agriculture.

Evidence indicates that a multi-stakeholder modeldrawing on government incentives, venture capital investment, and farmer-focused technology modelsis capable of closing the innovation-practical application gap. Policymakers can avoid risks and build a long-term sustainable environment for deep tech in agriculture by integrating regulatory strategies with the needs of the market. Strategic recommendations for driving innovation-led agricultural transformation to ensure long-term benefit for food security, economic growth, and environmental sustainability conclude the research.

Keywords: Deep Tech, Agriculture, AgTech, Market Strategies, Policy Innovation, Risk Management, AI, IoT, Block chain, Precision Farming, Climate-Smart Agriculture.

2. Introduction

The farm sector is in the midst of a revolutionary change, fueled by the adoption of deep technologies like artificial intelligence (AI), the Internet of Things (IoT), blockchain, robotics, and advanced biotechnology.

These technologies present unparalleled potential to increase efficiency, sustainability, and resilience in agriculture, especially in the context of urgent global issues like climate change, resource limitation, and food insecurity. Yet, the large-scale deployment of these "deep tech" technologies in agriculture (AgTech) is constrained by substantial barriers in the form of high up-front investment requirements, intricate regulatory environments, technology access constraints, and market uncertainty. This calls for a thorough scrutiny of market strategies that can ensure adoption while lessening the risks involved. This paper delves into the convergence of deep tech and farming, emphasizing market-led solutions to encourage uptake and mitigate risk. It examines the pivotal position of policy innovation in developing a nurturing environment for AgTech start-ups, investors, and farmers. The analysis covers incentive-driven regulatory systems, data governance mechanisms, risk-sharing devices such as

crop insurance and climate finance, and the prospects for public-private collaborations to fast-track technology assimilation.

Through regional case studies of effective policy interventions, this paper identifies key strategies for deploying deep tech into precision agriculture, supply chain efficiency, and climate-resilient agriculture. In the end, this essay asserts that a multi-stakeholder strategyconjoining government incentive, venture capital investment, and farmer-focused models of technologyis necessary to span the divide between innovation and usable application. By synchronizing the regulatory approaches to market demand, policymakers will reduce risks and help create a lasting long-term ground for deep technology in agriculture. Strategic conclusions for guiding agricultural transformation through innovation are given towards the end of the essay that will create everlasting advantages to food security, the economy, as well as nature.

The Importance of Experiential Marketing in Deep Tech in agriculture

In the world of agriculture, where deeptech innovations often seem complex and distant to everyday farmers, experiential marketing plays a crucial role in bridging the gap between invention and impact. Rather than simply promoting a product's features, this approach invites farmers to *see*, *touch*, and *experience* the technology in actionwhether it's through live demonstrations, interactive field trials, or storytelling that resonates with their day-to-day challenges. Deeptech in agriculture often involves advanced tools like AI-driven crop monitoring or smart irrigation systems, which can feel intimidating without the right introduction. Experiential marketing breaks down this barrier, building trust and understanding by putting the technology directly into the hands of users. It transforms skepticism into curiosity and ultimately into adoptionmaking it not just a marketing strategy, but a catalyst for real change in the way food is grown, resources are managed, and livelihoods are improved.

Need for Research on Experiential Marketing in Agribusiness

There's a growing need for experiential marketing in deeptech agriculture because traditional marketing methods simply don't cut it when it comes to communicating highly technical innovations to grassroots users like farmers. Deeptech solutionslike AI-powered pest detection, precision farming tools, or drone-assisted soil analysisare groundbreaking, but their complexity often creates a disconnect with the people they're meant to help. Farmers need to *see* these technologies solving real problems in real environments to truly believe in their value. That's where experiential marketing steps in: it makes these abstract innovations tangible and relatable by allowing farmers to interact with them firsthand. Whether it's through demo farms, community workshops, or immersive storytelling, this approach builds confidence, encourages trial, and fosters trustensuring that innovation doesn't just stay in the lab, but thrives in the field.

