

## SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

### M-Lense Research Pvt. Ltd.

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**Focus Area:** Precision AI/IoT in Allied Sectors

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**Foundation Year:** 2020

**Location:** Uttar Pradesh



#### PROBLEM STATEMENT

Lack of portable solution for milk adulteration testing.

#### SOLUTION OFFERED

Startup makes a portable milk adulteration testing card that detects milk adulterants in a sample and gives instant result.



#### PRODUCT USP

- Easy to Carry in a wallet or pocket.
- No chemical knowledge is required.
- Instant result.
- No Laboratory Set-up Required
- Disposable or Biodegradable.
- Its indication meter helps to find out the percentage of adulterants mixed in the milk.
- 6 tests at a time.

#### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The testing cards help in identifying adulterated milk, thus protecting consumers from potential health hazards. Promote awareness and consumer activism against adulteration practices. Positively impact the dairy industry by promoting fair trade and ensuring that consumers get what they pay for. Avoid economic losses by making informed purchasing decisions. Reduced wastage and increase resource efficiency.



\* Pan India  
Geographical Coverage



\* 5000+ farmers  
benefitted



\* 09 products  
in market



\* 25000+ Paid  
Customers

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