

The Startup Journey: Igniting Innovation @MANAGE

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

Preliminary draft of Compendium Cohort 7



**Startup Agri-Business
Incubation Program (SAIP) &
Agripreneurship Orientation
Program (AOP)
Cohort 7**



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

About the Publication

Agri-Startups highlighted in this publication, participated in the Startup Agri-Business Incubation Program (SAIP) and Agripreneurship Orientation Program (AOP), conducted at MANAGE, Hyderabad, under the RKVY-RAFTAAR scheme of the Ministry of Agriculture and Farmers' Welfare (MoA & FW), Government of India.

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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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Wasabak Global LLP



WASABAK



Mr. Abdul Basith

basith20197@gmail.com

Founder: Mr. Abdul Basith,
Founded in 2013

MBA and M.Sc. in Physics.
Versatile background in
automobiles, real estate,
education, and export/import.
Proficient in SAP CRM,
Microsoft Office, with Six
Sigma Green Belt and JLR
Sales Process certifications.

Vision is to potentially
revolve around growing
Wasabak Global LLP into a
successful enterprise with a
focus on providing quality
products and services in
their respective industries.



Established as a supplier and
trader of various products
such as badam milk, apricot
juice, and apple pulp.

Located at
Hyderabad

Individuals or businesses
looking to procure the
mentioned products in bulk.
Different sectors and
functional areas could add
value to clients seeking
consultancy or services
related to automobiles, real
estate, export/import, and
education.



Developed expertise in sales,
business development, and
international trade, as well as
in teaching and education.
Certifications in Six Sigma
Green Belt and JLR Sales
Process indicate a
commitment to quality and
efficiency in their operations.

Revenue : 2 Lakhs



 Wasabak Global LLP

Farm DSS Agritech



Mr. B. T. Gore
btgore@farmdss.com

Founder: Mr. B. T. Gore,
Founded in 2019

13+ years in Indian
pomegranate farming. Handles
large farms, export-quality
produce. Global exposure to
farming practices.

Producing ecologically safe,
profitable crops for
sustainable farming &
nutritional security,
harnessing India's
demographic dividend.



Established promotes
sustainable farming through
research-based practices,
digital education, and
precision farming solutions. It
offers training, consulting,
and mobile applications for
farmers' needs.

Located at
Ahmednagar, Maharashtra.

Cater to growers,
agricultural consultants,
and other stakeholders in
the agriculture industry,
providing them with a one-
stop solution for their
information, knowledge,
and consulting needs.



Developed research-based
farming practices, digital
education platforms, and
precision farming solutions.
Training, consulting, and
mobile applications for
sustainable agriculture
practices.

Revenue : 2 Lakhs



 Farm DSS Agritech

 <https://farmdss.com/2023/>

Tribe Grown Enterprise



Mr. Bhavesh Wankhade
bhaveshrwankhade@gmail.com

Founder: Mr. Bhavesh Wankhade,
Founded in 2019

The market by directly connecting indigenous tribal and small-scale farmers with urban consumers, eliminating intermediaries. The startup trains these farmers to produce high-quality, natural products such as Wild Honey, Turmeric Powder, and Desi Cow Ghee, ensuring sustainable livelihoods.



By leveraging traditional, eco-friendly farming practices and minimal processing, Tribe Grown maintains the products purity and nutritional value.

This approach not only preserves biodiversity but also promotes the health and economic stability of tribal communities.

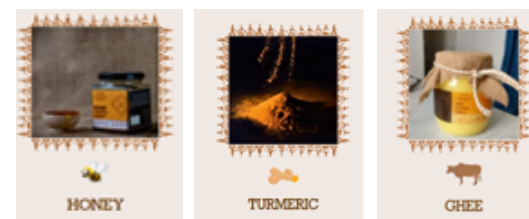
Located at
Maharashtra

Their offerings, including Wild Honey, Turmeric Powder, and Desi Cow Ghee, have gained popularity for their purity and health benefits.




The brand ensures hygienic practices and ecological balance, providing urban consumers with affordable, chemical-free, and preservative-free natural products fresh from the wild.

Tribe Grown has successfully bridged the gap between rural producers and urban markets. The startup has trained numerous indigenous farmers in sustainable practices, resulting in the production of high-quality natural products.



 Tribe Grown Enterprise Pvt. Ltd.

