

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Caliche Inventions Private Limited

Founders: Ankit Kumar & Amit Priyadarshan

Focus Area: Supply Chain & Agriculture Logistics

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

Email: researchteam@calicheglobal.com

Location: North Guwahati, Assam, India

Year of Startup Incorporation: 2019



PROBLEM STATEMENT:

- Lack of a centralized platform connecting unorganized agricultural workers with farmers, resulting in difficulties for workers to find suitable jobs.
- The inadequate connection leading to unemployment, labour scarcity, and a lack of opportunities for labours to find suitable farming jobs in different regions.

SOLUTION OFFERED:

- Our innovation is a centralized database and mobile application that connects unorganized agricultural labourers with farmers, facilitating job matching and addressing labour scarcity in the agricultural sector.
- Agri-Recruiter is a database and mobile application that connects unorganized agricultural workers with farmers.
- It allows workers to register and upload their details, while farmers can access the database to find suitable labour.

PRODUCT USP:

- Centralized database connecting farmers and agricultural labourers.
- Integration of speech recognition technology to overcome digital literacy barriers.
- Combination of subscription and freemium revenue model for sustainable growth
- The solution leverages speech recognition technology for reaching every farmer.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- Our solution connects workers with jobs, reducing unemployment and poverty.
- It boosts agricultural productivity, improves livelihoods, and contributes to rural development.
- It promotes sustainable farming and resource utilization, reducing labour migration for a positive ecological impact.



* Prototype developed



* National & State validated



* Tested with 50+ farmers

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