3. Research Objectives

The primary objective of this study is to investigate the effectiveness of Deep Tech in Agriculture: Market Strategies for Policy Innovation and Risk Reduction. The specific objectives of the study are:

The specific objectives of the study are:

1. To measure the existing rate of adoption and attitude towards deep technologies in agriculture by age and occupation.
2. To determine the major drivers and barriers affecting the adoption of deep tech solutions in agriculture.
3. To assess the usefulness of existing government policies to advance deep tech take-up and explore areas of optimization.
4. In order to identify perceived risks of implementing deep tech and consider possible measures of risk reduction.

4. Research Methodology

To deeply understand the role and impact of experiential marketing in deeptech agriculture, this research adopted a qualitative approach rooted in real-world insights. The study primarily relied on case study analysis, where successful

experiential marketing strategies implemented by agri-tech startups and companies were examined in detail. By observing how these companies introduced complex technologies to farmers through live demos, interactive events, and on-ground engagement the study uncovered patterns that made these efforts effective. Additionally, secondary data from industry reports, journals, and existing literature helped frame the broader context of deeptech and its unique challenges in agriculture. The methodology focused on understanding user behavior, particularly how farmers react to deeptech innovations when exposed to them in hands-on settings. This approach was chosen because it reflects the real dynamics of trust-building and adoption in rural areas, where personal interaction often outweighs digital outreach. Overall, the research aimed not just to collect data, but to grasp the human side of technology adoption how people *feel ,respond* and *commit* when they're allowed to experience innovation up close.

Primary Research

To get a genuine understanding of how experiential marketing works in the field of deeptech agriculture, primary research was carried out by directly connecting with the people at the heart of this ecosystem farmers, agri-tech entrepreneurs, and marketing professionals. This involved conducting informal interviews and one-on-one conversations with farmers who had firsthand experience interacting with advanced technologies through live demos, field trials, or community events. Their feedback was invaluable they shared how seeing the technology in action helped them overcome doubts, understand its usefulness, and feel more confident about trying it themselves. In parallel, discussions with startups and marketing teams helped uncover the strategies they used to make high-tech solutions relatable and accessible. These conversations revealed the importance of language, trust, and physical experience in the adoption journey. Instead of relying on surveys or cold data points, this research focused on real stories and real voices because when it comes to introducing deep technologies in rural agriculture, human connection makes all the difference.

Secondary Research

To support the insights gathered from the ground, the study also leaned heavily on secondary research, diving into existing literature, industry reports, whitepapers, and case studies from reputable sources. This helped build a solid foundation for understanding both deeptech innovations in agriculture and the evolving role of experiential marketing in promoting them. Research papers from academic journals provided context on the technical side how AI, IoT, drones, and data analytics are being used to transform farming practices. Meanwhile, marketing reports and business case studies offered a closer look at how these technologies are being introduced to rural markets across the globe. The secondary research also explored consumer behavior trends, adoption barriers, and success stories from countries where similar models have worked. By bringing together these diverse perspectives, the study was able to map out not just what's happening in the field, but why experiential marketing is becoming such a powerful tool for bridging the gap between innovation and real-world impact in agriculture.

5. Literature review

The Indian agriculture witnessed a major technological breakthrough with the Green Revolution during 1970s. The food grain production grew substantially and the country led its way to self-sufficiency. It was a watershed moment for the Indian agricultural sector. However, since then the demand has increased many fold, which has not been met proportionately with the increase in productivity. One of the major roadblocks to the growth of the agriculture in India is the lack of investments on research & development, infrastructure creation and implementation of technology. The aim of the present government to double the farmers' income by 2022 is an ambitious target. If implemented properly, this strategy would address the root causes of agricultural distress in India. This present review aims to provide an overview of the agriculture sector in India and the challenges associated with it, and possible solutions thereof.

