

URJA-SETU

A Digital initiative for rural energy transition



URJA-SETU is the biomass supply chain for India's industrial clean heat.

We run 500-ton mini-hubs. We earn ₹800–₹3,000/ton from aggregation + processing + logistics.



Why Now: Policy + Capacity + Payments Open

We solve the real bottleneck: no structured supply chain between farmers and industries. Policy creates recurring demand, but buyers need monthly reliability and traceable sourcing. URJA-SETU connects farmers directly with energy demand using cluster-based collection and logistics optimization, then locks contracts before unorganized traders and under-supplied pellet plants organize.

● 2023

We map residue reality: 500,000,000 tons/year exists, but supply breaks on fodder use and collection cost.

● 2024

We ride structural demand: 5–7% co-firing mandates; 500 MW needs 90,000–120,000 tons/year pellets.

● 2025

We scale trust rails: UPI + smartphones enable <24-hour farmer payouts and faster cluster onboarding.

500M+ tons wasted—why?

Ravi finishes harvest and watches residue pile up. You still can't buy clean, steady biomass when plants need it.

- 500M+ tons of agri residue is generated annually, yet you see burning or waste...
- 5–7% biomass co-firing mandate creates demand, but you still can't contract...
- ₹900–₹1,600/ton last-mile collection + loading + short-haul transport hits you...

If this stays unsolved, 500M+ tons keeps getting burned or wasted, and the 5–7% co-firing mandate remains hard to meet.

Our Vision



Vision 01

Build a rural energy transition platform that increases employment, creates new revenue channels, and converts agricultural residue into organized economic value.

Vision 02

Enable a stronger rural economy that contributes meaningfully to the Viksit Bharat 2047 vision.

Why Turn crop waste Matters

Ravi finishes harvest and watches residue pile up. URJA-SETU builds the missing supply chain—farmer aggregation → 500-ton mini hubs → optimized logistics → pellet production → direct industrial supply. You get predictable dispatches and quality checks, while farmers ea...

01

Pay farmers, lock supply

2–3 tons/acre residue becomes income. We aggregate hundreds of farmers, pay ₹1,500–₹2,000/ton, and schedule pickups via field team + lightweight app—reducing burn risk and middlemen leakage.

02

500-ton hubs, year-round

500-ton mini hubs store biomass through seasonal gaps. Moisture/quality checks happen at hub and plant, enabling predictable dispatch schedules and procurement-aligned invoicing on 15–30 day terms.

03

Optimize logistics, earn margin

Transport costs ₹800–₹1,200/ton with route optimization. 1 ton biomass → 0.9 ton pellets, sold at ₹7,000–₹8,500/ton. With ₹3,800–₹4,000 total cost, margin is ₹2,500–₹3,000/ton.

Why Turn stubble into Matters

Ravi finishes harvest and sees 2–3 tons/acre residue piling up. URJA-SETU aggregates it from hundreds of farmers, pays ₹1,500–₹2,000/ton, and stores it in 500-ton mini hubs for year-round supply. From hubs, we move biomass at ₹800–₹1,200/ton to pellet plants, converting 1 ton biomass into 0.9 tons pellets sold at ₹7,000–₹8,500/ton.

Direct farmer payouts

₹1,500–₹2,000/ton paid, replacing burn with predictable cash.

500-ton mini hubs

500-ton storage smooths seasonality and keeps dispatches consistent.

Logistics optimization

₹800–₹1,200/ton transport planned from hub to pellet plant.

URJA-SETU controls aggregation → storage → logistics → pellets, earning ₹2,500–₹3,000 margin per ton.

TECHNOLOGY

Why Cluster-Hub Biomass Supply Matters

We built a decentralized aggregation network that links farmers to industrial demand. We run 500-ton mini hubs, optimize pickup routes, and standardize quality at source. We convert 1.0 ton biomass into 0.9 ton pellets and dispatch on buyer schedules.

