

## SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

### ThinkRaw India Pvt. Ltd.

**Founder:** Minushri Madhumita / Amrita Jagatdeo

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

**Website:** <http://www.thinkrawindia.com/>

**Email:** thinkrawindia@gmail.com

**Foundation Year:** 2020

**Location:** Uttar Pradesh



THINK RAW INDIA

#### PROBLEM STATEMENT

High morbidity rate in fish and prawn farming due to inability to monitor Dissolved Oxygen level, pH level, non-uniform distribution of feed among.



#### SOLUTION OFFERED

The startup's product, Dhivara Mitra, is a solar powered, IoT enabled and integrated floating solution for fish and prawn farming. It would help in the uniform distribution of feed, maintain uniformity in the Dissolved Oxygen level in the entire water body and also help keep the pH level within the desired level.

#### PRODUCT USP

- It is solar powered and it helps maintain uniformity in the DO level and maintain pH level.

#### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

It will have a social impact by enhancing the productivity and sustainability of fish and prawn farming, supporting rural livelihoods. Economically, it will increase yields and reduce costs associated with feed and water management, boosting profitability for farmers. Environmentally, it promotes eco-friendly aquaculture by utilizing solar power and maintaining optimal water quality, reducing the ecological footprint of fish farming



\* 100+ farmers  
benefitted.



\* Rs. 63.41 Lakh  
Revenue



\* 20+ Jobs  
Created



\* Presence in  
03+ States

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