

## SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

### Trebirth Pvt. Ltd.

**Founder:** Mukund Choudhary

**Focus Area:** Precision Agriculture including applications of Sensors, WSN, ICT, AI, IoT & Drones

**Email:** trebirthindia@gmail.com

**Foundation Year:** 2021

**Location:** Maharashtra

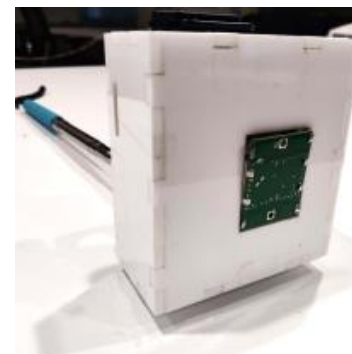


#### PROBLEM STATEMENT

Lack of a solution to detect stem borers (xylophagous insects) in a timely manner before significant damage (above 60%) has been caused by them to the trees.

#### SOLUTION OFFERED

Trebirth Borer Detector is a high precision, non-invasive scanning device using microwave radar technology that solves the problem of early and instant detection of stem borers in grape trees. A low-cost technology to detect the stem borer which help farmers to detect early pest infestation and has the potential to reduce pest damage.



#### PRODUCT USP

- Non-destructive method
- Early Identification of infestation
- Precise application of control measures
- Reduction in yield loss and saving tree-life

#### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The Borer Detector can reduce the need for such pesticides, making grape production safer for both farmers and consumers. It will also help in higher crop yields and improved food security. By reducing the damage caused by stem borers, the quality of grapes and grape products can be improved, potentially leading to better-tasting and healthier food products fir for international market. This will give better revenue generating opportunities and also reduce chemical pollution.



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100+ Farmers Benefitted

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