

This startup helps farmers know what is good for them



Amit Sharma, a representative of Startup India team, during an interaction in Hubballi on Monday | EXPRESS

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WHILE farmers from across the country are worried about not getting good prices for their produces, a startup in Hubballi is doing its bit to solve farmers' woes.

In the last one year, it has reached out to hundreds of farmers in North Karnataka.

'Freshboxx' helps farmers know about agricultural schemes, market prices, cultivation techniques, weather conditions, selling points for their pro-

duces and batter crops to grow.

Rohan Kulkarni, founder of the startup, said the app has helped in making 1,200 farmers from North Karnataka self-reliant. He said the middlemen problems in APMCs has reduced after the farmers started getting ideas on market prices on their hands. The mobile application can be downloaded easily and a good number of farmers are already using it, he said.

"More than 10,000 farmers have utilised the services through this application so far. The team works with farmers and ask them to grow something which are in demand and can get them good money. For instance, we are encouraging farmers to grow grains, fruits and millets, which are in demand. We also provide farmers market for their produces and connect them with super-

markets in the cities," Kulkarni explained.

On Monday, Freshboxx was one among the 15 startups from N-K selected for Startup Indian Yatra finale. Another startup from Belagavi has also been selected for the final event.

Speaking on the occasion, Amit Sharma, representative of Startup India team, gave details of Central and state governments programmes meant for entrepreneurs. More than 60 companies based in North Karnataka attended the event and submitted their ideas.

CM Patil, CEO of Sandbox Startups, said the Deshpande Foundation has been extending benefits to entrepreneurs. "If ideas are good, the startups will get certified by the Department of Industrial Policy and Promotion. This will help them avail loans from the nationalised banks," he added.

