

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Rural Agricultural Development Technology and Research

Founders: Joice Mathew & Nija Abraham & Nija Abraham

Focus Area: Supply Chain & Agriculture Logistics

Website: <https://jackfruitworld.com>

Email: joice@radtar.com

Location: Pathanamthitta, Kerala, India

Year of Startup Incorporation: 2020



PROBLEM STATEMENT:

- India is the largest producer of jackfruit and wasting 70% of the total produce.
- Jackfruitworld is converting waste to increase farmer income and explore possibilities.
- The major challenges of these industries are variety, off-season availability, lack of education and market linkage.

SOLUTION OFFERED:

- Jackfruitworld: Pioneering tech platform uniting diverse industry stakeholders including farmers, producers, traders, experts, and markets.
- Leveraging advanced technology and innovation, The startup address wastage, enhance quality, and unlock the latent export potential of the Jackfruit industry.
- Our organized operations and utilization of Industry 4.0 technologies such as AI, ML, Blockchain, IoT, and Big Data analytics empower farmers, leading to increased income, job creation, and robust rural development.

PRODUCT USP:

- The first technology platform connecting farmers, producers, and buyers to each other and market.
- Aggregator platform organizing the unorganized Jackfruit industry using technologies.
- Providing predictive analysis and valuable information, which can reduce wastage and increase profitability.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- Jackfruit is widely available in households where it grows.
- Jackfruitworld helps farmers earn more income and reduce post-harvest losses, increasing the quality of farming and job opportunities.
- Jackfruit is climate resilient and carbon neutral, making it suitable for environmental sustainability.



* 1700+
downloads



* 20+ FPCs/Business
Partners



* 7k - 8k
Farmers



* Working in
4 states

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