

COSMO : Collaborative Social and Smart Movement Founded by Raj Shah

Pioneering #RedRevolution to make Anemia Free India and Empowering Rural Women

**HB+ A NATURAL WAY
TO INCREASE HEMOGLOBIN
IN 30 DAYS.***



Gujarat, Ahmedabad, May 7, 2021 (IssueWire.com) - COSMO stands for Collaborative Social and Smart Movement, based in Ahmedabad, Gujarat, India. [Raj Shah](#) is the founder CEO (Chief Executive officer) of COSMO Ecosystem Care Private Limited.

COSMO started in 2014 with Stevia farming and an MOU in Vibrant Gujarat. COSMO cultivates stevia, stevia is a native Brazilian plant whose leaves and extracts are sweeter than sugar, it is calorie-free, diabetic-friendly, and cavity-free. Stevia is consumed by the urban population to prevent obesity, diabetes, and cavities, connecting Rural Bharat to Urban India, in the most effective and direct way possible.

In 2016, Raj incorporated Royal Gabat Food Science and Technology LLP as a tribute to his native village "Gabat". The biggest breakthrough was when its product "Hb+", a Prickly Pear Fruit Nectar Sweetened with Stevia got patented in 2019. "Hb+" is made from the pulp of cactus fruits named Prickly Pear. Prickly Pear fruit pulp helps [naturally increase hemoglobin](#) in 30 days. A toxicology study was done for prickly pear pulp by GAU, Jamnagar in 2015. Consequently, Prickly Pear is a natural solution to anemia.

[Prickly Pear](#) cactus can be found growing in absolutely dry and arid areas where there is no farming or dairy income. Providing employment opportunities for over 300 women. Previously the shelf life of the same juice was about 4 weeks and hence was not marketable. With a scientific approach, training of the

local population, and setup of world-class manufacturing with ISO and HACCP compliant processes including improvised packaging, the shelf life has been increased to 12 months.

Now the product has reached export markets. It's truly a story of taking Rural Bharat to Global frontiers. Raj has changed the lives of many and pursuing his vision of making lives better, one home at a time. A social entrepreneur, who is changing lives, one idea at a time.

About our CEO

Raj has an MBA in Technology Management from NMIMS University, Mumbai. Bachelor's in Technology In Manufacturing Engineering from NMIMS, Mumbai. He is a Certified Associate in Project Management, PMI – USA. Raj has worked with Reliance Group in the IT domain. He has also contributed to L&T Hydrocarbons and SIEMENS. Later, quitting a well-paying job to empower the rural led to his story organically being covered by Chitralekha Magazine. Chitralekha is a magazine with the highest readership in the world in the Gujarati Language. He was covered by Divya Bhaskar, which is the highest-circulating newspaper in Ahmedabad, his efforts were also covered by TIME magazine. He truly believes in his slogan of "You need, We Care " and has acted as a catalyst in improving many lives with his ideology and mindset.

He also contributes to CED (Center for Entrepreneurship Development - Government of Gujarat Institute) where he mentors entrepreneurs and promotes social entrepreneurship, his insights help others achieve and perceive a better understanding of the startup ecosystem. Few startups having social impact, that Raj mentors are:

[WeHear](#): WeHear is a startup bringing a revolution in hearing technology. It's device WeHear OX uses bone conduction which bypasses the physical ear to transmit sound waves directly to the inner ear. Thus, people having damage in physical ears can listen just like normal people. A step towards an inclusive society. "WeHear" is not only changing the way our generation uses earphones but also taking care of our ear health. With COVID 19, online education, work from home are new standards. This has led to 20x increased consumption of audio content impacting the ear health of children and adults. WeHear is a safe solution for the same. Bone conduction devices with similar technology would cost 10x if imported from Europe or at least 3x when imported from China. WeHear makes it in India. Raj's strategic advice has helped this young startup company grow fast and changed the lives of many.

Brook and Blooms: India being a nation of worshipers, leads to a lot of waste generation that usually ends up in rivers or clogging sewage drains. Brooks and Blooms have come up with innovative ideas to utilize such waste and convert it into manure, diya's, and much more! Raj advises the young team with innovative product ideas.

He plays a proactive role in mentoring, guiding such startups which will in turn make a huge impact on our society. Raj's contribution doesn't end at guidance, he assists them in establishing end-to-end solutions to their business, learning, evolving every day. Raj has always been associated with innovative start-ups that create employment and also contribute actively to making our environment a better place to live.

A Social entrepreneur of today, inspiring generations of tomorrow.

COMPLETE HEARING CARE PACKAGE



Media Contact

COSMO ECOSYSTEM CARE PRIVATE LIMITED

ccare@cecllp.in

7359777800

903, Supath Complex, Opp. Rasranjan, Vijay Char Rasta, Navrangpura

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