

# CARADORA – THE ALGAE COMPANY

**Caradora-The Algae Company**

**Founder: Mr. Sunil Sharma**

**Founded in: 2017**

**Headquarters: Rajasthan**

**Website: caradora.in**

**Compiled by- Prerna**

## START-UP JOURNEY –

The startup was founded in 2017 which was eventually recognised by Start-up India and Government of Rajasthan. It is incubated under i-start program in Jaipur. A Seed funding of INR 10 lakh is provided by state government.

## FOUNDERS: INCEPTION OF COMPANY

When Mr Sunil Sharma was doing his graduation he came across the topic of algae farming and gradually he studied further and understood the potential of blue-green algae “Spirulina”. He did some pilot projects at his own residence and gradually started draughting down his ideas about how to start the start-up “Caradora-The Algae Company”.

## ABOUT US:

Caradora was created to cultivate process and promote spirulina- a tiny algae that contains extremely high levels of protein and other essential micro-nutrients. Over the years caradora has earned a solid reputation around



**Sunil Sharma- CEO/Founder**

the world through its high quality sun and spray dried spirulina. Caradora has expanded its activities to assume the role of processor and promoter for other health supplements (super green and herbals) from all over India.

## SERVICES & PROJECT:

### 1. Spirulina Cultivation Project:

Caradora allow local farmers to start Algae farming at their location, where we agree to purchase all Spirulina, they grow using Caradora’s technology or they can make for others. Commercial Algae farms are located in Rajasthan, Uttar Pradesh and Gujarat state of India.

### 2. Caradora Hunger Project:

An initiative by Caradora, Where Spirulina Algae is being used to eradicate malnutrition in the country. Caradora has helped over 5000 children fight malnutrition in Bharatpur, Alwar, Mathura, Agra and nearby cities. Working

with local NGO’s and CSR agencies as an implementation partner.

## WORKING AREA & WORKFORCE:

We have a group of biotechnologists who have done years of research and study about productive and contamination spirulina production and we have come up with a protocol that helps the farmers to understand better the farming process. The start-up helps a farmer from root regarding production, starting from collecting suitable samples for them to the needed laboratory tests to check

its nutritional values and other contamination factors. We assure the farmers whoever grow spirulina using Caradora technology after the proper screening we purchase their production.

## FINANCIAL PROSPECTS:

Over the years caradora has earned a solid reputation around the world through it’s high quality, sun and spray dried spirulina. Caradora has expanded its activities to assume the role of processor and promoter for other health supplements (super green and herbals) from all over India.

## INNOVATIONAL APPROACH:

Caradora’s mission is to make people more aware of spirulina and its health benefits, and to let them to have a tendency to assimilate spirulina in their regular diet plan. Unlike other Spirulina growers who cultivate Spirulina in open ponds, Caradora uses a unique closed system that enables it to produce a superior quality of Spirulina.

## PROSPECTS & APPROACH: MESSAGE FROM CEO AND TEAM

“Currently, we are constantly in contact with Local NGOs and CSR Projects who are working on hunger and malnutrition relentlessly at the grass hood level. Negotiations are under pipeline which will be materializing soon at ground level”. - Sunil Sharma (CEO/Founder)

“Caradora is not only a start-up producing and selling products rather it’s a start-up working with a vision and mission of bringing a positive social impact. Every day we work to see how our products are working to win over malnutrition and also how farmers of our country are seeing a new direction of carrying forward their occupation and rays of hope in Algae farming. Bringing smile in their face is our priority” - Tamanna Das (Executive Assistant).

