

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Navork Innovations Private Limited

Founder: Abhishek Sahgal & Samrat Mukhopadhyay

Focus Area: Post-Harvest, Food Technology & Value Addition

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Location: Southwest Delhi, India

Year of Startup Incorporation: 2017



PROBLEM STATEMENT:

- 30-40% losses in fruits and vegetables at post-harvest stage.
- Shelf life and the quality of fruits and vegetables deteriorate.
- Mushrooms, a low shelf life of less than 24 hours that impacts farmer income and retailer income heavily with over 30% wastage.

SOLUTION OFFERED:

- Navgri – A Smart Mushroom Protect is a plant-based extract that improve the shelf life, quality of fruits and vegetable.
- It increases shelf life, helping in longer shipping, better prices, reduction of postharvest losses.
- Use extract of Cinnamon, Soy and beans that help reduce the browning, oxidation, respiration and moisture loss of mushrooms.
- It improves whiteness, reduce cap opening and improve the firmness of mushrooms.

PRODUCT USP:

- 1st in world to improve shelf life of mushroom at Rs. 699.
- Smart Mushroom Protects preserves shelf life by 2.5 times and reduce 80% post-harvest loss
- Easy to use – dissolve in water and one can spray on mushroom beds – tasteless and odorless.
- Improve farm profitability by over 30% by increasing the value of crops by Rs. 15/kg.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- The product helps in reduction of post-harvest losses for Mushrooms.
- They have solution for Bananas and Pears as well.
- Reduction of losses for retailers due to extended shelf life.
- Farmers and vegetable sellers can expect better income and growth.



* Rs. 1 investment
gives Rs. 15 benefit



* 2.5 times shelf-
life increase



* 15+ customer &
500+ units sold



* Presence
in 6 states

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