

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Avocare Biotech LLP

Founder: Haripriya Bakshi

Focus Area: Post Harvest, Food Technology and Value Addition

Website: <http://www.avocarebiotech.com/>

Email: avocarebiotech@gmail.com

Foundation Year: 2019

Location: Uttar Pradesh



PROBLEM STATEMENT

Limited availability of affordable natural medicinal mushroom-based products in the market. Quality control, lack of standardization, patents and intellectual property, regulations, limited access to remote areas and lack of awareness are some key factors contributing to constrain availability to a wider population.

SOLUTION OFFERED

The startup is developing and selling affordable medicinal mushroom (especially Cordyceps) based products

PRODUCT USP

- Available on multiple eCommerce platform at affordable prices.
- Help in increasing immunity, stamina & provide energy.
- Pure and natural products made with high-quality ingredients.



SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT:

- Affordable medicinal mushroom products can improve the health and well-being of consumers.
- The cultivation and sale of medicinal mushrooms like Cordyceps may involve traditional knowledge and practices. Working with local communities to preserve and promote traditional knowledge related to these mushrooms
- The activities, such as mushroom cultivation, harvesting, and processing, can create employment opportunities and create means of income for local farmers and communities.
- Cultivation of medicinal mushrooms, if done sustainably, can have a lower environmental footprint compared to some conventional agriculture practices.



* 15 States Geographical Coverage



* 50+ farmers benefitted



* 10 products in market



* 5000+ Paid Customers

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