

Agri-Startup Stakeholders Connect Program –
Fostering Collaboration & Partnership

MANAGE – Centre for Innovation and
Agripreneurship



A Report on
Agri-Startup Stakeholders Connect
Program
at Tamil Nadu
June 28, 2024

**Venue: Avinashilingam Institute for Home
Science and Higher Education for Women
(AIHS&HEW), Coimbatore.**

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)

Rajendranagar, Hyderabad-500030, Telangana, India

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About the Program

MANAGE – Centre for Innovation and Agripreneurship (CIA), a premier hub for agribusiness incubation under the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, stands tall as a beacon of innovation in Indian agriculture. Recognized as a Centre of Excellence, MANAGE-CIA has empowered 158 startups with vital funding and nurtured more than 383 agri-ventures, while delivering dedicated mentorship to over 754 agripreneurs across diverse agricultural and allied fields.

In its mission to spark regional innovation and amplify agripreneurial collaboration, MANAGE-CIA hosted the 5th edition of the Agri-Startup Stakeholders Connect Program—an interactive, high-energy forum crafted to link startup visionaries with vital enablers of the agribusiness ecosystem in Tamil Nadu.

This purposeful gathering united a vibrant mix of stakeholders—ranging from researchers, incubators, and policymakers to agripreneurs, startups, industrialists, investors, extension professionals, students, and domain partners—to share breakthrough ideas, grounded wisdom, and inspirational entrepreneurial narratives shaping the future of agri-innovation.

The event held in partnership with **Avinashilingam Institute for Home Science and Higher Education for Women (AIHS&HEW), Coimbatore**, saw spirited involvement from Tamil Nadu's agri-startup ecosystem stakeholders. The program sparked fresh conversations, bold connections, and a collective momentum toward building a robust and inclusive agripreneurial landscape in the region.

Objectives of the Program

- To ignite powerful collaborations between agripreneurs, researchers, and industry leaders—fuelling a stronger, innovation-driven agricultural ecosystem across Tamil Nadu.
- To bridge the divide between academic brilliance and agribusiness realities by encouraging hands-on partnerships that address on-ground challenges and open up fresh paths for sustainable progress.
- To build a vibrant arena where trailblazing ideas, game-changing strategies, and cutting-edge technologies converge—elevating agri-startups and pushing the boundaries of innovation across the sector.

Participants of the Program

The program was graced by the presence of eminent leaders from national institutions, academia, state departments, and the thriving agri-startup ecosystem.



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Representing MANAGE, **Dr. Saravanan Raj**, Director (Agricultural Extension) and CEO, MANAGE-CIA, played an instrumental role in the proceedings, delivering compelling insights that energized the conversations and set the tone for the event's direction.



The Chief Guest of the event, **Dr. V. Bharathi Harishankar**, Vice Chancellor of Avinashilingam Institute for Home Science and Higher Education for Women (AIHS&HEW), Coimbatore, and the Guest of Honour was **Dr. I. Indhu**, Registrar of Avinashilingam Institute for Home Science and Higher Education for Women (AIHS&HEW), Coimbatore, whose presence underscored the significance of academic leadership in fostering innovation.

A distinguished team from AIHS&HEW Institute actively participated, bringing academic depth and enthusiasm to the forum. Key attendees included **Dr. S. Amsamani**, Dean, School of Home Science; **Dr. R. Jansi Rani**, Head and Incharge, Department of Home Science Extension Education; and **Dr. G. Sheefna**, Assistant Professor—each contributing to the collaborative spirit of the event.