 <https://tribegrown.com/>

Vanabandhu Natural Resource Management & Services (OPC) Pvt. Ltd.



Mr. Dinesh Kumar VM
vmdinesh@vanabandhu.com

Founder: Mr. Dinesh
Kumar VM,
Founded in 2017

PGDFM from IIFM, Bhopal,
BPharm from Calicut
University. 10 years in
Natural Resources
Management, Forestry,
Conservation, Eco-tourism,
Livelihood, Branding,
Marketing.

Vision is to conservation
of natural capital by
empowering vulnerable
communities dependent
on it.



Established to support 100
FPOs/CBOs (Farmer
Producer
Organizations/Community-
Based Organizations) to
achieve success through
sustainable business
practices. Empower one lakh
vulnerable tribal and marginal
farmers to earn better income
through the adoption of
sustainable forest produce
collection and agriculture
practices.

Located at
Bhopal, Madhya Pradesh.



Developed eco-friendly
products: sweets, Ayurvedic
items, honey, spices, nuts,
seeds, extracts. Sustainable
harvesting, eco-processing.
Empower forest
communities with technical,
marketing support for
sustainable agriculture and
forest product supply chain.

Forest-dependent
communities, consumers
interested in natural and eco-
friendly products, and those
concerned with sustainable
development and
conservation.



Vanabandhu Natural Resource
Management & Services (OPC) Pvt. Ltd.



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

Farm Prosperity Solutions (FPS)



Mr. Rajesh Patidar
rajesh.patidar@gmail.com

Founder: Mr. Rajesh
Founded in 2018

Educated at Columbia Business School, New York, IIM-A (Agriculture Input Marketing), and SGSITS, Indore. Experienced in commodities trading, consulting, and project management.

Vision is to establish a trusted and efficient agricultural ecosystem by leveraging innovative solutions and technology to enhance farming profitability, reduce input costs, and ensure better market price realization.



Established a Trusted & Efficient Agricultural Ecosystem strive to develop innovative solutions using the latest technologies to enhance the profitability of farming operations by reducing the cost of inputs & better market price realization.

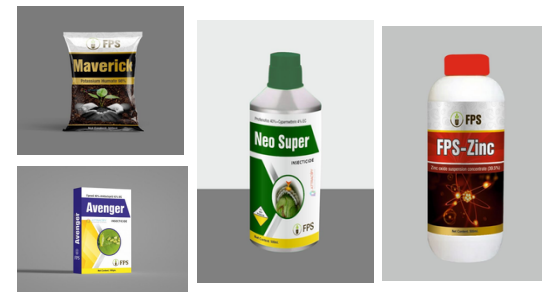
Located at
Indore, Madhya Pradesh.


Farmers, rural communities, and agricultural stakeholders seeking quality inputs, transparent pricing, convenient delivery, expert advice, and better output pricing and quality assessment



Developed the "Saarathi" agri-inputs platform, which provides access to quality products, transparent pricing, and convenient delivery within 24 hours. Additionally, it offers farmer advisory services to promote judicious expenditure, better quality produce, and improved yield.

Revenue: 10 Lakhs



 Farm Prosperity Solutions (FPS)

VKF Agri Farms Pvt. Ltd.



Mr. Narasana Gowda Veerapur
narasana@gmail.com

Founder: Mr. Narasana
Gowda Veerapur

Mission is to empower marginal farmers through fair pricing, sustainable practices, and educational initiatives.

India faces challenges like waste, unemployment, low mushroom production and malnutrition. VKF Agri Farms addresses these by promoting sustainable mushroom cultivation and improving nutrition.



Located at
Karnataka

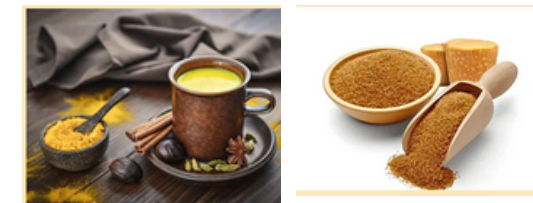
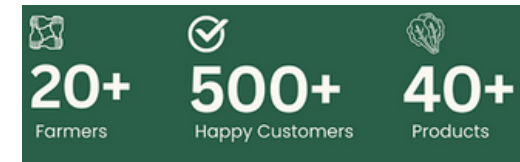
VKF Agri Farms proposes "The Mushroom House," a community-focused initiative for cultivating mushrooms, addressing challenges like agricultural waste management, unemployment, and malnutrition. By combining farm-to-fork principles with eco-friendly practices, VKF Agri Farms delivers fresh, chemical-free produce, empowers marginal farmers, and promotes sustainable agriculture.