References-Agriculture: Status, Challenges, Policies and Strategies for India

5.1 Understanding Deeptech in Agriculture

Deep learning provides many benefits, including automation, speed, accuracy, and intelligence, and it is delivering competitive performance now across a wide range of real-world operational applications from credit card fraud detection to recommender systems and customer segmentation. Its potential in actuarial sciences and agricultural insurance/risk management, however, remains largely untapped. In this pilot study, we investigate deep learning in predicting agricultural yield in time and space under weather climate uncertainty. We evaluate the predictive power of deep learning, benchmarking its performance against more conventional approaches alongside both weather station and climate. Our findings reveal that deep learning offers the highest predictive accuracy, outperforming all the other approaches. We infer that it also has great potential to reduce underwriting inefficiencies and insurance coverage costs associated with using more imprecise yield-based metrics of real risk exposure. Future work aims to further evaluate its performance, from municipal area-yield, to finer-scale crop-specific producer-scale yield.

References-Deep Learning for Improved Agricultural Risk Management

5.2 Challenges in Promoting Deeptech to Farmers

Successful adoption of agricultural innovations depends not just on the right technology but also on markets, institutions, and policies. We illustrate this argument with four case studies of agricultural innovations in the semi-arid tropics, two with high and two with low adoption. We show that the success of both hybrid pearl millet in India and dual-purpose cowpea in Nigeria depended on identifying market demand correctly and on innovative institutions to overcome constraints in the production and delivery of improved seed. Conversely, the low adoption of improved varieties of pigeon pea in Malawi and conservation agriculture in Zimbabwe reflect uncertain market conditions, misunderstood demand and the lack of sustainable institutions for input delivery. The results highlight how variations in the enabling conditions may influence the fate of agricultural innovations.

References-Markets, institutions and policies: A perspective on the adoption of agricultural innovations

5.3 Case Studies of Experiential Marketing in Agri-Tech

This research aims to determine the strategy for digital marketing of Indonesian agricultural products. The research method is SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis by using secondary data from the Central Bureau of Statistics (BPS), the ministry reports and various research results to establish the Internal and External Factor Analysis Summary (IFAS) and (EFAS) on aspects of agricultural products, digital infrastructure marketing and human resources. The result shows a) Strengths: product growth, product variety, product exports, product affordable price and agro-industrial raw material; b) Weaknesses: long marketing chain, small number of millennial farmers, baby boomers and veterans as majority farmers, low e-commerce penetration, bulky and perishable products, not yet good of logistics services and low farmers wages; c) Opportunities: ecommerce road map, millennial demography bonus, many cell phone users, sufficient number of internet users, growth income per capita, many culinary business, high e-commerce transaction and the increase in demand for raw materials of agro-industrial; d) Threats: low average development index of information and technology, little agricultural product start-ups, small valuation of agricultural product start-ups, needs of foreign funding for ecommerce and start up development, very little unicorn startups, weak internet infrastructure and increasing report number of e-commerce issues. According to IFAS and EFAS, the strategy is the Weaknesses-Opportunities strategy.

References-Digital Marketing Strategy of Indonesian Agricultural Products

5.4 Consumer Behavior and Technology Adoption in Rural Areas

Improvements in agricultural productivity and reductions in marketing costs in Mozambique are analysed using a computable general equilibrium (CGE) model. The model incorporates detailed marketing margins and separates household demand for marketed and home-produced goods. Individual simulations of improved agricultural technology and lower marketing margins yield welfare gains across the economy. In addition, a combined scenario reveals significant synergy effects, as gains exceed the sum of gains from the individual scenarios. Relative welfare improvements are higher for poor rural households, while factor returns increase in roughly equal proportions, an attractive feature when assessing the political feasibility of policy initiatives.

References-Marketing Margins and Agricultural Technology in Mozambique

6. Data Collection

For this research we have conducted surveys online through online questionnaires that are aimed at impact of Deep Tech in Agriculture, this questionnaire was designed in two languages Marathi and English to reach people at ground level. Sample size is '60'. To study Deep Tech in Agriculture: Market Strategies for Policy Innovation and Risk Reduction, in this industry we have reviewed case studies, past interviews, research papers and articles on the same.

