

SUCCESS STORIES OF STARTUPS

Under RKVY RAFTAAR Scheme

Tholua Pratisthan Pvt Ltd

Founders: Trailukya Dutta & Kiron Moyee Gohain

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

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Location: Dibrugarh, Assam, India

Year of Startup Incorporation: 2015

THOLUA®



The majority of farmers in Assam are smallholders and deprived of secondary income opportunity. Garlic is known for its many health benefits, but many consumers are put off by its strong smell and pungent taste. This makes it difficult to reap the full benefits of garlic.

At Tholua Pratisthan, we have innovated an ageing technology of garlic where the taste and aroma profile, as well as the nutritional value of the garlic, are enhanced by many folds making it widely acceptable and palatable. Enhancement of bio-active compound of garlic by controlled ageing technology (Black Garlic) by involving the needy farmers in the value chain. This also helps farmers in generating secondary income opportunity.

Through this technology, black garlic products will be ready within 15 days. It is more nutritious than white garlic and has 52 aroma-active compound available fit for FnB industry along with 20 nutraceutical compounds including vitamins, minerals, proteins, essential amino acids.



5000+ kg
sold



1000+ farmers
benefitted.



Rs. 23 Lakhs
Revenue



10k+
customer