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The incubation Centre at RVCE

Duo develops tech to keep roses fresh

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Bengaluru: Imagine roses that don't wither for years or ones that smell like jasmine? If one is to believe two young Bengaluru innovators, this could soon be a reality.

Madhusudan MS and Madhusudan P, who have founded a startup called Caranrose, claim to have come up with a flower preservation technology that will keep them fresh for over two years. Both are former students of RV College of Engineering (RVCE) and run the startup from Matheen Irfan Incubation Centre (MIIC) on the college premises.

Since the inception of the idea in 2016, the duo has come a long way. They have come up with a propriety solution made of hydrophobic compounds, which they inject into a flower to keep it alive. They've also been experimenting with customising fragrances. "The flower loses its fragrance in a while. So, we are experimenting with different fragrances to personalise it as required," said Madhusudan P, adding they will approach an accreditation body for certification of the flowers' shelf life.

Caranrose is one of the fi-



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ve startups at MIIC, which was inaugurated on Saturday by Rohan Murty, CTO of SOROCO Pvt Ltd. According to Dr KN Subramanya, principal, RVCE, college students get insights into entrepreneurship and innovation at the innovation centre.

While students get seed-funding and free access to the centre, outsiders have to submit ideas for approval to a technical team at the college. On getting approval, outsiders must pay a rent of over Rs 10,000 per month for a four-seater space. The centre has space for 14 companies, including four special cubicles for hardware companies. The incubation centre also houses Unitum, an e-commerce fitness service platform, developed by Akash Singh, Aditya Agarwal and Mukesh Kumar; all fourth-year engineering students.