



## The Israeli start up Salicrop won first prize of US\$ 31,000 at the India-Israel startup competition "SOCH"

Reli Cohen, Reporter, People and Computers Portal - January 29, 2019

The startup develops seeds treatment which enables crops growing in high salinity conditions, saline soil and irrigation with brackish water.

The Israeli startup **Salicrop** won first prize at India-Israel 2 nations challenge startups competition-SOCH. The company develops a seed treatment solution for cultivation of rice, corn, wheat, tomatoes and other crops under high salinity conditions. Salicrop's solution is a non-GM seeds treatment that generates a memory innovative response within the treated seeds, thus creating a natural tolerance for saline stress.



**Dotan Borenstien**, Salicrop's CEO, reacted to the wining announcement - "We are excited for this opportunity to deepen our collaboration with India, that like so many other agriculture areas around the world, suffers

from high salinity soils and lack of water. We are very thankful for the option to elevate the Indian farmers by overcoming the salinity barrier."

Second prize of the competition was given to the startup- "RealitQ", who won US\$ 21,000 and **Wekah ,Cyabra ,Bashan ,StreamControl**, who won at different sections of the competition and was each rewarded US\$ 2,500.

The "SOCH -India Israel 2 nations Challenge" was the first competition of its kind, as demonstrating a collaboration between Israel and India. The competition was initiated and sponsored by the **Government Andhra Pradesh** in India and organized by **Axis Innovation** and **DCF Ventures**. The total amount of the prizes that was given is estimated at US\$ 65,000.

Due to its compelling potential, there was no surprise that the competition was so alluring for and that no less than 35 Israeli startups competed in the four main sector it was intended for- Water purification in local areas, Digitization in local areas, Cyber Security

and agriculture food chain supply.

The prizes that was given to the winning company's, at total of US\$ 65,000 will allow the 6-wining companies, that were selected by a panel of senior judges from Israel; and India combined, to travel to India and to carry out POC trials.

Ed Frankel, CEO of Axis Innovation: "WE are very proud to bring the rest of the world into Israel and to interduce Israel to the rest of the world. We are thankful to all of the startups that applied to competition and came to compete for the direct access to India's technological ecosystem. Ground breaking developments like Salicrop's will surely assist in the most realistic way India's people who are struggling with many difficulties and with a need for current technologies, as can be found in Israel. We are optimistic that this competition is but a milestone in the long and productive relation ship between Israel and India and their developments in the cyber and agriculture areas."

Later this week a similar competition will take place at India.