

Agri-Startup Stakeholders Connect Program –  
Fostering Collaboration & Partnership

MANAGE – Centre for Innovation and  
Agripreneurship



**A Report on**  
**Agri-Startup Stakeholders Connect**  
**Program**  
**at Himachal Pradesh**  
**February 16, 2024**

**Venue: Dr. Yashwant Singh Parmar University  
of Horticulture and Forestry, Solan**

**Program Director**

**Dr. Saravanan Raj**

Director (Agricultural Extension) &  
CEO, MANAGE-CIA  
MANAGE, Hyderabad

**Program Coordinators**

**Mr. Siddharth**

Innovation Manager  
RKVY – RAFTAAR  
MANAGE-CIA, Hyderabad

Centre for Innovation and Agripreneurship (CIA)  
**National Institute of Agricultural Extension Management (MANAGE)**  
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)  
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### About the Program

MANAGE – Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence in Agribusiness Incubation hosted at the National Institute of Agricultural Extension Management (MANAGE) – Hyderabad. It is one of the leading Agribusiness Incubators in India with 158 funded and 383 incubated agri-startups. MANAGE-CIA also mentored 754 Agripreneurs from various focus areas of the Agri & Allied Sectors.

MANAGE-CIA has designed its 1st Agri-Startup Stakeholders Connect Program for fostering collaboration & partnership among vibrant community of startup founders and agribusiness stakeholders of Himachal Pradesh.

The aim of this program was to bring together all stakeholders covering researchers, incubators, policymakers, agripreneurs, startups, agro-industries, investors, extension functionaries, students and other partners from Himachal Pradesh state to present and share their innovations, views, expertise and experience on agribusiness and agripreneurship.

The program was conducted in the collaboration with **Dr. Yashwant Singh Parmar University of Horticulture and Forestry, Solan (Himachal Pradesh)**. The occasion witnessed the enthusiastic participation of numerous start-ups and agriculture stakeholders from Himachal Pradesh.

### Objectives of the Program

- To Facilitate connections between agripreneurs, researchers, and industry stakeholders to strengthen the agricultural innovation ecosystem in Himachal Pradesh.
- To encourage partnerships between academia and industry to address real-world challenges and explore new opportunities in agriculture.
- To provide a platform for exchanging insights, strategies, and technological advancements relevant to agricultural startups and innovations.

### Participants of the Program

The program was graced by the presence of several eminent personalities from national institutions, the university, state departments, and the startup ecosystem. From the National Institute of Agricultural Extension Management (MANAGE), **Dr. Saravanan Raj**, Director (Agricultural Extension) and CEO of MANAGE-Centre for Innovation and Agripreneurship (CIA), attended the event and played a significant role in its proceedings.

The Chief Guest of the event was **Prof. Rajeshwar Singh Chandel**, Vice Chancellor of Dr. Yashwant Singh Parmar University of Horticulture and Forestry, Solan. **Dr. V.P. Sharma**, Director of ICAR–Directorate of Mushroom Research, was the Guest of Honour.



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From **Dr. Yashwant Singh Parmar University of Horticulture & Forestry**, Solan (Himachal Pradesh), five senior university officials participated in the program. These included **Dr. Inder Dev**, Director (Extension); **Dr. Anil Sood**, Joint Director (Communication); **Dr. Manish Kumar**, Dean of the College of Horticulture; and **Dr. Ajay Sharma**, Assistant Professor. In addition, numerous other academic and non-academic staff members from the university were also in attendance, contributing to the academic value and organizational strength of the event.



The program also saw participation from several key officials representing state and national-level government institutions. Notable among them were **Dr. Arun Chandan**, Regional Director, National Medicinal Plants Board, Ministry of AYUSH; **Smt. Seema Kansal**, District Agriculture Officer, Department of Agriculture, Solan; **Dr. Sunita Thakur**, Vice Principal, SAMETI Mashobra; and **Dr. Puneet Dogra**, Training Officer, SAMETI Mashobra.

