

**Santosh Ostwal – CEO & Founder Director, Ossian Agro Automation Pvt. Ltd.
Mission - SMART WATER for Rural Sector by the brand “Nano Ganesh”**

Santosh Ostwal, CEO of Ossian Group is an electrical and electronics engineer and a thrilling entrepreneur from Pune, India and well known for understanding the farmer’s mind pulse towards ICT applications.

Quitting government job at 23, he and his wife, Rajashree, who is also an Electronics Engineer, dedicated their whole life for smart irrigation for farmers. His invention “Nano Ganesh” for controlling the water pumps with the help of a mobile phone proved to be a big ICT revolution in the telecom field in 2003-4. There are over 50000 installations of Nano Ganesh across India and overseas till date having generated self-employment for more than 5000 techies in India. Further they developed advanced series of GSM (mobile) based products useful for solving critical problems in drinking water supply in villages as well as urban use along with analytics and cloud features. His entrepreneurial journey is full of excitement, courage, severe falls & tiger leaps followed by tremendous success and worldwide recognition.

It is an exclusive example of how the long term goal can be achieved with passion and dedication against all odds.

Awards –

Following are few international accolades in Santosh’s stock –

1. The Grand Winner for emerging markets in Nokia’s Innovation competition in 2009.
2. Among top 7 mobile applications in the world for Socio Economic Use by GSMA, MWC
3. The Tech Award Laureate, California, USA, 2011
4. mBillionth South Asian Award in 2012.
5. The winner of FICCI- DST Lockheed Martin award under India Innovation Growth Program.
6. Nominee for Katerva Award, USA for materials resources category

Featuring in TV channels -

He has been featured in various national and international TV channels like DD1, ET NOW, Times Now, BBC, Japan TV, FRANCE 24, STAR PLUS, NDTV etc.

Publishing -

His entrepreneurial story has been published in The Chicken Soup for Souls, The Economist-London, UNFAO, World Bank, Agriculture Robot – A book costing USD 4000, GIZ – Germany, USAID - USA, etc.

Santosh is an Author of an inspirational book on money and magnetism in local Indian language written for the farmers and entrepreneurs.

Speaker

He is a TEDx Speaker and spoke at FICCI, CII – Delhi, GIZ - South Africa & Berlin, Mobile World Congress- Barcelona, UNDP - Istanbul, Nexus Conference - USA on importance of iot and mobile applications for rural and agriculture sector.

Business in SMART WATER –

His exclusive strategy of building numerous partnerships has generated a proven life tested business model to implement ICT applications for rural irrigation on larger scale across India covering Make in India, Skill India, Smart Village, Made for India etc. Also, he has been well equipped for exploring the Asian rural market where conditions in the agriculture are more like India.

Santosh says, “Water is a precious element. Millions of water pumps are delivering water to the global population. Hence it is a need of the time to measure, control and monitor even a single drop of water.”