

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Tranalab Pvt. Ltd.

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Focus Area: Waste to Wealth & Green Energy

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Foundation Year: 2017

Location: Karnataka



PROBLEM STATEMENT

Lack of viable solution for management of post-harvest agri- processing waste.

SOLUTION OFFERED

The startup is working to formulate and produce nutritional products made from sustainable agri-processing waste which is available at scale in India.

PRODUCT USP

- This vegetarian material's aminoacids profile is comparable to milk.
- Currently the bulk waste containing these nutrients is sold at INR <1/kg or disposed-off.
- The startup is working towards adding value to this waste, by developing processes to convert it to a vegan product for consumption.

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

The production of nutritional products from agri-processing waste can provide affordable and accessible sources of essential nutrients to the population. By utilizing agri-processing waste, the startup can help reduce food waste, which is a critical issue in India. The startup's operations can create job opportunities in the processing and production of these nutritional products, benefiting local communities and potentially reducing unemployment. Converting agri-processing waste into valuable nutritional products adds economic value to waste materials. Less waste disposal can lead to a decrease in the pollution associated with improper waste management practices, contributing to a cleaner ecosystem.



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50+ Farmers Benefitted (*During Trail Phase*)

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