The event attracted participation from influential officials representing both state and national institutions based in Tamil Nadu. Among them were **Dr. Ravindra Naik**, Principal Scientist and Head, ICAR- Central Institute of Agricultural Engineering, Regional Station, Coimbatore; **Dr. S. Ganesh Ram**, Managing Director, Applied Genomics Pvt. Ltd.; **Dr. P. Murali**, Principal Scientist, ICAR-Sugarcane Breeding Institute; **Mr. A.V. Gnanasambandam**, Executive Director &

CEO, Agri-Business Incubation Society - Agri-Business Incubator, Tamil Nadu Agricultural University, Coimbatore; **Mr. Anand**, Associate Lead, Atal Incubation Center; **Dr. R. Madhumathi**, Associate Professor, Sri Ramakrishna Engineering College; **Dr. Praveen Kumar** from Farmers Agriculture Marketing Corporation; **Dr. R. Augustine**, Associate Professor, Karunya Institute of Technology and Sciences, Coimbatore; **Dr. Pavithra P.**, Scientist, ICAR-Krishi Vigyan Kendra; and **Dr. M. Venkatakrishna** of Greenways Agro Consultancy, Coimbatore.



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Adding momentum to the event, **24 innovative agri-startups** from across Tamil Nadu exhibited their solutions, networked with ecosystem enablers, and explored collaborative opportunities—amplifying the region’s dynamic startup pulse and entrepreneurial promise.



The event also saw active engagement from 417 students, creating an electric academic vibe. Among them were 60 students from the agricultural discipline at Tamil Nadu Agricultural University, 345 Master of Business Management students, and 12 Ph.D. scholars from AIHS&HEW Institute. Their keen involvement reflected the event’s educational resonance and its impact on grooming the next generation of agribusiness leaders.

Inauguration of the Program

The event opened on a vibrant note with **Dr. R. Jansi Rani** delivering a motivating welcome address. She emphasized that in today’s fast-evolving startup arena, innovation and uniqueness are not optional—they’re essential. Her message to budding agripreneurs was clear: stay agile, embrace customer feedback, keep an eye on market shifts, and scale smartly by building teams that align with long-term growth.



Stepping in next, **Dr. Saravanan Raj** offered heartfelt thanks to the Chief Guest, Guest of Honour, and all attendees—dignitaries, officials, startups, and students alike. His address provided a powerful glimpse into the vision behind the event and the momentum of India’s agri-startup movement. With an inspiring call to action, he urged everyone present to take charge in driving agripreneurship forward as a force for national transformation.

Dr. I. Indhu explored the vibrant agricultural startup ecosystem, emphasizing its transformative potential in reshaping modern agribusiness. She highlighted the importance of gatherings like seminars and expos in fostering collaboration, partnerships, and mutual learning. Such events act as platforms for knowledge exchange, innovation, and strategic networking among stakeholders.



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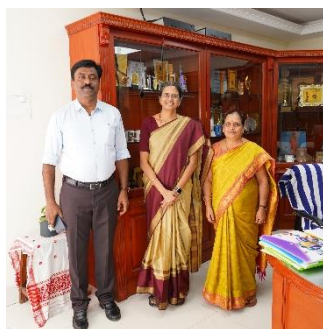


Echoing the theme of synergy, **Dr. S. Amsamani** emphasized that sustainable agriculture thrives through strong alliances among startups, academia, industry, and policymakers. She highlighted the importance of collaborative efforts in addressing real-world agricultural challenges. According to her, impactful innovation must prioritize inclusivity and grassroots development. She stressed that uplifting rural communities should be central to any agricultural progress.

Dr. G. Sheefna added another layer to the discussion by spotlighting the employment potential of startups—especially in sectors like agri-tech and clean energy. She stressed the need to attract passionate, skilled individuals, and called for ongoing research and adaptive design to ensure startups build solutions that truly resonate with market needs.



Each speaker contributed a fresh lens on the power of agri-startups to reshape Indian agriculture. Their collective insights painted a compelling picture of a future where technology, inclusivity, and entrepreneurship converge to build a smarter, more resilient agri-economy.



Closing the session, **Dr. V. Bharathi Harishankar** expressed deep appreciation to **National Institute of Agricultural Extension Management (MANAGE)**, Hyderabad, and **Dr. Saravanan Raj** for championing such a forward-thinking initiative. She reflected on the global relevance of Indian agri-startups, describing them as engines of transformation—driving breakthrough technologies, challenging norms, and enhancing value through bold and visionary ideas.

