

Agri-Startups: From Vision to Value Creation @MANAGE

Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)



**Startup Agri-Business
Incubation Program (SAIP) &
Agripreneurship Orientation
Program (AOP)**
Cohort 6



Centre for Innovation and Agripreneurship (CIA)
(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of
RKVY-RAFTAAR)

National Institute of Agricultural Extension Management (MANAGE)
Hyderabad, India

www.manage.gov.in

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Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE
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In India's fragmented and largely unorganized agriculture sector, innovation continues to be a transformative force. With rapid technological advancements and policy support, agri-tech startups are playing a pivotal role in reshaping rural economies and making farming more efficient, resilient, and sustainable.

The persistent gaps in market linkages, access to services, and robust networks remain significant challenges. However, incubators and accelerators have emerged as critical enablers, bridging these gaps by nurturing talent, providing structured funding, fostering digital adoption, and encouraging climate-smart practices. At MANAGE, we identify and nurture potentially disruptive ideas from aspiring agripreneurs and support them in building scalable, sustainable business models.

Our incubation programs provide access to co-working spaces, comprehensive business and technical mentoring, investor connections, and pilot testing facilities. We also emphasize digital empowerment, green technologies, and inclusive growth, ensuring that startups can thrive in today's dynamic agri-business landscape.

This Coffee Table Book is a tribute to the spirit of innovation and resilience demonstrated by these startups. It highlights selected success stories that showcase how young agri-entrepreneurs are making a measurable impact—reviving rural livelihoods, enhancing value chains, and contributing to a future-ready Indian agriculture.

(Dr. Saravanan Raj)

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AgroSonic Solutions Pvt. Ltd.



Mr. Anil S. Tatti
director@agrosonic.in

Founder is Mr. Anil S. Tatti, founded in 2020.

The founder, an IT exec with 26+ yrs of experience driving software development and leading high-performing teams.

GoatMate & GoatDiary: Advanced farm management software & app solutions for livestock farming, boosting productivity & profitability.



These pioneering farm management tools boost efficiency, profitability, and streamline livestock farming, empowering farmers globally with innovative technology.

Located at
Pune, Maharashtra

Empowering farmers globally, especially in animal husbandry, with innovative tech solutions to boost productivity and profitability.



Key benefits: Streamlined farm management for livestock farmers, covering breeding, health, production, inventory, supply chain, and finance. GoatMate and GoatDiary empower farmers with advanced, user-friendly solutions.

No. of IP/Patent approved
2 Copyright
5 Trademarks

Revenue:
74 Lakhs Cumulative

Awards/Recognition
Selected as one of 75
best Agritech startups in
India by Hon'ble PM



GoatMate Live Stock Management Software



GoatDiary Android App

 AgroSonic Solutions Pvt Ltd



Farmstop



Mr. Pradeep Reddy
pradeep@farmstop.in

Founder is Pradeep Reddy, founded in 2018



The founder has PGPM in Human resources and Marketing and have more than 8 year experience in Agri business sector.



The mission involves transforming the agricultural industry by promoting sustainable practices and eliminating middlemen to ensure farmers receive a fair share of their profits



My Organic Planet app connects organic farmers, sharing knowledge, best practices, and market insights, while promoting sustainable farming methods and community growth



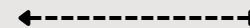
Located at Bengaluru, Karnataka.



Bangalore-based agritech startup with 80 acres of organic farms, including a 55-acre Organic Village, selling fresh produce directly to consumers.



Vision is to empower and educate farmers about the benefits of organic farming, while also providing them with a platform to market their produce directly to consumers.



Key benefits: Chemical-free farming, sustainable practices, and model farms promoting organic agriculture, showcasing eco-friendly techniques for a healthier environment.



 Farmstop

 <https://www.farmstop.in/>



Fasal (Wolkus Technology Solutions Private Limited)



Mr. Shashi Kumar Reddy Arjula
shashi@myfasal.com

Founder is Shashi Kumar Reddy Arjula, founded in 2018



The vision is a future where precision farming is accessible to every farmer worldwide. Democratize data-driven, advisory-based actionable intelligence in agriculture, empowering farmers regardless of scale to thrive in a rapidly evolving world.



