

# Revolutionizing Onion Storage: Inspiring Journey of a Maharashtra Women Agripreneur Tackling India's Onion Wastage Crisis

In the heart of Lasalgaon, Maharashtra, home to Asia's largest onion market, a young woman witnessed firsthand the struggles faced by farmers due to post-harvest losses. This very challenge became the seed of an idea that would later blossom into- Godaam Innovations Limited, a tech-driven venture founded by Kalyani Rajendra Shinde, committed to solving one of the most persistent issues in Indian agriculture: onion storage.

Sulakshana Baruah Updated 24 April, 2025 8:30 AM IST



Kalyani Shinde, revolutionizing agri-tech with 'Godaam Sense' — India's first IoT-based onion spoilage tracker. A true trailblazer in smart storage innovation. (Image credit: Kalyani Shinde)

Kalyani Rajendra Shinde, a computer engineer by education, was deeply influenced by the challenges her own family faced in onion farming. While pursuing her engineering degree, she began exploring ways to address the recurring issue of onion wastage due to inadequate storage. Her curiosity led her to understand that the

problem wasn't confined to her village, it was a nationwide concern affecting thousands of farmers across India.

Motivated by a desire to make a real difference, Kalyani applied to the Digital Impact Square, a TCS Foundation initiative in Nashik, where she joined as an innovator in 2018. This marked the beginning of her full-time journey into agri-innovation.

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## Beginning of Godaam Innovations

Godaam Innovations was established with the aim of bridging the technological gap in agricultural storage. At its core is a revolutionary product called Godaam Sense—India's first IoT-based [onion storage](#) solution. This smart device monitors the microclimate within onion warehouses by continuously tracking temperature and humidity, two critical factors that affect the shelf life of stored onions.

But Godaam Sense goes one step further. Its patented technology can detect gases emitted during the early stages of onion spoilage. This allows for real-time alerts to warehouse owners, enabling them to act quickly and prevent large-scale losses. This early detection, often at just 1% spoilage, can save up to 30% of produce that would otherwise go to waste.

## Tackling Traditional Mindsets with Innovation

Introducing technology in a sector that heavily relies on traditional knowledge posed a significant challenge. Most farmers relied on human senses such as smell or visible signs to identify spoilage. By the time these signs were evident, a major portion of the produce was already lost.

Kalyani and her team undertook extensive fieldwork, co-creating solutions with farmers, conducting pilot trials, and iterating their product based on real-world feedback. Through awareness programs and post-alert support, they slowly built trust and demonstrated the tangible benefits of their technology.

Another significant focus of Godaam Innovations has been to make the technology accessible and affordable. Rather than building new warehouses, the company retrofits existing traditional storage units into smart warehouses using their devices. This not only saves infrastructure costs but also ensures that farmers can continue using their familiar storage setups with enhanced efficiency.

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Kalyani Shinde leads Godaam Innovations in building data-driven storage solutions that uplift farmers, reduce waste, and strengthen the agri-supply chain. (Image credit: Kalyani Shinde)

## **Creating a Data-Driven Future for Farmers**

One of the major gaps in traditional [onion](#) storage was the lack of data. Farmers often had no accurate record of previous losses or the factors that led to them. Godaam's warehouse management platform digitizes the entire storage process, providing detailed reports on inflow, outflow, spoilage trends, and more. This empowers farmers and [FPOs](#) (Farmer Producer Organizations) with valuable insights, improving decision-making and return on investment.

## **A Call to Contextual Innovation**

Kalyani emphasizes that the true success of agri-tech solutions lies in contextualizing technology to suit the unique needs of Indian agriculture. It's not about high-end gadgets, but about simple, reliable, and relevant solutions that work on the ground.

She believes that anyone aspiring to enter the agricultural space must focus on understanding real farmer problems, rather than chasing sophisticated innovations that may not be applicable in the Indian context.

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## **Godaam Innovations: Charting the Path Ahead**

Today, Godaam Innovations works extensively with FPOs and B2B partners, helping build smarter, data-driven storage infrastructure. Their work not only improves farmer incomes but also strengthens India's agri-supply chain, reducing waste, stabilizing supply, and supporting both domestic consumption and exports.

Kalyani Shinde's journey exemplifies how personal insight, technical expertise, and a strong sense of purpose can converge to address real-world challenges. Her unwavering commitment and visionary approach are truly inspiring, as she works to transform Indian agriculture — one smart warehouse at a time.