

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Ethno Mushroom Spawn Laboratory (EMSL)

Founder: Dr. Jaya Singh

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

Email: dr.jayasingh@yahoo.com

Foundation Year: 2019

Location: Madhya Pradesh



PROBLEM STATEMENT

Lack of reliable spawn production is a limiting factor for the development of the mushroom industry. Absence of enterprises that could supply spawn to local small and largescale mushroom growers, organizations to encourage mushroom industries in India.

SOLUTION OFFERED

The startup has developed a novel technology for spawn production by using agri-waste without the incorporation of edible food grains and supplying quality spawn to local small and large-scale mushroom growers at affordable cost.



PRODUCT USP

- Vigorous and high yield potential
- Reduction in time of the mushroom cycle.
- Less chance of contamination
- Improved shelf life
- Better economic benefit
- Mushroom culture undergoes strain improvement in every 3 months



SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

This novel spawn production technology will have a social impact by providing affordable, high-quality spawn to local mushroom growers, enhancing their livelihoods. Economically, it will increase yields, reduce production time and contamination risks, and improve profitability for both small and large-scale farmers. Environmentally, it will utilize agri-waste efficiently, reducing food waste and promoting sustainable agricultural practices.



* 1000+ farmers
benefitted.



Rs. 15 Lakh
Revenue



* 250+ Paid
Customers



* Presence in
04 States

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