7. Data analysis and Interpretation

1. **Age Distribution:** Most of the people who answered the survey (51.7%) are under 25 years old, while 38.3% fall into the 25-35 age range. A smaller portion of respondents are in the 36-45 (6.7%) and over 45 (1.7%) age groups, showing that the survey mainly reflects a younger population

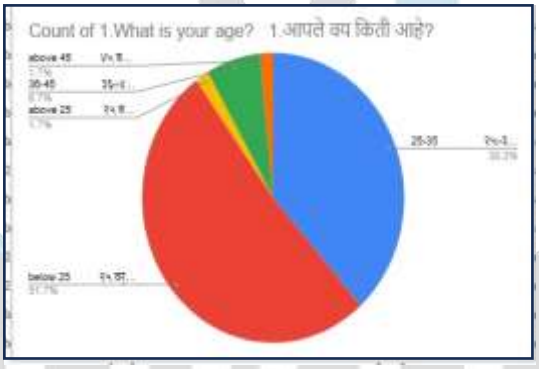
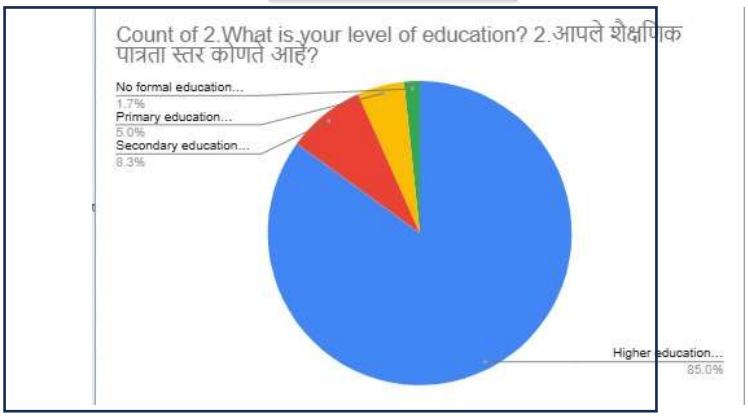


Fig - 1

2. **Educational Level**: A significant majority of the participants (85%) hold a higher education degree. In contrast, 8.3% finished secondary education, 5% completed primary education, and just 1.7% have no formal education. This indicates that the people surveyed are generally well-educated.



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3. **Type of Farming:** Respondents are equally divided between small-scale (43.3%) and medium-scale farming (43.3%), while only 13.3% are engaged in large-scale farming, indicating that most farmers operate on a smaller scale.

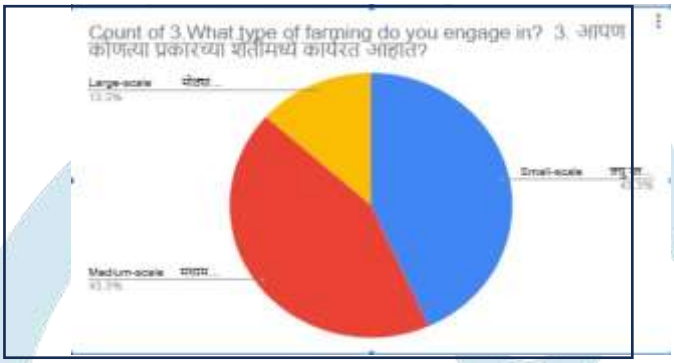

Fig- 3

4. **primary location of agricultural operations**: The information shows that the main area of agricultural activity among the majority of respondents (68 out of 85 in total) is in rural areas. 9 individuals are in semi-urban, 5 in urban, and 3 individuals' locations aren't specified (NA). This evidently indicates strong preference or predominance of agricultural activity in rural areas.

