

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Axom Farm Machinery Pvt. Ltd.

Founder: Swakshar Chakravarty

Focus Area: Farm Mechanization

Email: swakshar@hotmail.com

Foundation Year: 2019

Location: Assam



PROBLEM STATEMENT

Lack of access to specialized multifunctional farm machinery to farmers.

SOLUTION OFFERED

Developed multifunctional farm machineries such as tiller cum weeder and thresher to increase the efficiency of farm operations. These multifunctional farm machineries customize, designed and developed to support various stages of cultivation by small and marginal farmers.

PRODUCT USP

- Customized dimensions and functionality for small and marginal farmers
- Price-points are 30 – 40% less than similar products in the market
- Multi-channel GTM, with special focus on training and product adaptation

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Improve the livelihoods of small-scale farmers by reducing the physical labor required for farming, allowing them to invest their time and effort in other productive activities. These machines can enhance agricultural productivity and reduce post-harvest losses, leading to increased farm income and improved food security. By promoting more efficient and sustainable farming practices these machines can contribute to soil conservation and decreased environmental degradation, ultimately leading to a more environmentally friendly agriculture sector.



* 10 Field Test Trails



* 20+ Units Sold



* 200+ Farmers Benefitted



* 20+ Paid Customers

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