



Agri Eureka Chronicles:

25 Stories of Innovation and Impact



MANAGE-Centre for Innovation and Agripreneurship
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad- 500 030, India

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About the Publication

AgriEureka Chronicles documents and presents the journeys of 25 AgriEureka participants whose innovative ideas address diverse challenges and opportunities in agriculture. The publication aims to facilitate knowledge sharing by highlighting their experiences, innovations, learning and achievements, providing insights and inspiration for aspiring innovators, entrepreneurs, researchers, practitioners and other stakeholders in the agricultural ecosystem.

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Authors' Note

Agri Eureka Chronicles: 25 Stories of Innovation and Impact has been conceived to document and share the journeys of innovators who have sought to address diverse challenges in agriculture through innovative ideas, technology and entrepreneurship. While innovations are often presented through their final products, technologies or enterprises, the journey behind each innovation is equally significant. It encompasses the experiences, challenges, learning, mentorship, experimentation and perseverance that shape an idea and contribute to its progression towards impact.

This publication brings together the stories of 25 Agri Eureka participants, representing diverse backgrounds, areas of innovation and approaches to addressing agricultural challenges. Each story offers a distinct perspective on how an observed problem, an emerging opportunity or a technological possibility can become the foundation for an innovative solution. Collectively, these narratives demonstrate the importance of nurturing ideas through appropriate guidance, exposure, networks and opportunities for experimentation and enterprise development.

The publication is intended as a resource for aspiring innovators, entrepreneurs, students, farmers, researchers, incubation professionals, policymakers and other stakeholders engaged in agricultural innovation and entrepreneurship. By presenting the experiences of innovators in their own developmental journeys, the publication seeks to facilitate knowledge sharing, encourage reflection and provide insights that may be relevant to others pursuing innovation in agriculture.

We express our sincere appreciation to all the AgriEureka participants whose experiences and achievements form the foundation of this publication. We also acknowledge the mentors, experts, institutions, faculty members and MANAGE-CIA team who have contributed to nurturing and strengthening these innovation journeys. Their collective efforts demonstrate the value of creating supportive ecosystems in which ideas can be explored, refined and translated into meaningful solutions.

It is hoped that these stories will inspire aspiring innovators to pursue their ideas with greater confidence and perseverance, while encouraging wider engagement with innovation and entrepreneurship as pathways for addressing the evolving needs of agriculture and allied sectors.