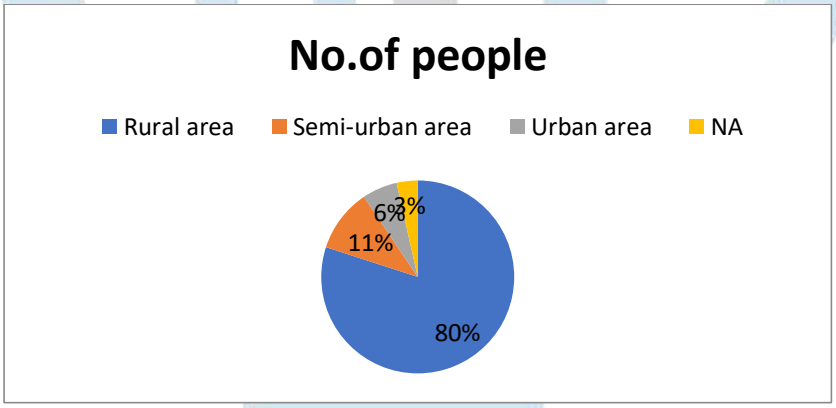

Fig – 4

5. How many years of experience do you have in agriculture or AgTech

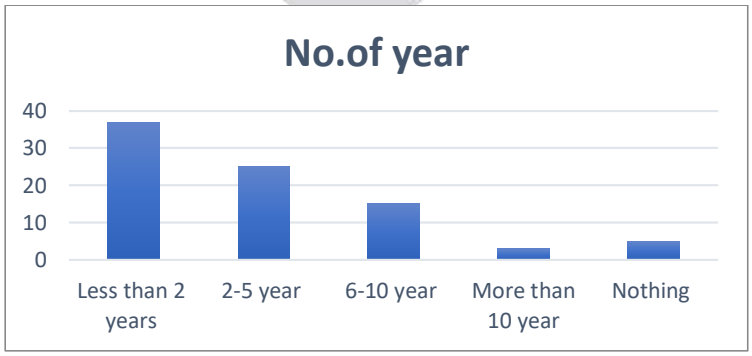

Fig -5

The data shows the different types of agricultural activities people engage in. Crop farming is the most common activity (58 people), followed by dairy production (24) and agri-processing (21). Agricultural technology development also has a notable presence (15 people). A small number are involved in agri-chemicals and farming (1 person), and 2 people reported not engaging in any agricultural activity. This distribution suggests a focus on traditional agricultural practices like crop farming and dairy, but also highlights a growing interest and involvement in agri-processing and technology development within the sector.

6. Are you familiar with deep technologies in agriculture (e.g., AI, IoT, blockchain, robotics, biotech)?

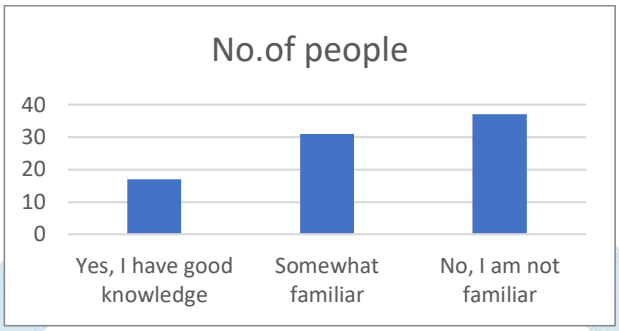

Fig- 6

The information shows that most of the respondents (37) are not aware of deep technologies in agriculture. Although 31 are fairly aware, just 17 say they have good knowledge. This shows a possible knowledge gap when it comes to these cutting-edge technologies in the agricultural industry represented by this survey.

