

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Jayalaxmi Agrotech Private Limited

Founder: Anand Babu Chitavadigi

Focus Area: Precision Agriculture Including Applications of Sensors, Wsn, ICT, Artificial Intelligence, IoT & Drone

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Foundation Year: 2016

Location: Karnataka



PROBLEM STATEMENT

Vital agricultural information is not easily disseminated to Indian farmers. There is information gap on agricultural, horticulture and animal husbandry practices, govt schemes etc. along with language barrier. Young farmers are losing interest in farming and migrating to urban areas.

SOLUTION OFFERED

ICT platform for crop specific agri-information dissemination. The product has crop specifics which are catered in regional languages. It targets agricultural crops, horticultural crops and animal husbandry. The suite of crop specific apps can be loaded on innovative “Smart Agri pole” device and the farmers who have smart-phone can download crop related apps his device.

PRODUCT USP

- App with audio and visuals interface
- Suite of 25+ crop specific mobile applications
- Available in 3 Indian regional languages

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The social impact includes empowering farmers with knowledge, potentially reducing reliance on middlemen, and fostering community development. Economically, it can lead to increased yields, better market access, and enhanced income for farmers. Environmentally, it may promote sustainable farming practices, resource efficiency, and biodiversity conservation, contributing to overall ecological resilience.



*500K Farmer
Benefitted



*300K+
Downloads



*1 Android
Application



*Presence
in 4 India

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