

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Fawdastar Agrisolutions Private Limited

Founders: Rajkumar Pundir & Ajay Singh Pundir

Focus Area: Agriculture Extension & Education

Website: <https://fawda.in/>

Email: founders@fawda.in

Location: Saharanpur, Uttar Pradesh, India

Year of Startup Incorporation: 2022



PROBLEM STATEMENT:

- The farmers' agri-support market is unorganized.
- Non-availability of agri-machines and agri-labour due to low reach.
- This results in a loss of productivity due to poor timeliness.
- Labour and Machinery owners get less employment and irregular payments.

SOLUTION OFFERED:

- FAWDA is an android app designed to seamlessly connect and aggregate farmers, agri-machinery owners, and agri-labours.
- Ensure timeliness of farming activities for farmers with convenience and wide reach to book jobs for all.
- More jobs and timely payments, and hence fostering financial security for agri-service providers.
- The solution is to consolidate the market with technology to connect all stakeholders; farmers, agri-labours, and agri-machinery owners, on a mobile application.

PRODUCT USP:

- Single app for farmer to book either labour or machinery or both, based on urgency and budget, much in advance of critical farm timelines.
- More jobs and increase income by 20-25%
- 100+ download on play store with 3+ rating
- Ensure digital payment and price standardization

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- FAWDA's endeavors is to digitalize farmers and agri-labours work, so they can conveniently and efficiently connect and book jobs.
- Farmers is assured of timely availability of labour and/or machinery. Agri-labours and Agri-machine owners get more and regular job opportunities, and hence higher income.



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