Key Benefits

1. Sustainable Farming Practices
2. Empowering Marginal Farmers
3. Nutritious Food Production
4. Zero Waste Management

Has revolutionized sustainable agriculture and empowered local communities by establishing a network of marginal farmers. The startup promotes fair pricing, sustainable farming practices, and educates communities through interactive farm tours.



 VKF Agri Farms Pvt. Ltd.

Kshethra Life Sciences Pvt Ltd



Mr. D. Mayil Vaganan
doraimayil@gmail.com

Founder: Mr. D. Mayil
Vaganan

Kshethra Life Sciences Private Limited (develops innovative, eco-friendly pest control products using pheromone technology and microbial solutions, ensuring sustainable farming practices.

The company also produces green tech-enabled plant biostimulant products, boosting organic agriculture and reducing dependence on chemical fertilizers.



It has achieved significant milestones in 2021 with its innovative organic pest control solutions, reducing pesticide residues and promoting safer food production.

Located at
Hyderabad



KLSPL has developed innovative organic pest control solutions that reduce the impact of pesticide residues on crops

The company's patented green technology and comprehensive product line have driven strong and sustainable business growth, with successful filing of annual returns up to March 2023.

Key Benefits

1. Reduced Pesticide Residues
2. Safer Food Production
3. Sustainable Agriculture
4. Cost-Effective Solutions



Kshethra Life Sciences Pvt Ltd



<https://www.facebook.com/profile.php?id=100063707749109>

Uyokching Foods LLP



Mrs. Haripyari Naorem
nharipyari@gmail.com

Founder: Mrs.
Haripyari Naorem

UYOKCHING FOODS
LLP, founded in 2022,
produces and wholesales
authentic indigenous
foods of North East India,
using traditional
fermentation methods.

Marginalized women in
Manipur's SC and ST
communities lack economic
opportunities and struggle to
monetize their cultural heritage,
while demand for chemical-
free, traditional indigenous
foods goes unmet



UYOKCHING FOODS LLP
addresses the issues by
empowering marginalized
women, preserving traditional
fermentation methods, and
expanding market reach for
indigenous foods

Located at
Assam

The startup empowers
marginalized women,
integrates cultural heritage
with sustainable rural
livelihoods, and offers
chemical-free products like
SOIBUM-fermented
bamboo shoot and other
indigenous specialties.



The core innovation lies in
traditional fermentation,
cultural integration, and
sustainable livelihoods, creating
economic opportunities for
rural women and preserving
North East India's cultural
heritage.

Key benefits:

1. Chemical-free health
benefits
2. Economic empowerment
for marginalized women
3. Cultural preservation of
traditional food practices
4. Expanded market reach
for indigenous foods



Uyokching Foods LLP



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

Farmvic Livestock Technology Pvt. Ltd.



Mr. Manoj Malik
manoj2519@gmail.com

Founder: Mr. Manoj Malik

Farmvic Livestock Technology Private Limited (FLTPL) innovates in the agriculture industry with its Animal Nutrition Resource Centre (ANRC), providing scientifically formulated animal feeding solutions and promoting sustainable agriculture practices.

The agriculture industry faces challenges in optimizing livestock nutrition and integrating sustainable practices with crop growth.



Farmvic Livestock Technology tackles livestock challenges with its Animal Nutrition Resource Centre, offering tailored feeding solutions for optimal health and productivity, promoting sustainable agriculture.

Located at
Rajasthan

FLTPL's innovation, ANRC, combines advanced technologies with sustainable practices to provide customized livestock nutrition, supporting overall farm sustainability



Key benefits include:

1. Improved livestock health
2. Enhanced farm productivity
3. Sustainable agriculture practices

Established the pioneering ANRC initiative, filing annual returns up to March 2023, and being recognized for innovation and sustainable practices.



 Farmvic Livestock Technology Pvt. Ltd.



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 agribusiness 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 agribusiness 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)
Rajendranagar, Hyderabad, India
www.manage.gov.in