

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Tholua Pratisthan Pvt Ltd

**Founders:** Trailukya Dutta & Kiron Moyee Gohain

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

**Website:** <https://www.tholua.com>

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**Location:** Dibrugarh, Assam, India

**Year of Startup Incorporation:** 2015

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LUA**



### PROBLEM STATEMENT:

- Majority of farmers in Assam are smallholder and deprived of secondary income opportunity.
- Garlic is known for its many health benefits, but many consumers are put off by its strong smell and pungent taste.
- This makes it difficult to reap the full benefits of garlic.

### SOLUTION OFFERED:

- They have innovated an ageing technology of garlic where the taste and aroma profile, as well as the nutritional value of the garlic, are enhanced by many folds making it widely acceptable and palatable.
- Enhancement of bio-active compound of garlic by controlled ageing technology (Black Garlic) by involving the needy farmers in the value chain.
- Generate secondary income opportunity.

### PRODUCT USP:

- Black garlic product ready within 15 days
- Black garlic is more nutritious than white garlic.
- 52 aroma-active compound available fit for FnB industry
- 20 nutraceutical compounds including vitamins, minerals, proteins, essential amino acids.



### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- Garlic farmer of India is not happy with their ROI, despite India being the 2<sup>nd</sup> highest garlic producing country.
- Despite the immense potential for the Northeast Region, farmers are reluctant to invest without a guaranteed market.
- With our intervention, the market for garlic will expand and create new opportunities for farmers.
- Technology consumes less thermal energy making it carbon efficient, whereas conventional process takes more than a month and leave carbon footprints.

 \* 5000+ kg sold.

 \* 1000+ farmers benefitted.

 \* Collaboration with 4 FPOs

 \* 3 awards

 \* 10k+ customer

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