

About the Program

The MANAGE – Centre for Innovation and Agripreneurship (CIA), a recognized Centre of Excellence in Agribusiness Incubation, functions under the National Institute of Agricultural Extension Management (MANAGE), Hyderabad.

In line with its mission to spark innovation and cultivate the spirit of agripreneurship, MANAGE-CIA launched the second edition of its flagship initiative — the Agri Eureka Program — in 2023. Designed to inspire and engage aspiring agripreneurs and startup founders across India, this vibrant program serves as a bridge between innovative agricultural ideas and the resources needed to bring them to life.

Agri Eureka aims to identify high-potential agri-innovations and support their transformation into impactful enterprises through targeted mentorship, a supportive startup ecosystem, and the right growth opportunities. With this initiative, MANAGE-CIA continues to play a pivotal role in advancing agricultural innovation and empowering the next wave of Indian agripreneurs.

Participants of the Program

The Agri Eureka Program 2023 witnessed an enthusiastic nationwide response, drawing in **495 applications** from passionate agripreneurs and innovators.

Following a comprehensive and competitive multi-stage selection process, **40 high-potential startups** were handpicked to join the program. These chosen ventures embarked on a focused mentoring journey, receiving expert guidance from experienced mentors and industry leaders.

Of those, 19 startups successfully completed the entire mentoring phase. After a final round of evaluations, the top **5 startups** were identified as finalists. Each of these five ventures went on to be declared winners, standing out for their innovative approaches, strong scalability, and their potential to make a significant and lasting contribution to the agricultural sector.

Winners of the Program

The Agri Eureka Program 2023 concluded on a high note, recognizing three outstanding startups for their groundbreaking innovations in the agricultural sector.

Mr. Kurva Prashanth from team “**Raithu Nestham-1**” secured the **first winner position** for his innovative startup idea, which focuses on precision farming. His concept involves developing an Azolla Plant Protection Advisor using IoT technology, aimed at supporting smallholder farmers by enhancing crop management and promoting sustainable agricultural practices.



Agri Eureka Program 2023 — Fostering Innovation & Agripreneurship

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The **1st runner-up position** was jointly secured by **Ms. Archana Patel** from team "**Krishitek Industries Pvt. Ltd.**" and **Mr. Kiran Patil** from team "**Cacador Foods Pvt. Ltd.**" Ms. Patel's startup developed a lightweight, hydraulically operated multi-crop reaper that is compatible with various tractor models. It enables efficient, eco-friendly harvesting of diverse crops such as paddy, wheat, soybean, mustard, and fodder, significantly reducing labor, time, and drudgery while boosting yield and offering custom hiring opportunities.



Mr. Patil's venture introduced an innovative process for mass-producing fire-roasted brinjal puree in a ready-to-cook frozen format using scraped surface heat exchanger and contact chiller technologies. His team also launched a fast-food franchise model centered around serving Baingan Bharta, with the first two outlets set to open soon, combining both product and process innovations for market differentiation.

The **2nd runner-up position** was jointly secured by **Mr. Sachin Farfad Patil** of "**SmartU Krishi Khata-3**" and **Ms. Archana Nagar** of "**Aarchy Nutriment & Beverage Pvt. Ltd.**" Mr. Patil's startup, SmartU Krishi Khata, is a WhatsApp-based digital financial management tool designed for small and medium-scale farmers in India, offering AI-assisted, localized guidance without requiring any external app downloads.



Ms. Nagar's startup offers India's first flower-based natural refreshing drink made from a non-native flower, free from added colours, flavours, or preservatives. Rich in essential minerals and vitamins (iron, calcium, folic acid, B12, C, E), the drink promotes energy and immunity, and is produced using eco-friendly, pollution-free natural farming. Initially developed as sachets for feedback, the product is now being expanded into bottles and cans with multiple variants.

Grant-in-Aid Recommended Participants



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As part of the post-event incubation support, the following participants have been recommended for **Grant-in-Aid** support under **Cohort 09** of the incubation program. These recommendations are based on the strength of their innovative ideas and the promising impact their startups are poised to make.

Sl. No.	Participant	Startup	E-mail
1.	Ms. Ashwin C. & Mr. Adhitya R.	Farm Lords	adhitya.me20@bitsathy.ac.in
2.	Ms. Shinde Shravani Babasaheb	Anvi Farm Inputs	shravanis157@gmail.com
3.	Ms. Shinduja Vetrivelan	Prishigo Foods and Beverages Pvt. Ltd.	shijaprisha@gmail.com
4.	Mr. Kiran Patil & Ms. S. Patil	Cacador Foods Pvt. Ltd.	info@cacadorfoods.com
5.	Ms. Archana Nagar	Aarchy Nutriment & Beverage Pvt. Ltd.	raasa1info@gmail.com
6.	Mr. Sachin Farfad Patil	SmartU Krishi Khata	hello@smartu.one
7.	Ms. Archana Patel	Krishitek Industries Pvt. Ltd.	archanapatel@krishitek.com

These startups have showcased strong promise in terms of innovation, market impact, and growth potential within the agri-business space, positioning them as excellent prospects for continued incubation and backing through the Agri Eureka initiative.



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Agripreneurship



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