

Agri-Startup Stakeholders Connect Program –  
Fostering Collaboration & Partnership

MANAGE – Centre for Innovation and  
Agripreneurship



# A Report on Agri-Startup Stakeholders Connect Program at Uttar Pradesh April 19, 2024

Venue: Babasaheb Bhimrao Ambedkar  
University (BBAU), Lucknow

## 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)**  
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## MANAGE – Centre for Innovation and Agripreneurship



### About the Program

MANAGE – Centre for Innovation and Agripreneurship (CIA), a Centre of Excellence in Agribusiness Incubation, is hosted by the National Institute of Agricultural Extension Management (MANAGE), Hyderabad. Widely recognized as one of India's leading agribusiness incubators, MANAGE-CIA has successfully funded 158 and incubated over 383 agri-startups, while providing dedicated mentorship to more than 754 agripreneurs across various sectors in agriculture and allied industries.

To strengthen regional innovation and entrepreneurial networks, MANAGE-CIA designed its 3rd Agri-Startup Stakeholders Connect Program—an initiative aimed at building robust collaboration among startup founders and agribusiness stakeholders in Uttar Pradesh.

The objective of this program was to unite all key stakeholders—including researchers, incubators, policymakers, agripreneurs, startups, agro-industries, investors, extension professionals, students, and other partners from across Uttar Pradesh—to share their innovations, insights, expertise, and experiences related to agribusiness and agripreneurship.

The event organized in partnership with **Babasaheb Bhimrao Ambedkar University (BBAU), Lucknow**. The event witnessed vibrant participation from a diverse spectrum of startups and agricultural stakeholders across Uttar Pradesh, making it a significant step toward cultivating a thriving agripreneurial ecosystem in the region.

### Objectives of the Program

- To cultivate impactful connections among agripreneurs, researchers, and industry leaders, thereby enhancing the agricultural innovation ecosystem across Uttar Pradesh.
- To bridge the gap between academia and industry by fostering collaborative efforts that address real-world agricultural challenges and unlock emerging opportunities for growth.
- To provide a dynamic platform for the exchange of ideas, strategies, and cutting-edge technologies that empower agricultural startups and drive innovation in the sector.

### Participants of the Program

The program was graced by the presence of several eminent personalities representing national institutions, academia, state departments, and the agri-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



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Agripreneurship (CIA), joined the event virtually and played a pivotal role in steering its proceedings with his valuable insights.

The event's Chief Guest was **Dr. Damodaran Thukkaram**, Director, ICAR – Central Institute for Subtropical Horticulture, Lucknow. **Dr. Sanjay Singh**, Director General of the Uttar Pradesh Council of Agricultural Research (UPCAR), Lucknow, served as the Guest of Honour, adding further significance to the occasion.



A distinguished delegation from Babasaheb Bhimrao Ambedkar University (BBAU), Lucknow, actively participated in the program. This included **Prof. Deepa H. Dwivedi**, Dean & Head, Department of Horticulture; **Dr. M.L. Meena**, Professor, School of Agricultural Sciences and Technology; **Prof. S. Victor Babu**, Dean, Academic Affairs; and **Prof. Ram Chandra**, Director, Internal Quality Assurance Cell

(IQAC). Their presence, along with other faculty and administrative members, greatly enriched the academic dimension and institutional support of the event.

The program also attracted notable officials from various state and national-level organizations. Key attendees included **Dr. Vinod Kumar**, General Manager, NABARD, Lucknow; **Dr. L.S. Gangwar**, Principal Scientist, ICAR – Indian Institute of Sugarcane Research, Lucknow; and **Ms. Madhulika** from the Indian Institute of Information Technology (IIIT), Lucknow, all of whom contributed meaningful perspectives to the discussions.



Complementing the institutional presence, the event showcased **29 agri-startups** from across Uttar Pradesh. These startups presented their innovations, networked with stakeholders, and explored future partnerships, underscoring the dynamism and potential of the region's agripreneurial landscape.