7. Have you adopted any of the following deep technologies in your farming/business operations?

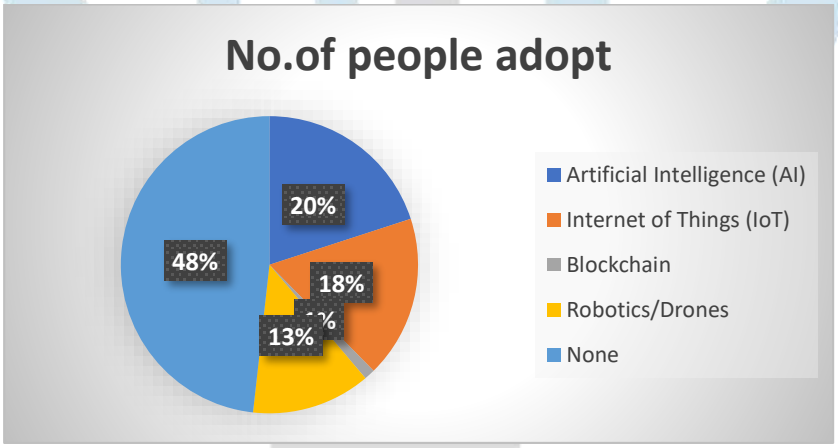

Fig -7

The statistics reveal that a considerable section of individuals (41 out of the number who were surveyed) have not applied any of the mentioned deep technologies (AI, IoT, Blockchain, Robotics/Drones) to their farming/business activities. Of those who used them, the most common (17 and 15 individuals, respectively) are Artificial Intelligence (AI) and Internet of Things (IoT), then the Robotics/Drones (11 individuals). Blockchain remains very minimally adopted (with only 1 individual). This supports the earlier result of a generic unfamiliarity with deep technologies, where most were yet to adopt them

8. If you have not adopted any deep ech solutions, what are the main reasons?

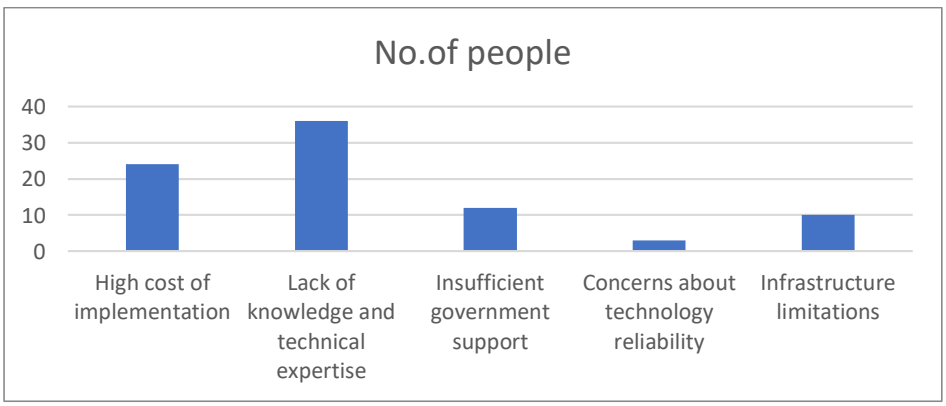

Fig-8

For those that have not embraced deep tech solutions, the main reason is a lack of knowledge and technical know-how (36 individuals). The second largest barrier is the high implementation cost (24 individuals). Other reasons include inadequate government support (12 individuals), infrastructure constraints (10 individuals), and technology reliability issues (3 individuals). This information underscores that there is a demand for education and training initiatives, and possibly monetary support, to promote broader usage of deep technologies.

