

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Agriyoda Innovations Pvt. Ltd.

Founder: Sonia Sharma

Focus Area: Supply Chain & Agriculture Logistics

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Foundation Year: 2020

Location: Haryana

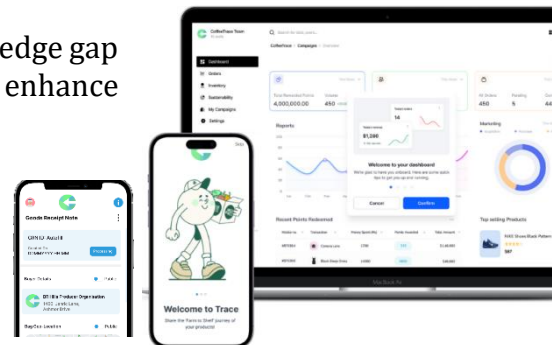


PROBLEM STATEMENT

Existing supply chain design, information, skills and knowledge gap does not enable FPOs to serve international markets and enhance own brand identity.

SOLUTION OFFERED

The startup build 'SaaS' solutions for transparent agro commodity supply chains. The solution helps FPOs to manage international trade, showcase 'responsible farming' and offer leaner supply chains to buyers.



PRODUCT USP

- Satellite Imagery and Stress Analytics
- Carbon footprint & Traceability
- Global supply chain management

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

It will have a social impact by empowering Farmer Producer Organizations (FPOs) to participate in international trade, promoting fair practices and transparency. Economically, it will streamline supply chains, reduce costs, and enhance market access for farmers. Environmentally, it will monitor and reduce carbon footprints, ensuring sustainable and responsible farming practices..



*200+ farmers benefitted.



*06 Products in market



*100+ Paid Customers



* Presence Pan India

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