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Subjee Cooler to help improve FPOs' market access

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Last Mile

PCM

Electric/ Solar/ Blend

**Marginal
Farmer**

**Collection
Centre**

Subjee Cooler

First Mile



Subjee Cooler needs @ 20 lts/day only.



Impact on Shelf Life

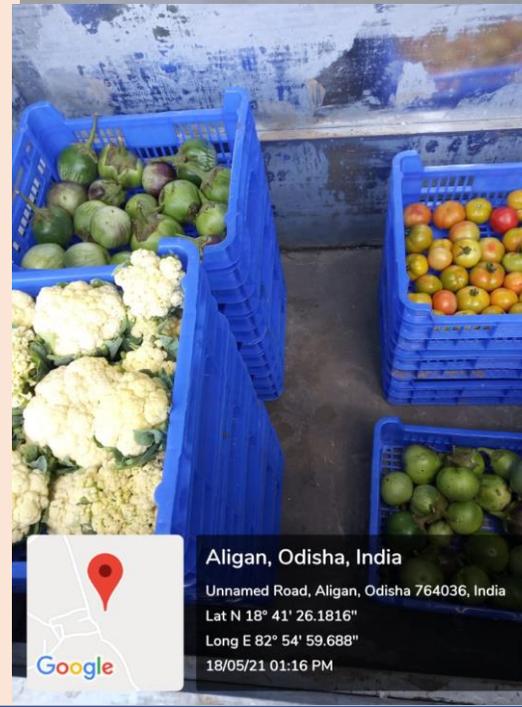
Leafy Vegetable

- 2 Days excellent Life



Fruit Veg.

- 5 - 6 Days excellent Life



Fruits

- Natural Ripening Chamber



Aligan, Odisha, India

Unnamed Road, Aligan, Odisha 764036, India

Lat N 18° 41' 26.1816"

Long E 82° 54' 59.688"

18/05/21 01:16 PM



Haritha Mitra FPC led Organic Vegetable & Fruit store, Eluru town, Andhra Pradesh



Marketing support to small farmers/ Vendors in Farmers' market, Kulithalai taluka, Tamil Nadu



Innovating for social good: 10 startups that made 2020 better

By Anju Ann Mathew | December 23, 2020



In 2020, these social startups channelled their learnings and expertise towards leaving an impact on society, as well as the environment.

India is Climbing the Global Innovation Index Thanks to Unique Innovations Like These

अल्पभूधारक शेतकऱ्यांच्या आर्थिक उन्नतीसाठी शिवारात 'सब्जी कुलर'

भाजीपाला उत्पादनासाठी रुकार्ट स्टार्टअपचा अल्पभूधारकांसाठी प्रयोग
रामदास काटकर । सोलापूर

सावळेश्वर येथील अल्पभूधारक शेतकरी बापू गावडे यांच्या शेतात किराफतशीर असा सब्जी कुलर कार्यान्वित केला आहे. आयआयटीच्या माजी विद्यार्थ्यांनी मे २०१९ मध्ये रुकार्ट या स्टार्टअपची स्थापना केली. शेतकऱ्यांची गरज व अर्थिक सक्षमीकरणासाठी सब्जी कुलरची निर्मिती केली आहे. रुकार्टचे संस्थापक व सीईओ विकास कुमार झा, सहसंस्थापक शरयू कुलकर्णी व गुगवंत नेहेरे हे स्वयंसेवक प्रयोग राबवत आहेत. ग्रामीण भागातील महिलांना आर्थिकदृष्ट्या सक्षम बनवणे, शाश्वत सामुदायिक विकासाला चालना देणे, पृथिवीने व अल्पभूधारक शेतकऱ्यांच्या कुटुंबातील महिलांना या तंत्रज्ञानविषयक उत्कृष्ट सहभागी करण्याचा प्रयत्न करित आहेत. अल्पभूधारकांना शेतगुहाची सहज उपलब्धता होत नाही. फळे व भाजीपाला अशा नाशवंत पिकांच्या साठवणुकीचा प्रश्न चिनेच आहे. शेतातील माल शेतात किंवा घरातील अंगणात साठवून ठेवण्यासाठी रुकार्ट टेक्नॉलॉजीने सब्जी कुलरची निर्मिती केली. कुपिकन्या वर्षा गावडे या भाजीपाला उत्पादक संघाच्या सदस्या आहेत.



सावळेश्वर येथील अल्पभूधारक शेतकरी बापू गावडे यांच्या शेतात

MUMBAI NEWS

Respite for farmers: A brick-and-mortar storage for vegetables designed by IIT-B alumnus

It's a humble, brick-and-mortar storage facility, with a covering on top, but this simple device, designed by a graduate of the Indian Institute of Technology Bombay

Jha said farmers with Subjee Coolers are able to charge prices that are 20–30% higher than others. "Earlier a farmer would harvest vegetables only once in a week, the day before the weekly market. Now an adopter [farmer with Subjee Cooler] harvests the vegetable thrice a week and stores their produce. While our adopters are selling their produce to middlemen as well as consumers at the weekly market directly, non-adopters are selling their produce only to middlemen," he said.

सब्जी कूलर ने बदली किसानों की जिंदगी, किराफायती कोल्ड स्टोरेज में कई दिनों तक नहीं खराब होती सब्जियां

The team's Subjee Coolers preserved produce during lockdown, and portal allowed direct-to-customer sale

This agritech startup helps farmers store produce and sell at a better price

By Anju Ann Mathew | July 2, 2020



The Subjee Cooler, designed by Thane-based RuKart Technologies, helps farmers store unsold farm produce for four to six days, sell at higher prices, and make a profit.

Sabji Cooler paves a path of prosperity in Odisha's Bhatipada village

IIT Grad's Low-Cost Innovation Helps Farmers in Lockdown Earn 30% More!

