

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Tholua Pratisthan Pvt Ltd

Founders: Trailukya Dutta & Kiron Moyee Gohain

Focus Area: Post-Harvest, Food Technology & Value Addition

Website: <https://www.tholua.com>

Email: info@tholua.com

Location: Dibrugarh, Assam, India

Year of Startup Incorporation: 2015

THOLUA®



PROBLEM STATEMENT

The majority of farmers in Assam are smallholders and deprived of secondary income opportunity. Garlic is known for its many health benefits, but many consumers are put off by its strong smell and pungent taste. This makes it difficult to reap the full benefits of garlic.

SOLUTION OFFERED

At Tholua Pratisthan, they have innovated an ageing technology of garlic where the taste and aroma profile, as well as the nutritional value of the garlic, are enhanced by many folds making it widely acceptable and palatable. Enhancement of bio-active compound of garlic by controlled ageing technology (Black Garlic) by involving the needy farmers in the value chain. This also helps farmers in generating secondary income opportunity.

PRODUCT USP

- Black garlic products will be ready within 15 days.
- More nutritious than white garlic with 52 aroma-active compound available
- Fit for FnB industry
- With 20 nutraceutical compounds including vitamins, minerals etc.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The social impact includes improved livelihoods and community empowerment for farmers. Economically, the initiative boosts farmers' incomes and stimulates local economies through value-added products. Environmentally, it promotes sustainable agricultural practices and reduces waste by adding value to garlic crops.

 * 5000+ kg sold

 * 1000+ farmers benefitted.

 * Rs. 23 Lakhs Revenue

 * 10k+ customer

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