- 1 500-ton hub buffering** — We store 500 tons per hub to smooth seasonality and hit contracted dispatch windows.
- 2 Cluster route optimizer** — We cut ₹800–₹1,200/ton transport using cluster density and route planning.
- 3 Quality + traceability** — We log moisture, contamination, and bale specs at hub and plant checkpoints.
- 4 End-to-end chain control** — We manage aggregation→storage→logistics→pelletization→delivery, earning ₹2,500–₹3,000/ton margin.

We lock supply with direct farmer payouts of ₹1,500–₹2,000/ton and defend with hub density + operating data.



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NATIONAL RURAL MISSION PLATFORM

URJA-SETU – Urja rachna jan samriddhi abhiyan

Connecting Farmers to Energy Industry.

Helping farmers earn from crop residue while powering India's clean energy future.

Register as Farmer

Become URJA-SETU Saathi

Industrial Buyer Login

Mobile-first for farmers

Designed for slow internet

Role-based command workflows

MISSION DASHBOARD

Field to Fuel Supply Chain

Pickup clusters live

18

Buyer demand matched

74%

Farmer pickup requests

312 active

Industrial Orders

Verified district supply visibility for pellet plants and industrial boilers.

Machinery readiness

Future-ready slot for balers, loaders, tractors, and cluster transport support.

Visible outcomes from the rural biomass network

A fast-read impact dashboard built to inspire farmer trust while also giving investors and partners visible progress signals.



URJA-SETU

AGRO COMMODITY MARKETPLACE

Login

Register

Home Buy Sell My Orders Support

Track Order



Bulk lots ready

Est. \$18.6B Biomass Fuel Opportunity

We unlock India's 500M+ tons/year residue by building a structured supply chain. We convert burning and waste into contracted industrial fuel supply as co-firing and clean-heat demand scale now.

Est. \$18.6B

Total Addressable Market

Est. \$3.2B

SAM

Est. \$31M

SOM

- 5–7% co-firing mandate drives repeat monthly pellet contracts
- 500 MW plant at 5% needs 90,000–120,000 tons/year pellets
- 1,500–4,000 tons/year biomass demand per mid-size industrial boiler

Source: AI estimate (triangulated from 500M+ tons residue, collectible share, and ₹/ton pricing bands); MoP&NG/CEA...

Sources: data source — AI estimate (triangulated from 500M+ tons residue

₹2,500–₹3,000/ton Advantage

Sourcing network
(direct farmers +
clusters)

Quality
assurance (QA +
traceability)

Contract
structure
(monthly
volumes + pickup
SLAs + pricing)

Tech routing
(cluster density +
route
optimization)

Working capital
(₹/ton payouts +
inventory
buffering)

Unit economics
(₹2,500–₹3,000
margin/ton at
scale)

TRACTION

620 farmers onboarded across 18 villages



Why ₹800–₹3,000 Margin Per Matters

We capture per-ton margin across aggregation and processing. We buy residue from farmers, cluster it into 500-ton mini hubs, and deliver to pellet...



- Raw biomass: ₹2,500–₹3,000/ton — direct farmer aggregation
- Pellets/briquettes: ₹7,000–₹8,500/ton — assured industrial...
- Marketplace: Est. ₹150–₹300/ton — quality + logistics...

THE ASK

Raising ₹5 Cr Pre-Seed

₹5 Cr

Pre-Seed Raise

- 30% — Mini Hub Infrastructure: 15–16 hubs; 7,500–8,000 tons buffer
- 24% — Collection & Logistics: balers + tractors; cut cost 15–20%
- 16% — Farmer Network: Saathis + cluster managers; reach 10,000+ farmers
- 14% — Pellet Setup: secure 1 plant or tolling; ≥ 2.5 tons/hour

We raise ₹5 Cr to build 15–16 mini hubs, lock logistics, and scale onboarding. We will move from 620 farmers to 10,000+ farmers and from 1,480 tons...

Partner With URJA-SETU

We turn 500,000,000 tons of residue into reliable industrial fuel, one 500-ton hub at a time. We target ₹800–₹3K margin per ton.

Let's Talk