9. Do you believe current government policies support the adoption of deep tech in agriculture ?

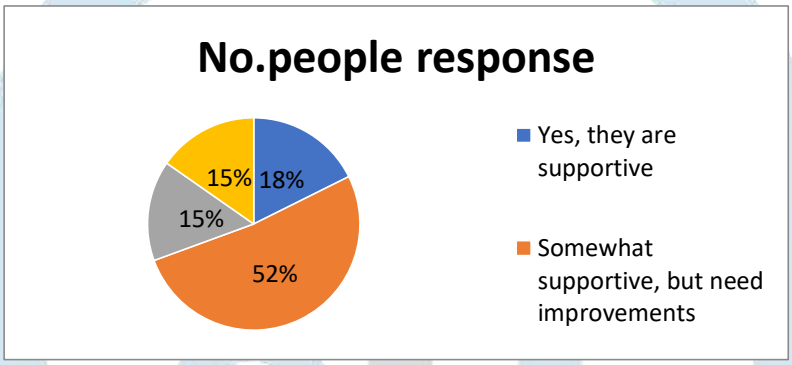

Fig-9

A majority (44 individuals) opine that existing government policies are somewhat favourable towards deep tech uptake in agriculture but require enhancement. While 15 individuals are of the view that the policies are favourable, 13 believe they are not enough, and 13 others are not sure. This indicates a prevailing view that while there is some support, it is not enough and needs more development to ensure effective support for deep tech adoption in agriculture.

10. What are the biggest risks you associate with using deep tech in agriculture?

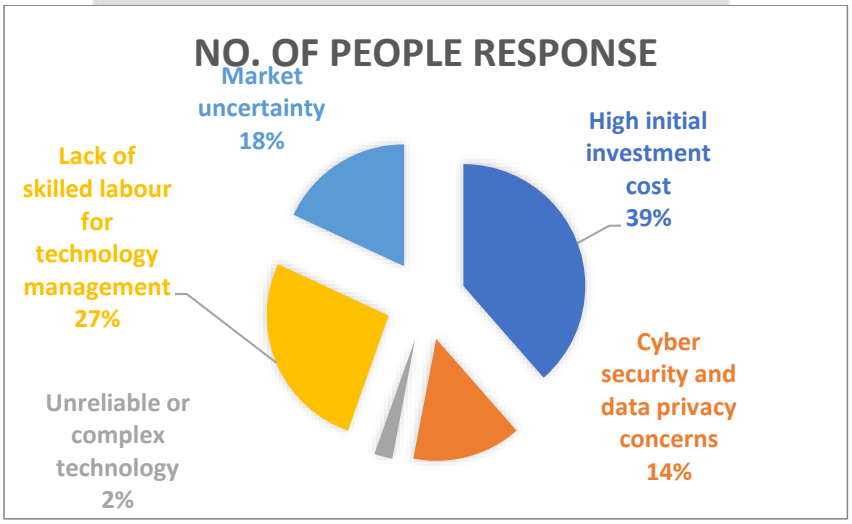

Fig-10

The largest perceived risk of deep tech in agriculture is the cost of initial investment (32 responses). The second largest risk concern is the absence of technology management skills for labor (22 responses). Uncertainty in the market is also a major risk concern (15 responses), followed by cybersecurity and data protection (12 responses). Complex or unreliable technology is the least worrying risk (2 responses). This information emphasizes the cost and human capital issues involved in deep tech adoption, as well as market stability concerns.

11. **Improvements would you suggest for agrochemical companies to make experiential marketing more effective**- To make experiential marketing truly impactful in the deeptech-agriculture space, companies need to go beyond product demos and focus on building long-term relationships with the farming community. One key improvement would be to customize experiences based on regional needs understanding local crops, climate conditions, and farming challenges, and then tailoring the tech demonstration accordingly. Companies should also simplify communication by using local languages, visuals, and storytelling rather than technical jargon. Partnering with trusted local influencers like progressive farmers or agricultural officers can boost credibility. Moreover, interactive field trials, where farmers not only watch but use the technology on their own farms, can drive hands-on learning and trust. Deeptech companies should also invest in after-experience support, offering training, troubleshooting, and feedback loops to ensure users feel supported post-demo. Lastly, capturing and sharing success stories from real users can inspire a wider audience and turn early adopters into brand advocatescreating a ripple effect of trust and adoption in the rural ecosystem.

