

Swadha Agri, a Rural Women-Led Dairy Tech Innovator, Showcases Franchise and SaaS Solutions at World Food India 2024

Automate Dairy business with Swadha Agri cow to consumer full stack end to end technology solution



Palamau, Jharkhand Sep 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - Swadha Agri, a **women-led, rural-based dairy tech startup**, will present its **franchise model** and **SaaS-based Full Stack Digital Solution** at **World Food India 2024** in Bharat Mandapam, New Delhi. Supported by key **incubators** and **industry leaders**, Swadha is poised to transform dairy operations in **Tier 2 and Tier 3 cities** by empowering small farmers and entrepreneurs through a **scalable, tech-driven business model**.

Founded in **Palamu, Jharkhand**, Swadha Agri has bridged rural dairy farmers with urban markets, delivering over **5 lakh orders** and maintaining a **97% customer retention rate**. The company's innovative franchise model, recognized through multiple accolades, offers entrepreneurs an opportunity to replicate this success in underserved regions.

What Sets Swadha Agri Apart:

- **Women-Led, Rural Success:** Built to empower women farmers through direct payments, transparent operations, and a sustainable business model.
- **Franchise Opportunity:** A **turnkey model** designed for rapid replication, offering franchisees operational support, exclusive territories, and access to Swadha's growing customer base.
- **SaaS Full Stack Solution:** Automates the dairy supply chain, providing real-time tracking, quality control, and seamless delivery management from farm to consumer.
- **Sustainability:** Swadha is committed to **eco-friendly practices**, including the use of glass packaging and electric vehicles.

Expert Guidance and Incubation:

Swadha Agri's growth has been guided by **Dr. Anita Tripathy Lal of FORE School of Management** and **Mr. Prashant Sharma of Voeden**, who have been involved since the company's inception. Additionally, Swadha has benefited from incubation and support from:

- **NASSCOM Startups**
- **IIM Lucknow Incubator**
- **IIM Bangalore NSRCEL's Goldman Sachs 10000 Small Businesses Program**

Recognitions:

Swadha Agri has been recognized as:

- **Top 10 Finalists** at the **National Agrilnnovate Hackathon 2024**
- **Winner** of the **STPI Chunauti 7.0 Challenge**
- **Winner** of the **STPI NXT Octane OCP 5.0 Award**
- Featured as part of **Frugal Innovation** by **Imperial College of London**.

Quote from Neha Bharti, CEO of Swadha Agri:

Neha Bharti, the CEO of Swadha Agri, says, "Swadha Agri was created to bring transparency, fairness, and empowerment to rural farmers, especially women. Our franchise and SaaS models are designed to scale this success in Tier 2 and Tier 3 cities, transforming the dairy supply chain. We are excited to showcase this at World Food India 2024."

Visit Swadha in New Delhi:

Visit Swadha Agri at World Food India 2024 to explore franchise opportunities and discover how our **technology-driven** solutions are transforming the dairy industry. Entrepreneurs, investors, and partners are encouraged to **schedule meetings** to explore collaboration.

For more information, visit: www.SwadhaAgri.com

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