Dr. Saravanan Raj

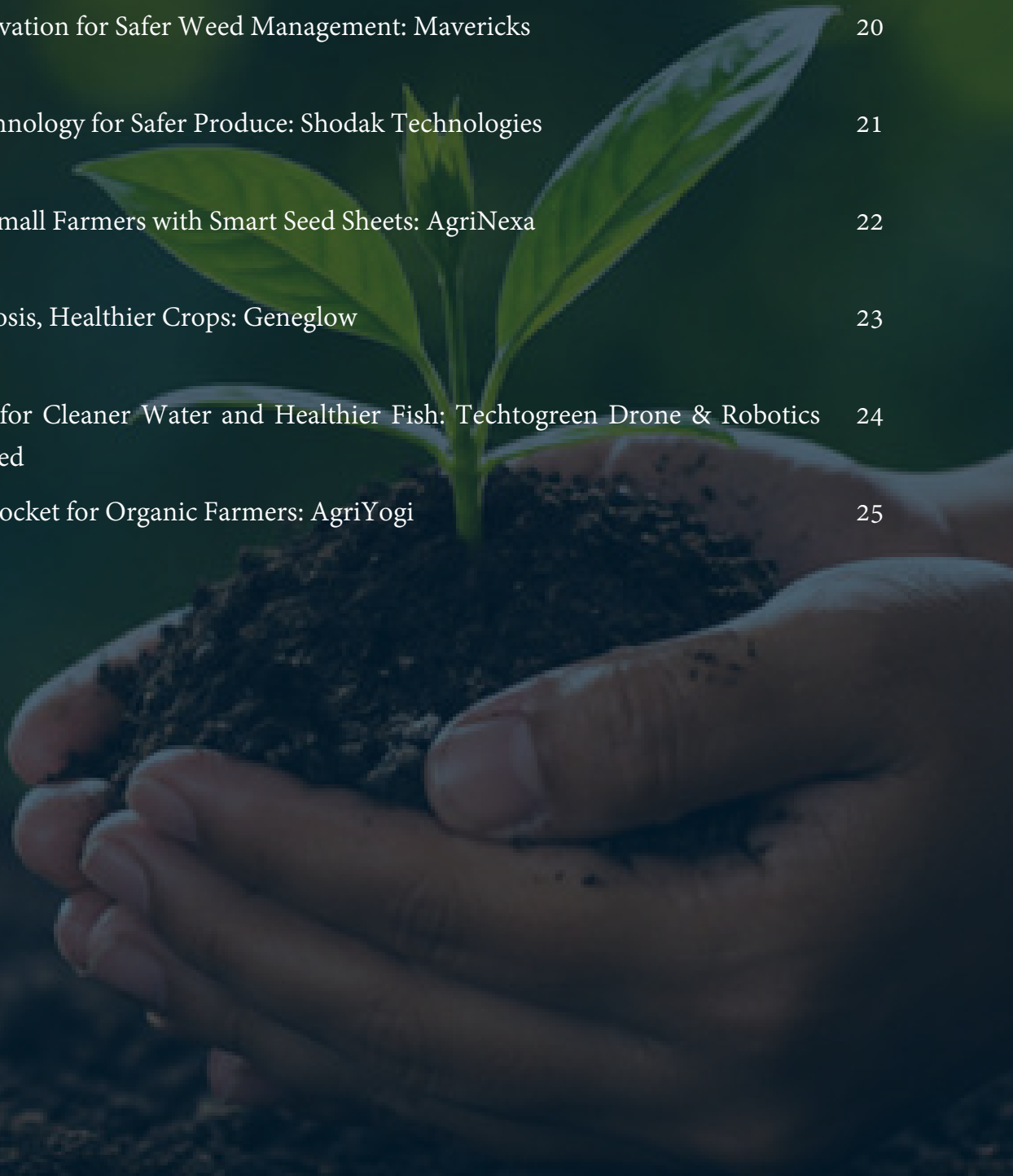
Mr. Thirumalai Nambi

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Bridging Farmers and Formal Credit: Finasyst Tech Private Limited



Farmers
Benefited
8000 farmers



Employment
Generated
4 persons



Annual
Turnover
Rs. 150/- Lakh



Mr. Sanjog Bawane & Mr. Vikrant Bawane

Coming from a farming family in rural Vidarbha, Mr. Sanjog Bawane and his brother, Mr. Vikrant Bawane, combined their expertise in finance, infrastructure, and agribusiness to establish Finasyst Tech Private Limited. Driven by a vision to improve financial inclusion in rural India, they developed KrishiFin. This digital agri-lending SaaS platform connects farmers with institutional lenders through AgriTech companies and agri-enterprises. Leveraging intelligent data analytics and a sector-specific credit assessment engine, the platform digitizes loan applications, automates verification processes, and accelerates loan approvals.

A major turning point came when they joined the Agri Eureka program after developing their Minimum Viable Product (MVP), where KrishiFin secured the 2nd Runner-Up in Agri Eureka 2022 and paved the way for incubation support from MANAGE-CIA, where the startup received a grant-in-aid of ₹5 lakh. Reflecting on the incubation journey, Mr. Bawane shares, “One-on-one mentoring with experts helped us understand farmers’ needs more deeply, refine our product, strengthen our business model, and adapt to the realities of building an agri-startup beyond our corporate experience.” Recognizing that direct farmer outreach through a web-based platform could be challenging, the founders adopted a Business-to-Business-to-Consumer (B2B2C) model by partnering with AgriTech companies and rural enterprises that already gained the trust of farmers.

Today, KrishiFin has benefited nearly 8,000 to 9,000 farmers through its network of 8 to 9 AgriTech anchor partners and 5 to 6 onboarded banks. What began in Maharashtra has expanded across five states, facilitating the disbursement of nearly ₹180 crore in agricultural credit. “There is still a long way to go,” says Mr. Bawane. The startup’s innovative contribution to agricultural finance has earned the Best Agri Startup Award under the Finance and Insurance category at the 7th FICCI Agri Startup Summit and Awards 2025. The startup was also selected by the Maharashtra State Innovation Society to participate in Startup Mahakumbh 2025. Sharing his message with aspiring agripreneurs, Mr. Bawane says, “Any innovation in agri-fintech should be simple, scalable, adaptable to emerging technologies, and ultimately beneficial to a larger section of society.”