Overview the Program

One of the most electrifying moments of the event was the dynamic startup presentation session, where a lineup of passionate and visionary agri-startups took center stage to showcase their innovations. Each participating team delivered compelling pitches, presenting bold and scalable business models thoughtfully designed to address some of the most pressing challenges faced by the agricultural sector today. From climate-smart farming to digital supply chains, their solutions reflected deep grassroots understanding and a strong commitment to sustainability.



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What followed was more than just Q&A—it was a spirited exchange of minds. The audience dove in with sharp questions, encouraging founders to dive deeper into their missions. These dialogues sparked fresh ideas, offered constructive critiques, and opened new perspectives, turning the session into a two-way street of learning and collaboration.



The energy spilled over into the vibrant startup exhibition that brought the space to life. From breakthrough agri-tech products to sustainable services, each stall became a mini-ecosystem of innovation. The exhibition wasn't just a showcase—it was a magnet for investors, policymakers, researchers, and entrepreneurs to converge, connect, and collaborate.

Attendees immersed themselves in hands-on demos and one-on-one conversations with innovators, gaining direct insight into the technologies redefining agriculture. The atmosphere buzzed with curiosity and synergy, laying the groundwork for future partnerships and sector-wide evolution.



As the curtains drew to a close, **Mr. Siddharth**, Innovation Manager at MANAGE-CIA, delivered a heartfelt vote of thanks. With warmth and sincerity, he credited Program Director **Dr. Saravanan Raj** for shaping a high-impact initiative and applauded the enthusiasm of all participants whose collective energy turned the event into an inspiring success story.

Key Takeaways and Benefits of the Program

- **Forging High-Impact Alliances:** The gathering ignited a flurry of networking, where entrepreneurs, investors, mentors, and institutions connected seamlessly—laying the foundation for future collaborations that could drive long-lasting industry impact.
- **A Deep Dive into Agri-Innovation:** Expert-led sessions offered attendees more than just information—they delivered strategic foresight. From shifts in market dynamics to cutting-edge practices, participants walked away with a sharper lens on the agribusiness frontier.
- **Stage of Possibilities for Startups:** Emerging agri-ventures seized the spotlight to showcase their disruptive ideas. With decision-makers in the audience, startups amplified their visibility and carved out new growth pathways in the regional innovation space.
- **Sparkling Entrepreneurial Spirit:** The stories of grit and growth shared by seasoned founders didn't just inspire—they activated a mindset shift. Attendees left motivated to turn bold visions into reality with renewed courage and clarity.



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- **Feedback as Fuel for Refinement:** Startups received laser-focused advice from mentors and peers, helping them fine-tune their solutions and rethink their strategies to better align with real-world demands and market expectations.
- **Collaborative Synergy in Action:** The program was more than an event—it was a catalyst for co-creation. It opened doors to shared missions, resource pooling, and innovation partnerships that could redefine the agri-startup ecosystem moving forward.

