

Agrowave: Transforming Agri Supply Chain

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Agrowave is transforming the agricultural supply chain. The vast majority of Indian farmers are tiny and marginal. They face several hurdles in moving products from farm to market. Among the difficulties they confront include exploitation by dealers and intermediaries, as well as a lack of knowledge on the pricing of produce in various marketplaces. The requirement of overcoming the aforementioned obstacles has given birth to an innovation known as the Agrowave. This Agritech firm enabled farmers to bypass intermediaries and sell their products directly from the farm at fair and remunerative pricing.



Journey of Agrowave Founder: AnuMeena

AnuMeena is from the little village of Manoli, 318 km from Rajasthan, and comes from an agricultural family. She attended Manoli in Hindi medium and graduated from IIT Delhi in 2016. She used to walk 5 km to school and is the first person from her community to achieve the top grades in 10th grade as well as the first to pass the IIT admission exam. She worked for a short time after graduating in an American startup.

AnuMeena grew up watching her grandfather who was a farmer facing challenges in selling produce, taking produce to mandi or market, dealing with traders and middlemen, storing, packaging, and grading.



She launched the agritech company Agrowave in 2017 to solve these concerns. The farm-to-market business concept allows farmers to sell their products directly from the farm gate using mobile pickup stations. Farmers may use an app to choose the mandi, the time of collection, the buyers or dealers, and the quantity of fruit they want to sell. Anu had to borrow money from a few friends and seniors to start a business, but she eventually got start-up capital.

About Agrowave

Agrowave is a firm that was founded with the goal of optimizing the agriculture supply chain via the use of technology, analytics, and research. It provides agricultural services in order to establish a supply-driven farm-to-market supply chain. Farmers may sell their products directly from the farm gate thanks to mobile pickup stations based on the farm-to-market business concept. In addition to offering first-mile logistics at the farm gate through its technologically advanced mobile pickup stations, the company also provides customized sorting, grading, and packing services to ensure quality and logistic support. Farmers may now sell their commodities from their farm gates in a few of clicks. Aside from

these, farmers may use an app to select the mandi, the time of collection, the purchasers or dealers, and other options.

Founder	AnuMeena
Founded in	2017
Head Quarters	Gurgaon, India
Legal name	DagrowaveagsciencePvt ltd.
Sector	AgriTech
Funding stage	Seed
Competitors	Ninjacart, Crofarm
Networth	57.4 Cr (Tracxn reports)

Agrowave Funding & Valuation

- According to Crunch base business news reports, Agrowave has raised funding of \$2.6 Million.
- According to Tracxn reports, the valuation of Agrowave as on January 2022 is \$7.72 M.

Agrowave Business Model

Agrowave is building the Farm to Market Mobility Supply Chain by deploying a network of smart-routed Mobile Pickup Stations (MPS) at farm gates. Agrowave, an app, allows farmers to sell their produce immediately at their farm gates. Farmers may use the platform to compare real-time prices and choose the best market or dealer, preserving transparency by eliminating intermediaries and saving time and money on transportation.

Connected With 5,000+ Farmers

(Across Rajasthan, Haryana, Madhya Pradesh, Punjab And Maharashtra)



More than **5,000 farmers** in Rajasthan, Haryana, Madhya Pradesh, Punjab, and Maharashtra relate to Agrowave which sends pick-up vans and transports the product to the mandi the farmer has chosen. The farmer pays ₹ 50 for each transaction and the dealer is charged a 2 percent fee. These are some services offered by Agrowave.

1- AgrowaveKisaan App

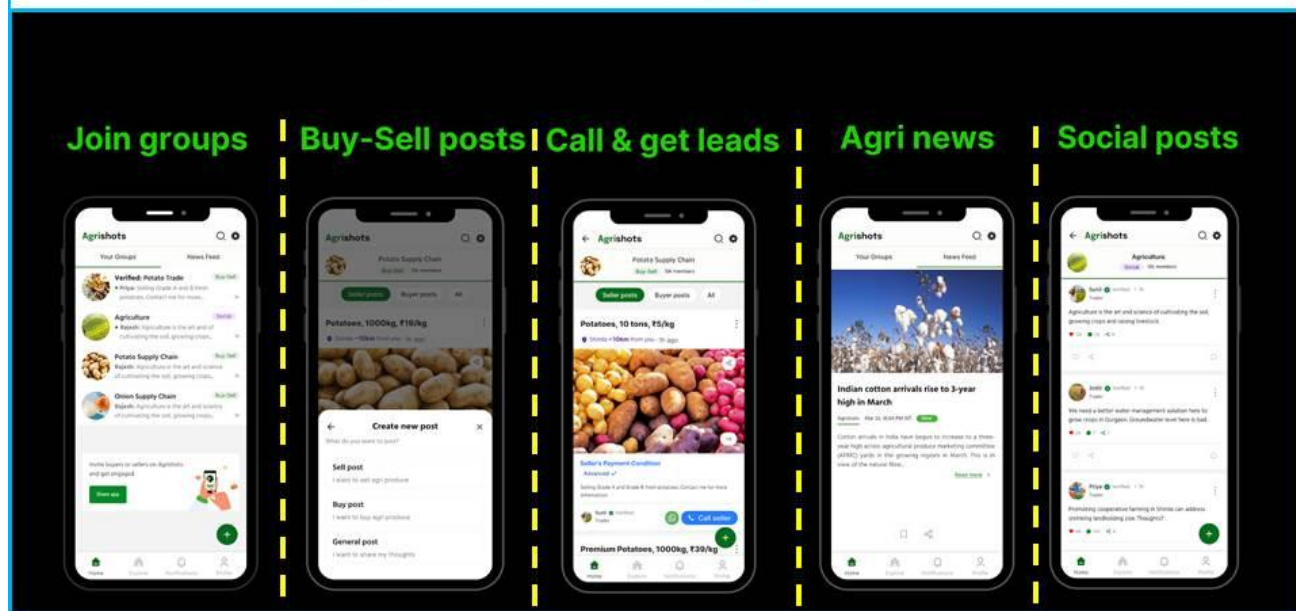
AgrowaveKisaan is a mobile-based platform that allows farmers to sell fruits and vegetables online by selecting a trader of the farmer's choice and based on prices in different marketplaces where items are obtained by cars from the farm itself.



2- Agrishots App

Agrishots is a platform for B2B agricultural commodity transactions between buyers and sellers. Verified buyer and seller groups may post information on supply and demand for their commodities, such as price, location, payment method, quantity, and quality. From payment to logistics, the platform provides comprehensive help. Buyers and sellers may rank and review each other to develop trustworthiness. It also provides Agri News in a nutshell.

Agrishots App Feature



Awards & Felicitations

- ✚ She received the “**Global Gandhi Award**” in 2019.
- ✚ She has been named in the **Forbes 30 under 30 Asia** list,
- ✚ The Minister of Social Justice & Empowerment was honored for her public service.
- ✚ She has spoken at events including TEDx and Wired Next Generation Japan.

Conclusion:

The inefficient marketing system in which farmers are exploited by middlemen is a bane to Indian agriculture, and an immediate solution is required. As part of an agricultural family, innovative thinking resulted in the establishment of the Agrowave, which was a boon to farmers. This can result in the development of a marketing system that allows farmers to have a fair and remunerative pricing system, and several other such innovations are required.