

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Zigmo Agro Private Limited

Founder: Abhay Kumar Verma

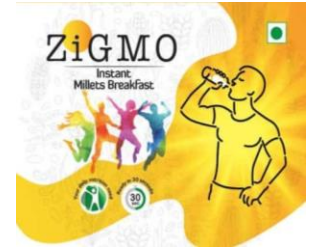
Focus Area: Post-Harvest, Food Technology & Value Addition

Website: <https://zigmo.co/>

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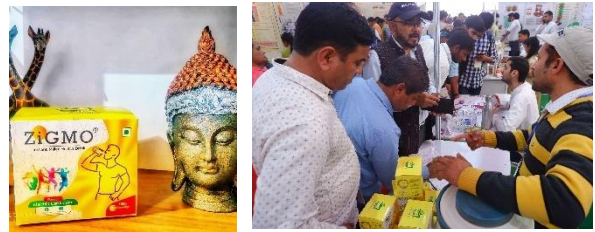
Foundation Year: 2019

Location: Delhi NCR



PROBLEM STATEMENT

In India, the declining consumption of millets, lack of support for millet farmers, and limited awareness about their nutritional benefits constitute a critical challenge.



SOLUTION OFFERED

Zigmo makes minute-made, packed millet food product. It aims to be broadly in the FMCG sector. It prepares a millet based drink with natural flavourings. A single serving fulfills daily nutritional requirements of the body.

PRODUCT USP

- Prepared from 6 different millets (Ragi, Kodo, Bajra, etc.)
- Single pack contains 27 grams of
- Procuring from small & marginal farmers via contract farming

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Zigmo's use of contract farming with small and marginal farmers promotes economic inclusion and supports rural livelihoods. Convenient and nutritious food option contributes to improving dietary diversity and potentially reducing healthcare costs associated with malnutrition. Utilizing millets in its product reduces pressure on water resources compared to traditional crops thus promoting water conservation and sustainable agriculture.



* 5K+ Farmer
Benefitted



* 1000+ Paid
Customers



* 05+ Products
in market



* Pan India
Presence

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