The program also saw enthusiastic participation from **125 students**, including **80 from Agriculture**, **20 from Horticulture**, and **25 from Agri-Business Management**. Their



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active involvement reflected the program's strong educational impact and its success in inspiring the next generation of agripreneurs.

### Inauguration of the Program

The program commenced with a warm welcome address by **Prof. Deepa H. Dwivedi**, who emphasized the pivotal role of startups in driving innovation, economic development, job creation, and societal transformation. She highlighted that startups are powerful engines of creativity, constantly challenging conventional norms with disruptive ideas, cutting-edge technologies, and novel business models. In the agriculture sector, she noted, startups are reshaping the landscape by fostering progress and redefining industry standards.



**Dr. Saravanan Raj** then expressed heartfelt gratitude to the Chief Guest, Guest of Honour, and all attending dignitaries, government representatives, startups, and students. He shared insightful perspectives on the purpose of the program and the dynamic evolution of the agri-startup ecosystem in India. Dr. Saravanan Raj also called upon all participants to become active contributors in nurturing and scaling this ecosystem for greater national impact.



**Mr. Sanjay Singh** emphasized how startups enhance a nation's global competitiveness by cultivating a culture of innovation, attracting top talent and investment, and fostering collaboration between startups, established firms, academic institutions, and government bodies. He applauded their agility in responding swiftly to market shifts, adapting strategies, and seizing emerging opportunities.

**Dr. M.L. Meena** spoke about the inclusive nature of startup growth, particularly in empowering underserved communities and enabling the participation of women, minorities, and underrepresented groups in economic development. He emphasized that startups democratize entrepreneurship by breaking down barriers and providing accessible platforms for diverse voices and innovative thinkers.



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**Dr. Vinod Kumar** highlighted the transformative impact startups can have on society by addressing urgent issues such as climate change, education, healthcare, and social inequality. He encouraged startups to forge partnerships with corporations, academia, and NGOs to combine strengths, access vital resources, and accelerate cross-sector innovation for sustainable development.

**Prof. S. Victor Babu** pointed out that startups place significant emphasis on customer acquisition and retention to drive revenue and establish a loyal user base. He detailed how objectives such as boosting website traffic, enhancing conversion rates, and improving brand visibility are critical for startups seeking to solidify their market presence and long-term viability.



**Prof. Ram Chandra** noted that while immediate profitability might not be the primary goal for all startups, long-term financial sustainability remains a critical objective. He underscored the importance of efficient cost management, favourable unit economics, and strategic growth planning in achieving strong financial performance and satisfying stakeholder expectations.

**Dr. L.S. Gangwar** elaborated on the goal of many startups to innovate through new products, services, or business models that challenge existing markets or carve out entirely new ones. He stressed that startups must validate their ideas through real-world testing, customer feedback, and agile iterations to refine their value propositions and align with market needs.



**Ms. Madhulika** shared information on various government schemes aimed at supporting and mentoring startups. She reaffirmed the government's commitment to strengthening agripreneurship and emphasized the passionate drive of startup founders, which fuels their resilience and determination to overcome challenges and realize their visions.



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All the distinguished speakers shared compelling viewpoints on the agri-startup landscape and highlighted its transformative potential for Indian agriculture. Their collective insights reinforced the sector's growing importance in shaping a resilient, technology-driven, and inclusive agri-economy.



Finally, **Dr. Damodaran Thukkaram** delivered the concluding address, expressing his appreciation to the **National Institute of Agricultural Extension Management (MANAGE), Hyderabad**, and **Dr. Saravanan Raj**, Director (Agricultural Extension), MANAGE for organizing such a significant and impactful initiative. He reaffirmed that startups are vital engines of economic growth, stimulating job creation, generating wealth, and energizing local economies through innovation, competitiveness, and entrepreneurial zeal.

