

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Delmos Research Pvt. Ltd.

Founder: Manoj Kumar Maurya

Focus Area: Precision Agriculture Including Applications of Sensors, WSN, ICT, Artificial Intelligence, IoT & Drone

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Foundation Year: 2017

Location: Haryana



PROBLEM STATEMENT

Address the rampant adulteration of milk in India's supply chain, aiming to safeguard public health, restore consumer trust, and enforce stringent regulations within the dairy industry.

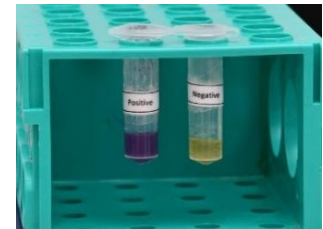


SOLUTION OFFERED

Rapid & Easy to use reagent testing DEL – Strips for Detection of Adulteration in Milk. Product is very sensitive and accurate in results. It can detect the adulteration upto least possible limit of detection (LoD). It can be used at each level of Dairy Value Chain for detection of adulteration in milk. It is so easy to use that even a mother at home could use it to ensure safe milk for family.

PRODUCT USP

- Easy to use with no chemical requirement
- No Lab setup and skill needed
- Result accuracy upto 90%



SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Socially, it empowers consumers, especially mothers, to ensure the safety of milk for their families, fostering trust and confidence in dairy products. Economically, it safeguards the integrity of the dairy value chain by reducing losses due to adulteration and enhancing market transparency. Environmentally, it can potentially reduce the need for harmful chemical additives used in adulteration, promoting sustainability in dairy production.



* 1 Lac+ Farmer
Benefitted



* Rs. 50 Lac
Fund Raised



* 11 Products
in market



* Presence
in 20 states

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