

SUCCESS STORIES OF STARTUPS

Under RKVY RAFTAAR Scheme

BlueTickMark Communications LLP

Founder: Gaurav Harihar Dikshit

Focus Area: Agriculture Extension & Education

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Location: Haryana

Year of Startup Incorporation: 2020

Incubated in: 2020-21 at IARI



Indian farmers face significant challenges due to the lack of accessible agricultural content and advisory services, hindering their ability to make informed decisions and optimize their agricultural practices, ultimately affecting productivity and livelihoods.

The startup is offering a service called “Radio Pitaara,” which is making Agri content and Agri advisory accessible to farmers on a simple missed call. The service is available 24x7 in multiple languages for rural audiences.

The mobile radio platform, exclusively for farmers, gives relevant content access. The startup also collaborates with agri-input companies for ATL promotion, planning, activation, and engagement-driven activity in rural areas.



* as provided by the startup [Data Year 2023-2024]