List of the Participated Agri-Startups

Sr. No.	Founder Name	Startup Name	Location	Focused Area/Bried Idea
1	Ms. Shinduja Vetriselvan	Prishigo Foods And Beverages Pvt. Ltd.	Coimbatore (Tamil Nadu)	Fibro Cutlery - Edible Cutlery from Banana Bio-waste
2	Ms. Nandhini	Nano Nest Private Limited	Coimbatore (Tamil Nadu)	They develop sustainable, energy-efficient pre-built homes using advanced research in natural sciences and engineering.
3	Mr. Rajapalayam	Green City Biotech	Coimbatore (Tamil Nadu)	Bio fertilizer, Bio-control Agents, Bio-Pesticides, Growth enhancer
4	Mr. Gopinath Jambulingam	Faarm2plate Ancestor Agrichain Pvt. Ltd.	Chennai (Tamil Nadu)	Eco-friendly Faarm2Plate products suppliers
5	Mr. Aruneshwar M.G.B.	Grow Your Farms	Erode (Tamil Nadu)	Provides AI-driven, end-to-end agricultural advisory and input solutions directly to farmers' doorsteps, aiming to enhance farming efficiency and productivity.
6	Ms. Divya B.	Herbeeday Beverages Pvt. Ltd.	Coimbatore (Tamil Nadu)	Nectaria - Natural soft drink from Indian Herbs
7	Mr. Karthik Kumar D.	VIYEN Biotech LLP	Coimbatore (Tamil Nadu)	Nano-fertilizer manufacturing
8	Mr. Uday Kumar	V Win Bio Products Pvt. Ltd.	Namkkal (Tamil Nadu)	Bio plastic products made from sago starch/ corn starch
9	Mr. Balaaji	Sri Vrintha Traders	Coimbatore (Tamil Nadu)	Insects and Egg Removal Machine from grains, ensuring quality without use of chemicals
10	Mr. M. Venkatakrishnan	Greenways Agro Consultancy Services	Erode (Tamil Nadu)	Customized Kits for Terrace Farming
11	Mr. Gaurav Sabharwal	Shoolini Saffron	Shimla (Himachal Pradesh)	Working of Saffron Cultivation



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Sr. No.	Founder Name	Startup Name	Location	Focused Area/Bried Idea
12	Mr. K. Himakar Reddy	Sushruthaa Scientific Solutions Pvt. Ltd.	Chennai (Tamil Nadu)	They develops and supplies advanced medical equipment and scientific solutions aimed at enhancing healthcare and research outcomes.
13	Mr. Sridharan	Craftzymes Biotech Pvt. Ltd.	Coimbatore (Tamil Nadu)	Industrial Enzymes/Micro Inoculants for Improving the plant growth
14	Ms. Subathra	PVR Foods	Coimbatore (Tamil Nadu)	Millet value added products manufacturing including millet batters
15	Mr. S. M. Senthil Kumar	Sri Biosys LLP	Erode (Tamil Nadu)	Probiotics For Aquaculture & Microbes for Agriculture
16	Dr. Subha Damodharan	Craftzymes Biotech Pvt. Ltd.	Coimbatore (Tamil Nadu)	Improved, customized enzyme solutions for problems in agri sector
17	Ms. Pragathi	Groxie	Erode (Tamil Nadu)	Connecting local farmers directly to an end customer
18	Ms. Chithra K. Kumar	Aadrics Agro Products	Palakkad (Tamil Nadu)	Virgin coconut oil (Cold Processed)
19	Mr. Varadarjan M. N.	Madhura Agro Process Pvt. Ltd.	Coimbatore (Tamil Nadu)	Processing and Packing Tender Coconut Water
20	Ms. Kaviarasan Veeramani	Applied Genomics Private Limited	Coimbatore (Tamil Nadu)	Nano-formulated bio derived plant growth regulators
21	Mr. Surendren M. N.	Pure Oil Station	Thrissur (Kerala)	Coconut water-based Energy Drink
22	Mr. Rijish V. R.	Simplify Agri Private Limited	Palakkad (Tamil Nadu)	Creating digital infrastructure to upskill farmers
23	Mr. Ramesh	Sri Mirdhu Enterprises	Chennai (Tamil Nadu)	Working on Agri Inputs
24	Mr. Aravindh	Enhanced Biofuels and Technologies India Pvt. Ltd.	Coimbatore (Tamil Nadu)	Methane Mitigation and carbon free On Rice cultivation

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Prepared by: Mr. Arvind Singh Rao, MANAGE-CIA Intern, National Institute of Agricultural Extension Management – Centre for Innovation & Agripreneurship (MANAGE-CIA), Rajendranagar, Hyderabad – 500030
Email- arao4130@gmail.com



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