

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Bio-Mat Innovations Pvt Ltd

Founders: Sudipta Maity & Avinhek Pahari

Focus Area: Agricultural Inputs & Biotechnology

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Location: Gunupur, Odisha, India

Year of Startup Incorporation: 2023



PROBLEM STATEMENT:

- Excessive fertilizer use can have detrimental effects on plant growth, agricultural productivity, farmer income, and the environment.
- It is also important to protect seedlings in the early stage of development through efficient bio priming and coating.
- Current technology has limitations, such as higher cost and limited delivery options for seed priming and on-demand nutrient delivery.

SOLUTION OFFERED:

- CleverCoat – An amphiphilic green coating formulation that can sense the rhizospheric parameters & deliver nutrients to plants in real-time through sustained release, maintains seed physiological performance and boost seedling growth through improved biopriming.
- Our technology uses biodegradable polymers to create a laminated bilayer for precise delivery of active ingredients helping in on demand nutrient delivery with smart biosensing.
- Broad-spectrum carrier option: Both polar and non-polar molecules can be delivered.
- It offers a wide carrier range and predictable control release mechanism for modern agriculture practices.

PRODUCT USP:

- Biodegradable amphiphilic coating material having wide range of delivery options.
- High yield, speed growth, pest protection, eco-friendly, money & time saving.
- Inexpensive biodegradable technology with no toxicity.
- Fertilizer coating Rs. 120-140/kg and Seed coating Rs. 6-12/kg which is the most competitive in market.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- The societal impact of our product lies in its low cost, biodegradable, non-toxic, and versatile formulation that can attract biofertilizer, pesticide, and chemical companies.
- It is poised to disrupt the controlled release fertilizer market with its regulated degradation, cost-effectiveness, ease of use, and safety.



* Seed coating Rs. 6 – 12/kg and
Fertilizer coating Rs. 120-140/kg



* Availability across India