

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Kyari Innovations Private Limited

**Founder:** Abhay Sharma, Smratika Sharma

**Focus Area:** Farm Mechanization

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**Foundation Year:** 2016

**Location:** Uttar Pradesh



### PROBLEM STATEMENT

Limited availability of solutions for addressing the Human-Wildlife Conflicts affecting the farmers.

### SOLUTION OFFERED

The startup has developed an IoT enabled device 'ANIDERS' (Animal Intrusion Detection and Repellent System) which is a smart early warning and animal repellent system that uses infrared sensors to detect animal intrusion and triggers an alarm that repels the approaching animals away. It uses a combination of AIR "Active Infrared" and PIR "Passive Infrared" sensors

### PRODUCT USP

- Helping mitigate Human-Wildlife Conflicts (Effectiveness – Elephant: 80%, Tiger/Leopard/Big Cats: 98%, Wild Boar: 90%, Deer: 80%, Rabbit: 90%)
- Providing crop protection from wild animals.
- Easy and Quick to Deploy
- This device is 100% safe, solar powered and weatherproof
- Helps preserve wildlife corridors.

### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

IoT device brings social benefits by enhancing safety and peace of mind for homeowners and farmers, reducing potential conflicts with wildlife. Economically, it can decrease property damage and losses caused by animal intrusions, saving resources for affected individuals and communities. Environmentally, it promotes coexistence with wildlife by deterring animals without causing harm, contributing to biodiversity conservation efforts.



\*10K+ Farmer  
Benefitted



\*200+ Paid  
Customers



\*2+ Products  
in market



\*22+ States  
Presence

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