

How Sabjikothi is helping Farmers to Save Their Money?

Mo Naushad¹ and Nivedita Prasad²

¹M.Sc. Scholar, Department of Agronomy, United University, Jhalwa, Prayagraj (U.P.)

²Assistant Professor, Faculty of Agriculture & Allied Sciences, United University, Jhalwa, Prayagraj (U.P.)

ARTICLE ID: 40

A SABJIKOTHI is a sort of storage cart with a variety of characteristics that helps small farmers store fruits and vegetables and extends their shelf life from three to thirty days. It is a creation of the agri-tech firm SAPTKRISHI.

Unfortunately, they were unable to secure investment despite the fact that this concept was also well-liked on Shark Tank India. In India, the number of agri-tech firms has increased recently, with many of them concentrating on the sabzi (vegetable) industry. A platform called SAPTKRISHI links farmers and customers directly. The influence of SABJIKOTHI in India and how they are transforming Indian agriculture will be discussed in this article.



About the SABJIKOTHI

Founders	Nikky Kumar Jha and Rashmi Jha
Founded in	2019
Headquarter	Bhagalpur, Bihar, India
Start-up	SAPTKRISHI
Sector	Agri-tech
Funding	Seed funded
Cost	Low, affordable

What is SABJIKOTHI ?

It is a product that is used to store different agricultural products. Only the quantity of harvested crops that is necessary for consumers and in accordance with market demand is sold after harvest. All other crops lack adequate storage facilities, and post-harvest losses are quite substantial (about 30%). Farmers are unable to safeguard their crops from harm, and not all farmers have access to cold storage. Therefore, a farmer can purchase SABJIKOTHI, which offers a variety of characteristics and protects the crops from harm at reasonable prices (₹ 10,000 for up to 500kg), to solve these issues.

Features of SABJIKOTHI

- ✚ It cleans energy
- ✚ Reduces carbon emission
- ✚ It has zero maintenance
- ✚ It is free of chemicals
- ✚ It saves energy as it works on solar power
- ✚ It is environmental friendly

How SABJIKOTHI works

- ✚ It is an IoT- enabled storage device.
- ✚ It requires 10 watts of electricity (on or off the grid) and a liter of water daily.
- ✚ Its controlled microclimate created inside the insulated chamber inhibits pathogen growth, delays browning and ripening, inhibits ethylene biosynthesis which is responsible for perishability, oxidizes ethylene into small molecules, and regulates the activity of antioxidant enzymes.

- ✚ It can save farmers 30% of their horticultural crops that goes to waste due to insufficient storage facility.
- ✚ Other storage devices require high energy to store crops but this product requires only 10 watts a day, it operates on a small lead acid battery



Various ways of using this product

This product is available in different storage capacities. They can store up to 200kg, 500kg, and 1000 kg. This can be used in various forms, they are:

Features	Sabjikothi	Sabjikothi cart	Sabjikothi e-cart
Storage capacity	200kg	200kg	400kg
Display	–	yes	yes
Energy	Solar powered	Solar powered	–
Lock mechanism	–	yes	yes
cost	low	low	Approx. 10,000
Insulation	–	yes	yes
Battery backup	–	Up-to 2 days	80km/charge



Sabjikothi Founders

An agri-tech firm called SAPTKRISHI is run by Nikky Kumar Jha and his younger sister RashmiJha. It was incubated at IIT Kanpur. A founding member of Saptkrishi (sabjikothi), Nikky Kumar Jha. He hails from Bihar's Bhagalpur. He is an environmentalist and electrical and electronics engineer.

Sabjikothi Net Worth

The valuation of Sabjikothi startup is around 24 crore.

Conclusion

In India, crops are cultivated in large quantities as the requirement is high. But the main problem is storage. Farmers can't afford cold storage units as their prices are high. SABJIKOTHI is a type of storage that is affordable and easy to use too. And it will help small marginal farmers to protect their crops from damage and also reduce post-harvest losses.