Farming with its IoT-SaaS platform, 'Fasal Fresh' B2B service, patented tech for soil and climate, weather predictions, and pest management.



Located at Gachibowli, Hyderabad



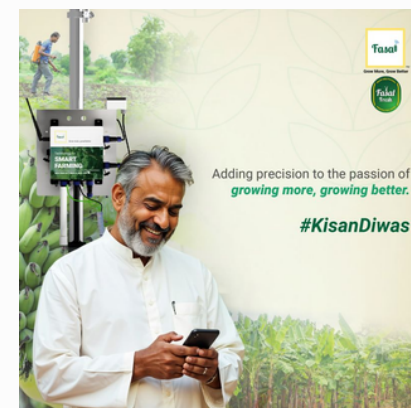
Innovations enhance yield, reduce costs, and promote sustainability.



Key benefits: Invaluable to farmers seeking to optimize their cultivation practices, reduce resource wastage, and improve crop yield and quality. Actionable intelligence, delivered through their tech platform, benefits farmers of all scales, from smallholder farmers to large agricultural enterprises.



Revenue:
34.1 crore



 Fasal

 <https://fasal.co/index.html>

Green Cross Agritech Pvt Ltd



Mr. Jayesh Raninga
jayesh@greencrossagritech.com

Founder is Jayesh Raninga.

The founder has over 14 years of experience in agricultural marketing and established the company to promote organic agriculture.

The vision is to provide high-quality organic agricultural inputs for farmers, focusing on zero-poison inputs to promote sustainable and organic farming practices.



Innovations: Reducing farm residue burning, cutting carbon footprint with Trinetra organic waste decomposer, and zero-poison solutions for pest management.

Located at Ahmedabad, Gujarat.

Awards:
Best Entrepreneur by ICAR-DMAPR,
Top 5 in Low Carbon Accelerator, and
Top 15 Restoration Champion by WRI.



Key benefits: Boosts soil quality, increases crop yield, reduces organic waste pollution, and conserves climate by cutting greenhouse gas emissions.

Revenue:
26 Lakhs





Koomat Foods LLP



Mr. Manohar Sodha
manusodha18@gmail.com

Founder is Manohar Sodha, founded in 2021.



He did B.Sc. Agriculture and MBA in Agri Business Management.



Vision is to setting up a low input self-sustaining camel-based economy in the villages of western Rajasthan in the most natural, organic, eco-friendly, and sustainable way.



Developed a camel unit for tourism in western Rajasthan, offering camel rides, safari tours, and selling value-added camel milk products. Plan to establish a camel café



Located at Barmer, Rajasthan



Established a camel unit in western Rajasthan, particularly identified as an upcoming tourist destination.



Key benefits: Tourists, economic opportunities for camel farmers, and sustainable development for local communities.



Koomat Foods LLP



<https://manusodha18.wixsite.com/my-site>

Spudnik Farms



Ms. Sumeet Kaur
spudnikfarms@gmail.com

Founder is Ms.
Sumeet Kaur.

Spudnik Farms' founder, an Acumen India Fellow, brings expertise in sustainable agriculture, law, and business administration from NLSIU and IIM Bangalore.

Vision: Connect consumers directly with local farmers, securing livelihoods and providing fresh, organic, pesticide-free produce.



Innovative CSA model promotes sustainable farming, self-reliance, soil health, and transparency with farm-to-fork traceability and Participatory Guarantee System for organic quality assurance.

Located at Bangalore Urban, Karnataka

Notable achievements: Acumen India Fellow, Participatory Guarantee System for organic quality assurance, and featured in publications for innovative sustainable agriculture practices.



Key benefits: Fresh organic produce, economic support for farmers, sustainable practices, community engagement, and convenient doorstep deliveries.



Spudnik Farms



<https://www.spudnikfarms.com/>



Trayan Agri Tech Pvt. Ltd.

Ms. Shanthi Vatsala Pisipati
Vatsala@trayan.in

Ms. Shanthi Vatsala
Pisipati and founded
in 2020



Vision: Revolutionize
agriculture with AI,
Robotics, IoT, and
Analytics, providing
end-to-end automation
solutions for enhanced
efficiency, productivity,
and sustainability.



