

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Ela Sustainable Solutions Pvt Ltd

Founders: Shijin V S & Amal Matheu

Focus Area: Precision Agriculture Including Applications of Sensors, WSN, ICT, Artificial Intelligence, IoT & Drone

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Location: Ernakulam, Kerala, India

Year of Startup Incorporation: 2018



PROBLEM STATEMENT:

- Most of the Urban Population wants to "Grow their own food" with the help of Hydroponics systems.
- But currently available systems are just a piece of hardware and lack "Grower to System" connectivity in Hydroponics farming, a feedback mechanism, and a farming SOP.

SOLUTION OFFERED:

- "ELAconnect" is a low cost IOT based data analysis and control system where the user can control and monitor all the aspects of Hydroponics farming system.
- This cost-effective system can be incorporated with our in-house developed residential and commercial hydroponic systems.
- URBAN GROWER can simply connect to the technology via doing indoor farms, hydroponics, growing microgreens, container farming or/and polyhouse.

PRODUCT USP:

- END-END Solution – Sensor Integration, Data Analysis, Remote Farm Monitoring, Resource Optimization, Crop health & Yield prediction
- Lowest Price among competitors: Residential Unit: IoT Device – Rs 6000/- & Subscription Fees – Rs 150/- while Commercial Unit IoT Device – Rs 25000/- & Subscription Fees – 1000/-
- Developed by a company who knows "growing" rather than a Tech Company

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- The vision of the company is "GOOD FOOD FOR ALL", whether the user wants to grow their own food or to purchase good quality veggies via our buyback system.
- The implementation of ELAconnect can help to achieve the goal and helps in creating "New Generation Farmers".



*5 years in Hi-tech farming



*Completed 300+ projects



*100+ veggie subscribers



*12 field tests

* as provided by the startup [Data Year 2023-2024]