

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Contrivation Labs Private Limited

Founder: Udayagirivenkat Ramesh Rao

Focus Area: Farm Mechanization

Website: <http://www.contrivationslabs.com/>

Email: ramesh@contrivationslabs.com

Foundation Year: 2019

Location: Karnataka



CalyXtract®

PROBLEM STATEMENT

The inefficient reliance on manual labor in farming operations presents a bottleneck in agricultural productivity due to the absence of adequate automation and mechanization, hindering scalability and efficiency in farm operations.



SOLUTION OFFERED

Contrivation Labs Vision is to build advanced automation solutions which “eliminate” issues/bottlenecks in an ecosystem rather than “shifting” them in the ecosystem. Their first product is a fully automated solution to separate the calyx and stem from the Chili pods, without damaging the Chili Pods, and with minimal stress caused by temperature, Mechanical Stress and Harsh Lighting.



PRODUCT USP

- Significantly reduce the operating time and costs
- Minimal human interventions.
- Higher Revenue and Longer Storage and Shelf life (not prone to fungal attack)

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Social Impact: Contributes to job retention by automating tasks, potentially reducing manual labor requirements. **Economic Impact:** Drives down operational costs and increases revenue through efficiency gains and longer product shelf life. **Environmental Impact:** Minimizes waste and energy usage by optimizing the chili processing process, reducing environmental footprint.



* 1000+ Farmer
Benefitted



* 05+ Paid
Customers



* 02 Products
in market



* 05+ States
Presence

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