

Gaavwasi Store: A Village Startup Bringing Natural Products to Urban India

Founded by Ashish Gupta in 2020, Gaavwasi Store connects rural Indian farmers and local producers with health-conscious consumers through an online platform offering pure, unpolished food products.



Varanasi, Uttar Pradesh Jun 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - In the heart of Khemaipur village in Mirzapur district, a new wave of rural entrepreneurship is growing strong. What began as a modest

village store in 1990 by the late Shri Lal Ji Gupta has now evolved into a digital platform that delivers purity and authenticity to doorsteps across India.

His son, Ashish Gupta, founded Gaavwasi Store in 2020 — an online initiative aimed at bridging the gap between rural producers and urban consumers. Gaavwasi Store specializes in unpolished, chemical-free food products sourced directly from villages, including rice, pulses (dal), mustard oil, chickpeas, turmeric, and a variety of desi spices.

“My mission is to preserve the authenticity of Indian villages and make clean, natural food accessible to every household,” says Ashish Gupta.

The platform partners with local farmers, small-scale processors, and home-based producers, ensuring that the products remain untouched by artificial polishing, preservatives, or industrial chemicals.

Gaavwasi Store not only offers healthier food options, but also uplifts the rural economy by empowering farmers and creating awareness about ethical, sustainable consumption. The brand is steadily becoming a trusted name among consumers who are looking for honest, farm-to-home food alternatives.

From a small store in Khemaipur to an e-commerce brand shipping across India, Ashish Gupta's journey is an inspiration for new-age rural entrepreneurs who aim to blend tradition with technology.

For more information, visit: www.gaavwasistore.in



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