In addition to institutional representation, the event brought together **26 agri-startups** from across Himachal Pradesh. These startups showcased their innovations, networked with stakeholders, and explored collaborative opportunities, highlighting the region's growing agripreneurial spirit.

Furthermore, a total of **125 students** actively participated in the program. These students included **60 students from the Horticulture program**, **40 students from Forestry**, and **25 students from Agri-Business Management**. Their enthusiastic involvement underscored the educational impact and youth engagement facilitated by the event.



### Inauguration of the Program



The program began with a welcome address by **Dr. Inder Dev**, Director (Extension), setting the tone for the day. **Dr. Saravanan Raj** then extended heartfelt gratitude to the Chief Guest and Guest of Honour for their presence and thanked all dignitaries, government officials, startups, and students for attending. He shared insights about the purpose



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of the program and the broader agri-startup ecosystem in India, encouraging everyone to contribute actively to its success.

**Dr. V.P. Sharma** addressed the participants, emphasizing the importance and necessity of organizing such programs to support innovation and entrepreneurship in the agricultural sector.

All the dignitaries shared their insights on the agri-startup ecosystem and highlighted its crucial role in the development and transformation of Indian agriculture. **Prof. Rajeshwar Singh Chandel** also addressed the gathering and expressed his appreciation to MANAGE and **Dr. Saravanan Raj**, Director (Agricultural Extension), for organizing such a meaningful and impactful program.



### Overview the Program

During the program, a dedicated startup presentation session was conducted, providing a platform for participating agri-startups to share their innovative business ideas. Each startup presented the specific agricultural challenges they are addressing and the unique solutions they have developed to tackle these problems.



Following the presentations, interactive Q&A sessions were held, allowing participants to engage directly with the startup founders, ask insightful questions, and offer feedback or suggestions.



In addition to the presentations, the program featured a startup exhibition, where entrepreneurs showcased their products, technologies, and services aimed at solving real-world agricultural issues. This exhibition served as a dynamic networking platform, enabling startups to connect with potential collaborators, investors, government agencies, and academic institutions.

It also offered attendees an opportunity to explore innovative agri-tech solutions firsthand and engage in meaningful conversations with the innovators behind them.



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At the end of the program, **Mr. Siddharth**, Innovation Manager at MANAGE–Centre for Innovation and Agripreneurship (CIA), delivered the vote of thanks. He extended heartfelt gratitude to the Program Director, **Dr. Saravanan Raj**, for organizing such an innovative and impactful event. He also thanked all the participants for their active engagement and invaluable contributions, which played a vital role in the overall success of the program.



### Key Takeaways and Benefits of the Program

- **New Connections:** Participants had the opportunity to meet individuals who could potentially become business partners, clients, mentors, or collaborators.
- **Learning:** Attendees gained valuable insights from industry experts and thought leaders through networking sessions, talks, and discussions.
- **Visibility:** Startups showcased their products and technologies to a relevant audience, significantly enhancing their visibility within the local business community.
- **Inspiration:** Interactions with successful entrepreneurs and hearing their journeys served as a source of inspiration and motivation for many participants.
- **Feedback:** Startups presented their ideas and products, receiving constructive feedback from fellow attendees and experts.
- **Collaboration:** The event facilitated the discovery of opportunities for joint ventures, partnerships, and collaborative projects aligned with the objectives of participating startups.







### List of the Participated Agri-Startups

Sr. No.	Founder Name	Startup Name	Location	Focused Area	Connection Established
1	Mr. Ravi Bibhuty	Mountstribе Agritech Pvt. Ltd.	Dehradun (Uttarakhand)	Aquaponics Farms	Addressed university students on entrepreneurship and got several connections through networking
2	Mr. Karan Singh	Shree Kamdhenu Panchagavya Udyog	Mandi (Himachal Pradesh)	Waste to Wealth	Got order of making mementoes for University
3	Mr. Vinod	Munisha Foods India Pvt.Ltd.	Hamirpur (Himachal Pradesh)	Innovative Food Products	Displayed his products and got good exposure
4	Ms. Manjubala	Farm to fork Pvt. Ltd.	Shimla (Himachal Pradesh)	Farm to fork concept	Showcased his products, still working on Product Development
5	Mayank	IDA Agro Products LLP	Solan (Himachal Pradesh)	Canning of fruits and vegetables.	Got opportunity to showcase his business activity in front of large audience.