### Overview the Program

A dedicated startup presentation session was conducted as a key segment of the program, providing an impactful platform for participating agri-startups to exhibit their innovative business models. Each startup eloquently addressed the specific agricultural challenges they are tackling and presented their unique, solution-driven approaches aimed at transforming the sector.



The presentations were followed by engaging Q&A sessions, where attendees interacted directly with startup founders. These discussions fostered insightful exchanges, as participants offered feedback, asked in-depth questions, and proposed ideas for improvement, enriching the learning experience for both startups and the audience.

Complementing the presentations, a vibrant startup exhibition was organized, where entrepreneurs showcased their products, technologies, and services designed to solve real-time agricultural problems. This exhibition not only highlighted the diversity of agri-innovations but also created a dynamic networking space for startups to connect with potential investors, collaborators, policymakers, and academia.



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Attendees had the opportunity to explore cutting-edge agri-tech solutions firsthand and engage in meaningful conversations with the minds behind the innovations. This open exchange of ideas encouraged collaboration, knowledge-sharing, and strengthened ties within the agri-innovation ecosystem.

The event concluded with a heartfelt vote of thanks delivered by **Mr. Siddharth**, Innovation Manager at MANAGE – Centre for Innovation and Agripreneurship (CIA). He extended his sincere gratitude to Program Director **Dr. Saravanan Raj** for envisioning and executing such a forward-looking initiative. He also appreciated the enthusiastic involvement of all participants, whose contributions played a vital role in the program's remarkable success.



### Key Takeaways and Benefits of the Program

- **Forging Strategic Connections:** The event offered a vibrant platform for participants to connect with prospective business partners, clients, mentors, and collaborators—laying the groundwork for impactful and lasting professional relationships.
- **Insightful Knowledge Exchange:** Through expert-led talks and engaging discussions, attendees absorbed valuable perspectives from industry veterans and thought leaders, enriching their understanding of agribusiness trends and startup strategies.
- **Startup Spotlight:** Startups gained exceptional exposure by presenting their innovative solutions on a prestigious platform, elevating their visibility within the regional entrepreneurial ecosystem and attracting interest from diverse stakeholders.
- **Igniting Entrepreneurial Spirit:** Inspiring success stories and real-life experiences shared by established entrepreneurs infused the event with motivation, energizing participants to dream bigger and pursue their ventures with determination.
- **Feedback-Driven Growth:** Constructive and experience-based feedback from experts and peers provided startups with actionable suggestions, helping them polish their offerings and fine-tune their business models for greater impact.
- **Collaborative Pathways:** The event fostered new avenues for collaboration, including potential joint ventures, strategic alliances, and co-innovation initiatives, aligning with the shared vision of advancing agricultural innovation.



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## (हिन्दी दैनिक) रिपब्लिक रैनैसां

# बाबा साहेब भीमराव अंबेडकर यूनिवर्सिटी में कृषि स्टार्टअप पर हुआ एकदिवसीय कार्यक्रम का आयोजन

रामकृष्ण मिश्रा/ब्यूरो  
रिपब्लिक रैनैसां

लखनऊ। बाबासाहेब भीमराव अम्बेडकर विश्वविद्यालय में शुक्रवार को नेशनल इंस्टीट्यूट ऑफ एग्रीकल्चर एक्सटेंशन मैनेजमेंट एवं डिपार्टमेंट ऑफ हॉर्टिकल्चर, बीबीएयू के संयुक्त तत्वाधान में कृषि स्टार्टअप हितधारक कनेक्ट – सहयोग एवं साझेदारी को बढ़ावा देना विषय पर एकदिवसीय कार्यक्रम का आयोजन किया गया। कार्यक्रम में मुख्य अतिथि के तौर पर आईसीएआर – सेंट्रल इंस्टीट्यूट फॉर सबट्रॉपिकल हॉर्टिकल्चर के डायरेक्टर डॉ० दामोदरन तुकाराम मौजूद रहे। इसके अतिरिक्त मंच पर विशिष्ट अतिथि व उत्तर प्रदेश काउंसिल ऑफ एग्रीकल्चर रिसर्च, लखनऊ के डायरेक्टर जनरल डॉ० संजय सिंह, डीन ऑफ एकेडमिक अफेयर्स प्रो० एस० विक्टर बाबू, आईसीएआर – भारतीय गन्ना अनुसंधान संस्थान के प्रिंसिपल साइंटिस्ट डॉ० एल० एस० गंगवार, नाबार्ड लखनऊ के जनरल मैनेजर विनोद कुमार, हॉर्टिकल्चर विभाग की विभागाध्यक्ष प्रो० दीपा एच० द्विवेदी एवं आईआईआईटी लखनऊ की डॉ० मधुलिका उपस्थित रहीं। सर्वप्रथम प्रो० दीपा एच० द्विवेदी ने अतिथियों का स्वागत किया एवं मैनेज – सीआईए हैदराबाद के



