

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Dong Valley Creations Pvt. Ltd.

Founder: Mohit Narru

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

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Foundation Year: 2020

Location: Assam

BEYONDARIE
Perhaps, the wildest teas in the world

PROBLEM STATEMENT

Lack of market access to wild tea varieties of north-east India.

SOLUTION OFFERED

The startup has developed an e-commerce platform that sells wild tea varieties to consumers. These wild teas are collected from the forests of Assam with the help of natives thereby providing employment to them.



PRODUCT USP

- Natural and wild tea varieties handpicked from the forests by natives.
- Chemical and pollution free.
- Blended with indigenous spices & herbs like Lakadong Turmeric, Karbi Ginger etc.



SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Socially, it empowers local communities by providing employment through sustainable harvesting practices. Economically, it creates a new market for indigenous products, enhancing income opportunities for tribal groups. Environmentally, it promotes biodiversity conservation and supports organic farming practices, ensuring chemical-free and pollution-free tea production.



*2000+ farmers benefitted.



*Rs. 110 Lakhs Revenue



*250K+ Paid Customers



*Presence Pan India

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