8. Challenges in Deep Tech in Agriculture: Market Strategies for Policy Innovation and Risk Reduction

Introducing deeptech into agriculture comes with exciting potentialbut also a fair share of challenges. One of the biggest hurdles is the gap between innovation and adoption, especially in rural areas where awareness, digital literacy, and trust are still developing. Many farmers are hesitant to take risks with unfamiliar technology, especially when it involves upfront investment. On top of that, there's often a lack of supportive policy frameworks that can ease this transition or incentivize early adoption. Deeptech companies also struggle with scaling their market strategies, as what works in one region may not resonate in another due to differences in crops, culture, or climate. Risk reduction is another critical issue farmers want assurance that if they try something new, there's a safety net. That's where policy innovation comes in: governments and institutions need to create programs that offer subsidies, training, and insurance for tech-based agriculture. Without these market enablers and risk cushions, even the most brilliant technologies can fail to make an impact. Bridging this gap requires not only smart tech but smart, empathetic strategies that address the human side of change.

9. Conclusion

Farming stands at a crossroads. New tech like AI, IoT, blockchain, and robots offer fresh answers to old problems such as climate shifts scarce resources, and food shortages. This study shows how these tools can change farming methods, boost output, and keep farms going long-term. Yet few farmers use these new tools. High prices lack of know-how, and little help from the government hold them back.

Agriculture is undergoing a technological transformation, with deep tech solutions like AI, IoT, blockchain, and robotics promising increased efficiency, sustainability, and resilience against climate change and resource constraints. However, this research reveals a major gap between awareness and adoptionwhile 48% of respondents are at least somewhat familiar with these technologies, 41% have not implemented any deep tech solutions in their agricultural practices.

This research tells us that while many who work the land see the worth in new tech, they don't have the means, skills, or trust to put it to use. Money issues shaky markets, and poor setup slow things down even more for smaller farms.

Bridging this gap requires teamwork among governments private investors, and tech companies. More money improved training, and updated policies can help farmers feel backed when they start using advanced tech solutions. Also, setting up digital systems in the countryside, offering ways to share risks like crop insurance, and getting public and private groups to work together will spark new ideas in farming.

In the end, for cutting-edge tech to shake up farming, it needs to be easy to get cheap, and simple for farmers to use. With the right support systems in place, these technologies can increase productivity, enhance food security, and create a more sustainable future for global agriculture. The key is not just developing advanced solutions but ensuring that they reach and benefit the people who need them the most our farmers.

10. Finding From the research paper

The research found that experiential marketing plays a critical role in helping deeptech innovations gain acceptance among farmers. Unlike traditional marketing methods that rely on brochures or digital ads, farmers responded more positively to hands-on, interactive experiences such as live demonstrations, field trials, and on-site training. These experiences helped them understand not just how the technology works, but *why* it's valuable in their day-to-day farming. Another major finding was that localization matters when information was shared in local languages and examples were tailored to specific crops or regional problems, farmers felt more connected and confident. The study also discovered that peer influence is powerful: seeing fellow farmers use and benefit from the tech created a ripple effect of trust and interest. Additionally, deeptech adoption was more successful when companies provided after-sales support, follow-up visits, and training, which made farmers feel supported rather than sold to. Ultimately, the research confirmed that when deeptech is introduced with empathy, simplicity, and trust, its chances of transforming agriculture dramatically increase.

11. Scope for Future study

While this study highlights the powerful role of experiential marketing in promoting deeptech in agriculture, there's still a lot more to explore. Future research can dive deeper into region-specific case studies to understand how cultural, climatic, and economic factors affect adoption patterns. There's also scope to explore the long-term impact of experiential marketinghow it influences not just initial interest, but sustained usage of deeptech tools over months or years. Another area worth studying is the role of digital experiential marketing, especially as mobile usage rises in rural areascan virtual demos or AR/VR tools replicate the impact of live interactions? Additionally, future studies could evaluate policy frameworks that support risk-sharing, training, and incentives, and how these can be integrated into marketing strategies. There's also an opportunity to assess how youth involvement and entrepreneurship can accelerate tech adoption in rural communities. In short, this research opens the door to a wider exploration of how innovation, empathy, and strategy can come together to truly transform the future of farming.

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