

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Robic Rufarm India Private Limited

Founder: Kiriti Madina

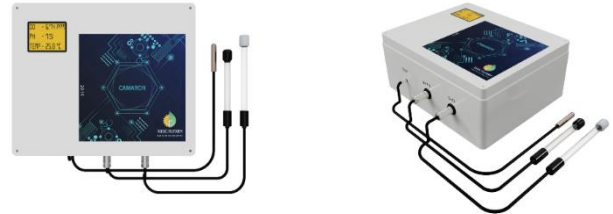
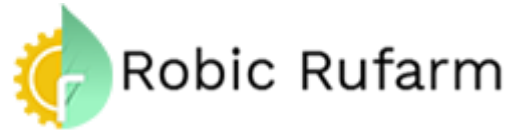
Focus Area: Precision Agriculture including applications of Sensors, WSN, ICT, AI, IoT & Drones

Website: <https://robicrufarm.com/>

Email: myrufarm@gmail.com

Foundation Year: 2017

Location: Telangana



PROBLEM STATEMENT

Aquaculture site requires constant monitoring of the ponds by farm-workers. Lack of modern technology & mechanization make the tasks time-taking and cumbersome.

SOLUTION OFFERED

This company has developed CAMARON that provides Real-Time Health Monitoring Device to monitor the aquafarm health by gauging water quality parameters such as pH, Dissolved Oxygen (DO), Salinity and Temperature using IoT and sensors.



PRODUCT USP

- Portable and hand-held monitoring device
- Economical, quick and easy to use device for farmers
- On the spot – monitoring of water parameters
- Less manpower and low service time
- Self-cleaning mechanism helps in longer life expectancy of the device

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Real-time monitoring enhances aquafarming efficiency, benefiting communities with reduced labor and sustainable practices fostering community resilience by providing accessible technology. Economically, it slashes operational costs, fosters innovation, and creates jobs. Environmentally, it minimizes impact through precise water quality management, preserving ecosystems and contributing to the preservation of aquatic ecosystems and biodiversity.



* 100+ Farmer
Benefitted



* 30+ Paid
Customers



* 2 Products in
market



* 2+ States
Presence

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