

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Aamhi Shetkari Agritech Pvt. Ltd.

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Focus Area: Agriculture Allied Sectors

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Foundation Year: 2014

Location: Maharashtra



PROBLEM STATEMENT

Most Indian Calves are undernourished as they are fed small amount milk at early stage of life, which hampers their reproductive cycle along with milk yield. Hence there is a need of alternative feed for the calves.



SOLUTION OFFERED

Calf Milk Replacer (CMR) is a consistent quality feed for young calf aged between 8 days to 5 months and replacement for whole cow's milk. It helps in reduction of feeding cost of young calves by 50 to 70%.

PRODUCT USP

- Helps in reduction of feeding cost of young calves by 50 to 70%
- Early maturity of female calves within 18 months of age to attain productive age
- Achieve targeted weight gain in case of beef calves.
- Prevents transfer of contagious diseases from mother to calf.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Socially, it promotes healthier calves and reduces the transmission of diseases, benefiting animal welfare. Economically, it lowers feeding costs substantially, supporting cost-effective calf rearing. Environmentally, it potentially reduces the overall carbon footprint associated with milk production by optimizing resource use and waste management in calf rearing practices.



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