इनोवेशन मैनेजर सिद्धार्थ ने सभी को कार्यक्रम के उद्देश्य एवं रूपरेखा की जानकारी दी। इसके पश्चात प्रो० संजय कुमार ने सभी को विश्वविद्यालय एवं इसकी उपलब्धियों के बारे में बताया। डॉ० दामोदरन तुकाराम ने कहा कि छात्र केंद्रित गतिविधियों द्वारा एवं कृषि और किसान कल्याण के क्षेत्र में कार्य करके जमीनी स्तर पर किसानों के स्तर को सुधारा जा सकता है। डॉ० संजय सिंह ने चर्चा के दौरान कहा कि आज के समय में कृषि में भी सतत विकास की आवश्यकता है। प्रो० एस० विक्टर बाबू ने अपने विचार रखते हुए कहा कि उत्पाद एवं उपयोग कर्ता को ध्यान में रखते हुए हमें दीर्घकालिक प्रभाव के लिए भी कार्य करना चाहिए। डॉ० एल० एस० गंगवार ने बताया कि गन्ने द्वारा

विभिन्न उत्पादों का निर्माण करके कृषि के क्षेत्र में स्टार्टअप शुरू किया जा सकता है। विनोद कुमार ने सरकार एवं बैंक द्वारा चलाई गयी विभिन्न योजनाओं की जानकारी दी एवं डॉ० मधुलिका ने इंटरप्रेन्योर के क्षेत्र में विद्यार्थियों को प्रेरित किया। अंत में धन्यवाद ज्ञापन का कार्य प्रो० एम० एल० मीणा ने किया। कार्यक्रम के द्वितीय सत्र में विद्यार्थियों के लिए तकनीकी सत्र का आयोजन किया गया। इसके अतिरिक्त कृषि आधारित उत्पादों की प्रदर्शनी लगायी गई। इसमें मोरंग उत्पाद, शहद, मोम, एलोवीरा द्वारा बनी बैटरी आदि उत्पाद उपस्थित रहे। समस्त कार्यक्रम के दौरान विभिन्न शिक्षकगण, गैर शिक्षण कर्मचारीगण, शोधार्थी, प्रतिभागी एवं विश्वविद्यालय के अन्य विद्यार्थी मौजूद रहे।



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**List of the Participated Agri-Startups**

