

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Laymen Agro Ventures Pvt Ltd

**Founder:** Selvakumar Varadharajan

**Focus Area:** Supply Chain & Agriculture Logistics

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**Foundation Year:** 2016

**Location:** Tamil Nadu



### PROBLEM STATEMENT

The challenge lies in supply chain between rural farmers and urban consumers. Inequal gap & infrastructure to empower rural youth.

### SOLUTION OFFERED

An Agtech startup that connects the farmers and urban consumers through the empowerment of rural youth. Source agri-commodities directly from farmers and returning them with deserving return.



### PRODUCT USP

- Commodities & milk procurement from farmers
- Pure products delivered on-time
- Without any preservatives / adulterations



### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Empowering rural youth by providing them with employment opportunities with a sense of pride and ownership. Strengthening local economies by facilitating direct transactions between farmers and consumers, cutting out middlemen and ensuring fair prices for both parties. Reducing carbon footprint by minimizing transportation distances and promoting sustainable agricultural practices, thus contributing to environmental conservation.

 \*5K+ Farmer Benefitted

 \*10K+ Paid Customers

 \*10+ Products in market

 \*03+ State Presence

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