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Sr. No.	Founder Name	Startup Name	Location	Focused Area	Connection Established
6	Mr. Ishan Aukta	Listener SD	Shimla (Himachal Pradesh)	Soft Data processing Technology for Horticulture	Explained his idea and established connections through networking
7	Ms. Neena Thakur	Mind Makeup Media Private Limited	Shimla (Himachal Pradesh)	Marketing and Promotion of local Agri-Business	Pitched her business idea and established good connections
8	Mr. Harish Chauhan	Agri-Hi-Technology	Shimla (Himachal Pradesh)	Robotics, IoT Product and Machinery	Showcased his products and got recognition
9	Mr. Jubbal Kothai	Kothai Farmers Producer Company Limited	Shimla (Himachal Pradesh)	Farm to Market	Got local connections
10	Mr. Deepak Kumar	Keth se Peth Model	Kanpur (Uttar Pradesh)	Agriculture Marketing	Showcased his products, still working on Product Development
11	Mr. Jitesh Thakur (Hitul)	Krishi Updates	Solan (Himachal Pradesh)	App Based Agriculture Services	Explained his business activity in front of large audience
12	Mr. Rakesh Kumar	Chotta Nandi	Solan (Himachal Pradesh)	Agriculture Machines	Got confirmation to supply farm machines to YS University
13	Mr. Bhanu	Himjoy Enterprises Pvt. Ltd.	Shimla (Himachal Pradesh)	Waste to Wealth	Got opportunity to showcase his business activity in front of large audience
14	Mr. Ansul Kumar	Herbal Agro Products	Solan (Himachal Pradesh)	Value Addition	Explained his idea and established connections through networking
15	Ms. Shweta	Incubatee of Career Point University, Solan	Shimla (Himachal Pradesh)	Products from wild edible fruits	Displayed his products and got good exposure
16	Ms. Isha Nag	4 You Startup	Solan (Himachal Pradesh)	Food Products	Showcased his products, still working on Product Development
17	Mr. Chahat Thakur	Dr. YSP University	Solan (Himachal Pradesh)	Value Added food products	Explained his prototype and got connection to apply for food licence
18	Ms. Namita	Dr. YSP University	Solan (Himachal Pradesh)	Innovative Food Products – Incubatees under Himachal Scheme	Explained his idea and established connections through networking
19	Mr. Dheeraj	YSP UHF Nauni (Solan)	Solan (Himachal Pradesh)	Agro based Herbal Products	Displayed his products
20	Mr. Ansh Choudhary	Dr YS Parmar UHF Nauni Solan	Shimla (Himachal Pradesh)	Value added products from agro waste material	Explained his business activity in front of large audience



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Sr. No.	Founder Name	Startup Name	Location	Focused Area	Connection Established
21	Mr. Parmeshwari Devi	Manali	Solan (Himachal Pradesh)	Honey Products	Displayed his products and got good exposure
22	Mr. Nardev	Nauni University	Solan (Himachal Pradesh)	Innovative Food Products	Got connection to buy machines
23	Mr. Biru Thakur	Bir Chand	Solan (Himachal Pradesh)	Beekeeping and Honey Processing	Showcased his products and got recognition
24	Ms. Aishwarya Sharma	Career Point University Hamirpur	Hamirpur (Himachal Pradesh)	Waste to Wealth	Pitched her business idea and established good connections
25	Mr. Archana Patel	Krishitek Industries Pvt. Ltd.	Ahmadabad (Gujarat)	Self-Propelled Agriculture Machinery	Got opportunity to showcase his business activity in front of large audience.
26	Mr. Arshay	Cookie fill	Shimla (Himachal Pradesh)	Millets Based Products	Explained his idea and established connections through networking



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