

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Florecer Services Private Limited

Founder: Renu Singh

Focus Area: Precision Agriculture Including Applications of Sensors, Wsn, ICT, Artificial Intelligence, IoT & Drone

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Foundation Year: 2019

Location: New Delhi



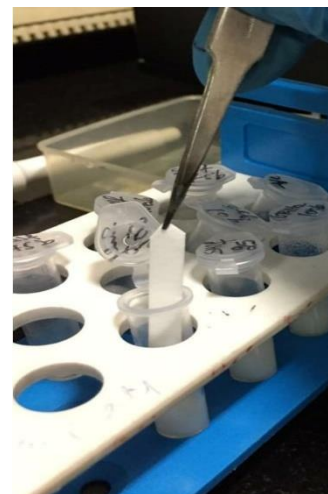
PROBLEM STATEMENT

Removing adulteration (i.e. Antibiotics & Pesticides) from Milk and Food products by applying easy to use and economical solutions

SOLUTION OFFERED

The startup has commercialized two technologies that can be made available to a much wider segment of industries and farmers.

1. Kit for Rapid detection of Pesticides applicable across all agri commodities including milk
2. Kit for Rapid detection of Antibiotics in Milk and Milk products



PRODUCT USP

- 100% Indigenous technology and very easy to use
- One universal kit for detecting all Antibiotics /Pesticides
- Economical with Rapid Results
- No heavy infrastructure required for testing



SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

These rapid detection kits will have a social impact by ensuring food safety and public health, empowering consumers and farmers with easy-to-use tools for detecting contaminants. Economically, they will save costs associated with complex testing infrastructure and prevent losses from contaminated products. Environmentally, they will reduce the prevalence of harmful pesticides and antibiotics in the food supply, promoting safer and more sustainable agricultural practices.



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