

SUCCESS STORIES OF STARTUPS

Under RKVY RAFTAAR Scheme

GramHeet Private Limited

Founder: Shweta Thakare

Focus Area: Supply Chain & Agriculture Logistics

Website: <https://www.gramheet.com/>

Email: contact@gramheet.com

Location: Maharashtra

Year of Startup Incorporation: 2020

Incubated in: 2021-22 at IARI



The startup has developed an integrated online platform to provide post-harvest services to farmers. It provides services such as decentralized storage facilities, post-harvest credit, market linkages, and primary processing to farmers at village level in a backward area.

They provide decentralized storage facilities at the village level through GramHeet Mandi (Village Trade Center), where farmers can store their produce at affordable costs. Farmers get a digital receipt against their produce along with a quality analysis report.

GramHeet provides instant credit to farmers against the stored produce at GramHeet Mandi (VTC) that helps them deal with immediate cash needs. They have associations with financial institutes like “Kudos—an NBFC.”



Data Year-(2023-2024)