Innovative solutions:
Lightweight, cost-
effective agri equipment
for tasks like bund
trimming, manufactured
with high-tech precision
technologies for quality
and durability.



Located at Bangalore
Urban, Karnataka



Achievements: State-of-
the-art manufacturing
facility, exporter &
manufacturer of agri
equipment, experienced
leadership, and robust
financial performance
with Rs. 5-10 Crore
annual turnover.



Key benefits: AI-driven
agri solutions, cost-
effective equipment,
high-quality
manufacturing, end-to-
end crop solutions, and
improved farmer
efficiency with
simplified tasks.



Revenue:
50 Lakhs



 Trayan Agri Tech Pvt. Ltd.

Swamishree Exports Imports Pvt. Ltd.



Mr. Snehal Kumar Kadam
swamishree.snehalkumar@outlook.com

Founder is Mr. Snehal Kumar Kadam, founded in 2020.



Vision is to transform agriculture by integrating advanced technology and strategic support to optimize farming practices and increase profitability for grassroots farmers. The goal is to create a sustainable and efficient agricultural ecosystem that benefits farmers and contributes to the overall growth of the agriculture sector in India.



Empowering farmers with agtech, data science, and sales support for optimized operations and better market outcomes.



Located at Pune, Maharashtra



India's first company offering analytical research and sales support, and developed a data-driven agriculture model for enhanced farming efficiency.



Key benefits: Optimized farming, increased efficiency, improved market reach, and sustainable agriculture practices.





Poohar Essence Private Limited



Dr. Debajit Kalita
pooharessence@gmail.com

Founder is Dr. Debajit Kalita, founded in 2014.



Dr. Debajit Kalita: Academic background in Botany, Microbiology & Biotechnology, 10+ yrs research experience.



Poohar Essence's smart grain storage device monitors & controls moisture & temperature, preventing post-harvest losses and maintaining grain quality in high-humidity regions.



Located at Guwahati, Assam.



Developed & tested smart storage prototype, gained recognition, filed for IP protection, and focuses on sustainable solutions.



Key benefits: Reduced post-harvest losses, economic savings, sustainable, user-friendly, and improved market prospects for farmers.



Poohar Essence Private Limited



<https://www.pooharessence.in/>



Ms. Saumya Rawat
saumya@ekosight.com

Founder is Ms. Saumya Rawat, founded in 2021.

Saumya holds degrees in agricultural economics, with expertise in agritech, precision soil testing, and nutrient management to boost crop yields and empower farmers.

Vision: Democratize precision farming by making soil testing accurate, accessible, affordable, and sustainable, empowering farmers to boost yields, reduce costs, and ensure fair prices.



The Soil Doctor': A rapid soil testing device analyzing key parameters like NPK, pH, and EC, bridging traditional farming and precision agriculture for informed decision-making.

Located at New Delhi, India

Developed proprietary soil testing reagents, partnered with prestigious institutions, empowered farmers with precise solutions, and committed to ongoing R&D in chemistry and soil science.



Key benefits: Precision soil testing, sustainability, cost efficiency, improved yield & quality, knowledge empowerment, and accessible technology for farmers.



 Ekosight Technologies Pvt Ltd

 <https://ekosight.com/>

Organisch Affair AgroTech Pvt. Ltd.



Ms. Dolly Pariwal
organischaffair@gmail.com

Founders are Dolly
Pariwal, Punam Singh,
Sumit Kumar Pariwal



Limited resources and
exploitation faced by
tribal women farmers



Empowerment through
fair trade, organic
farming practices, and
premium pricing.



Integrating fair trade,
organic principles, and
social responsibility
into business model.




Located at Ranchi,
Jharkhand



Improved livelihoods,
environmental
sustainability,
community development



 Organisch Affair AgroTech
Pvt. Ltd.

 <https://organicaffair.store/>



XEN Agritech Private Limited



Mr. Diptesh Mukherjee
xenfarms.info@gmail.com

Diptesh Mukherjee is
the Founder, XEN
Farms



He is associate Member,
TiE Pune and Co-Founder
& CEO, Abstract Ideas
Pvt Ltd. He's having
knowledge in Product
Design & Development,
Investor Relations,
Business Promotion,
Strategic Partnerships.