Sr. No.	Founder Name	Startup Name	Location	Focused Area/Bried Idea
1	Mr. Amit Tripathi	Orogonica Sowing India Private Limited	Lucknow (Uttar Pradesh)	Uplifting the natural farmer livelihood through s2s support
2	Mr. Raj Thakur	Your AgriStory	Kanpur (Uttar Pradesh)	Media Platform Covering the Ecosystem of Agri-Entrepreneurs in India
3	Dr. Astha Tripathi	Mycoera Pvt. Ltd.	Kanpur (Uttar Pradesh)	mushroom chewable tablets which is effective against oral bacteria
4	Mr. Abhishek Sharma and Mr. Umesh Dixit	Greenday Farmer Solutions Pvt. Ltd.	Lucknow (Uttar Pradesh)	Agri-Input Retail Store
5	Dr. Kamini Singh	JVKS Agro Tech Pvt. Ltd.	Lucknow (Uttar Pradesh)	Moringa based essential food supplements like powder, capsules, tablets, tea, chocolates, chicki, juice and soup.
6	Ms. Preeti Singh	Vasundhara Biofibers Pvt. Ltd.	Hardoi (Uttar Pradesh)	Biofiber from organic biomass kans grass.
7	Ms. Nimisha Varma	Aloe E-cell	Lucknow (Uttar Pradesh)	Recycle used hazardous batteries into fertilizers
8	Mr. Aman Kumar	Nutty Village	Unnao (Uttar Pradesh)	Post-harvest value addition at grassroots level in groundnuts and millets
9	Mr. Ajeet Kumar	Rajendrm Bekeeping India Pvt. Ltd.	Barabanki (Uttar Pradesh)	Artificial Queen bee insemination
10	Mr. Vikas Kalra	Shubhkamnayien Presents LLP	Lucknow (Uttar Pradesh)	Replacing single use of paper in a planet friendly, sustainable solution.
11	Mr. Ali Hasan	StartupTrak	Lucknow (Uttar Pradesh)	Media platform for Agriculture and Rural India
12	Mr. Nimit Singh	Madhumakhiwala	Barabanki (Uttar Pradesh)	Raw Honey
13	Mr. Vishwas Maheshwari	AgroNxt Services Private Limited.	Kanpur (Uttar Pradesh)	SaaS Platform offering Farming focused innovative, affordable, technology driven Products and Services
14	Mr. Sourabh Menghi	Menghis Private Limited	Lucknow (Uttar Pradesh)	An online marketplace /trading platform for livestock (poultry) farmers
15	Mr. Rohit Kumar	Agri Junction	Barabanki (Uttar Pradesh)	Agri-inputs and consultancy
16	Mr. Prathvipal	Sanchi Ventures	Sitapur (Uttar Pradesh)	Value Addition in vinegar
17	Mr. Vikas Singh Tomar	Ozone farmer producer company limited	Sitapur (Uttar Pradesh)	Agri business and Millets based products
18	Mr. Pravesh Kumar	Landtouch Agricultural Industries Pvt Ltd	Ayodhya (Uttar Pradesh)	One stop solution for startup and farmers
19	Mr. Stuti Lal	Bikalp Herbals	Lucknow (Uttar Pradesh)	Herbal Beverages
20	Mr. Yash Trivedi	University of Lucknow	Lucknow (Uttar Pradesh)	Agri-inputs and consultancy



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Sr. No.	Founder Name	Startup Name	Location	Focused Area/Bried Idea
21	Mr. Harish Chandra Singh	Raghuvanshi Upvan Agrotech	Lucknow (Uttar Pradesh)	Dehydration of fruits, vegetables & spices
22	Mr. Gajendra singh	Smart City Solutions India Pvt. Ltd.	Lucknow (Uttar Pradesh)	Food Technology
23	Mr. Ambrish Srivastava	Sacred River Agri Technologies Pvt. Ltd.	Lucknow (Uttar Pradesh)	Agriculture and Agritech
24	Mr. Yash Trivedi	YT consultancy	Lucknow (Uttar Pradesh)	Agriculture Education
25	Mr. Avanish Bhatt	Avan Industry	Lucknow (Uttar Pradesh)	Water, Sanitation and Solid Waste Management
26	Mr. Deepanshu Varshney	EsFresho	Kanpur (Uttar Pradesh)	Beverages
27	Mr. Pradeep Dixit	Praakritik	Lucknow (Uttar Pradesh)	Millet's production and processing
28	Mr. Shreem Tripathi	Kiroj Foods	Lucknow (Uttar Pradesh)	Millet's Value Addition
29	Mr. Shivam Rajput	Aigroedge Technologies Pvt Ltd.	Lucknow (Uttar Pradesh)	Agriculture Drone



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