



GENIUS
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LTD.

NEWSLETTER

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Swisscontact Officials Explore AI-Driven Climate-Smart Farming at Dr. Chashi Project

On 24 November 2025, officials from Swisscontact's Green Skills for a Sustainable Agribusiness, Bangladesh project visited the Dr. Chashi project area of Genius Farms Limited in Belabo Upazila, Narsingdi District. They observed how the project implements AI technologies at both field and farmer levels and engaged local farmers in discussions.

Medina Ali selected for She Wins Climate – South Asia Accelerator

We are proud to announce that Medina Ali, Founder and CEO of Genius Farms Limited, has been selected to join the She Wins Climate – South Asia (SWC-SA) Accelerator. Her application stood out among a highly competitive pool of climate focused founders across the region, recognized for its strong vision, progress, and commitment to driving climate innovation. Through this program, Medina Ali and Genius Farms Limited will further strengthen their work in climate-agriculture and AI-driven advisory.



PARIBARTAN at ECC25: Advancing Locally Led Adaptation

On 21 November 2025, Independent University, Bangladesh hosted a dedicated session at the ECC25 Conference, where the PARIBARTAN Project funded by ACIAR and implemented by ICCCAD in collaboration with CIMMYT and Shushilan participated under the COLOCAL Project.

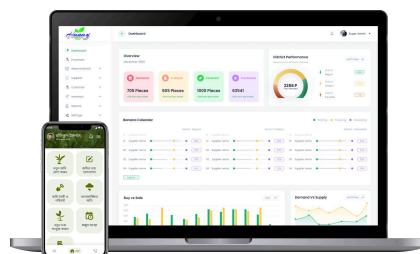


Dr. Chashi Launches Smart Fertilizer Recommendation Feature

Dr. Chashi has introduced a new Fertilizer Recommendation feature to support smarter and more sustainable farming. The feature uses artificial intelligence and data analytics to analyze crop type, growth stage, soil conditions, and local climate data, delivering personalized fertilizer guidance to farmers. By recommending the right nutrients at the right time and in the right quantity, the feature helps reduce input costs, improve crop productivity, and minimize environmental impact. It also supports climate-smart agriculture by reducing fertilizer misuse and protecting soil health.

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