Traditional farming methods
involving heavy chemical
usage and unscientific
practices lead to lower
productivity, environmental
degradation, and health
risks.



Located at Howrah,
West Bengal



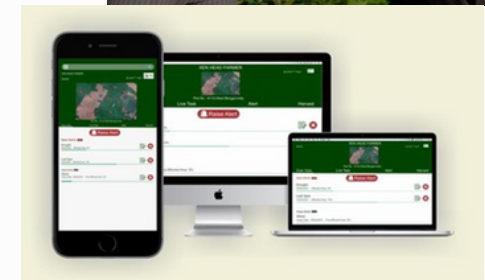
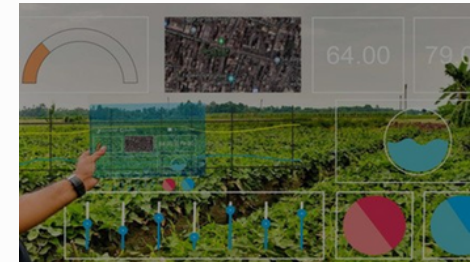
Smart cloud farms with
advisory services and an e-
marketplace. Hyper-
productive carbon farming
enhances productivity with
organic inputs, empowering
farmers and promoting
environmental sustainability.




Boosts productivity by up
to 100% with hyper-
productive carbon farming,
prioritizing sustainability,
financial empowerment,
market access, and a
negative environmental
footprint through organic
inputs and innovative
practices.



Digital Farm Management:
ML, AI, live-chat support.
XENSense: ML-based crop
advisory, monitoring.
Nutrient Refuelling:
Chemical-free fertilizers.
Integrated Suite:
Web/mobile farm
management.
Marketplace: Direct sales
transparency.



 XEN Agritech Private Limited

 <https://xenfarms.com/>



सत्यमेव जयते
Ministry of Agriculture
& Farmers' Welfare



RKVY-RAFTAAR

Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY – RAFTAAR) was launched in 2017-18 by the Ministry of Agriculture and Farmers' Welfare (MoA & FW), Government of India, to give impetus to agriculture and allied sectors through promotion of innovation and agripreneurship by facilitation of financial aid to agribusiness incubation centres.

The objective of RKVY-RAFTAAR is to support incubation of agribusiness by tapping and harnessing the innovations and technologies for creating new ventures in agriculture. Under regular RKVY-RAFTAAR scheme, 70% of the annual outlay is allocated among States according to the given criteria under three heads, viz.,

- (1) Infrastructure & Assets;
- (2) Valueaddition- linked Production Projects (Agribusiness Models); and
- (3) Flexi Funds.

The Innovation and agri-entrepreneurship development comes under RKVY-RAFTAAR special subschemes. Under this, 10% of the annual outlay is allocated for encouraging innovation and agri entrepreneurs through skill development and financial support. It will support incubates, incubation centres, Krishi Vigyan Kendras (KVKs), awards, etc.

To specifically cater to the needs and approaches for agribusiness promotion, the Government of India launched a remodelled RKVY-RAFTAAR in 2017-18 with an element of innovation and agripreneurship. This initiative strives to provide an impetus to promote agripreneurship and agritech startups. In this process, incubation facilities and expertise already available with participating academic, technical, management and R & D institutions in the country shall be utilised on an individual or collective basis to harness their synergies.

Website: <https://rkvy.da.gov.in>



MANAGE-CIA

MANAGE – Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence (CoE) in Agribusiness Incubation and Knowledge Partner for strengthening, hand-holding and demonstrating best practices to the RKVY-RAFTAAR Agri-Business Incubators (R-ABIs).

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India, as an autonomous Institute. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and rechristened to its present name, i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of Agricultural Extension in a rapidly growing and diverse agriculture sector.

MANAGE strives to nourish agri-startups at every stage and reinforces its unflagging support to all such agri-startups and agripreneurs, who contribute to the betterment of the agricultural and allied sectors, and thereby contribute to the country's GDP and economic growth.

Website: <https://www.manage.gov.in/managecia/>



MANAGE- Centre for Innovation and Agripreneurship (CIA)
National Institute of Agricultural Extension Management (MANAGE)
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