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Making Farm Mechanization Farmer-Friendly: Krishitek Industries Private Limited



Farmers
Benefited
5000 farmers



Employment
Generated
28 direct & 200
indirect employments



Annual
Turnover
Rs. 766.94/-
Lakh



Ms. Archana Patel

Ms. Archana Patel, a CFA graduate from the United States with a background in banking and finance, discovered her entrepreneurial calling while working as a Project Manager on land acquisition projects in Gujarat. Through close interactions with farming communities, she witnessed persistent challenges such as labour shortages, low productivity, difficult working conditions, and weather-related uncertainties. Recognizing the potential of farm mechanization, she founded Krishitek Pvt. Ltd. in 2018 to develop affordable, farmer-friendly mechanization technologies.

After over two years of design, testing, and regulatory approvals, the company introduced a lightweight hydraulic multi-crop reaper compatible with various tractor models. The machine efficiently harvests crops multiple crops and reducing labour dependency and drudgery, saving time, improving productivity. "The reaper not only supports farmers' own agricultural operations but also creates additional income through custom hiring services, enabling many farmers to recover their investment quickly while generating a new source of revenue," says Ms. Archana. The startup's innovation and impact earned it the Runner-Up position in Agri Eureka 2023. Krishitek was subsequently incubated under the Startup Agribusiness Incubation Programme (SAIP) at MANAGE-CIA, where it received grant-in-aid support of ₹25 lakh. Reflecting on the impact of this support, Ms. Archana stated, "The grant enabled us to invest in manufacturing facilities, quality improvement, and production automation. As a result, our productivity improved significantly, allowing us to provide farmers with more consistent and high-quality products."

Today, Krishitek operates through a dealer-distributor network across more than twelve states, alongside direct sales in Gujarat and neighbouring regions. The company actively promotes its products through digital marketing, farmer training programmes, field demonstrations, and direct farmer engagement. Its achievements have been recognized through several awards, including the IEDRA Outstanding Achievement for Business Excellence Award 2024, Best Agri Startup of Gujarat 2024, and the State-Level Agriculture Service Award at Agri Asia 2024



Nagpur, Maharashtra



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Bringing Intelligence to Farm Decisions: SmartU Krishi Khata Private Limited



Farmers
Benefited
1200 farmers



Employment
Generated
3 direct and 56
indirect employments



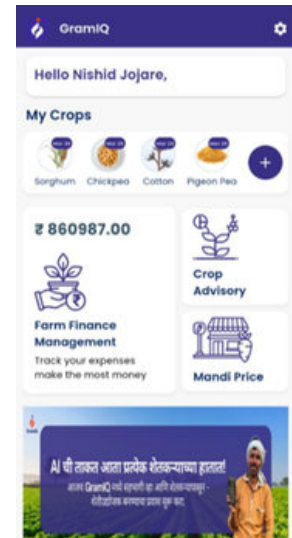
Annual
Turnover
Rs. 12.24/-
Lakh

Mr. Sachin Farfad Patil

With an MBA in Marketing and Operations and more than 13 years of experience in the IT industry, Mr. Sachin Farfad Patil leveraged his expertise to pursue innovative solutions in agriculture. Despite a successful IT career, he observed that many farmers lacked proper records of their farm operations, limiting their ability to make informed and profitable decisions. Driven by this, Mr. Sachin established SmartU Krishi Khata Pvt. Ltd. and developed GramIQ, a full-stack agri-marketing intelligence platform.

The name “GramIQ” combines Gram, meaning village, and IQ, representing intelligence. Its multilingual WhatsApp-based chatbot enables farmers to maintain digital records of income and expenditure in their native languages. The platform also provides services such as Krishi Mahiti, Krishi Khata, and Krishi Clinic, offering market and weather information, digital farm bookkeeping, and virtual agronomy advisory support through simple chat-based communication. The startup secured the Runner-Up position at Agri Eureka 2023, which exposed the enterprise to the broader startup ecosystem and created opportunities for pilot demonstrations, field feedback, and linkages with FPOs and farmers. Sachin says, “Winning at Agri Eureka was a great acknowledgement of our work and provided strong validation that we were building in the right direction.”

Subsequently, the startup was incubated at MANAGE-CIA and received a grant-in-aid of ₹5 lakh, which served as crucial initial funding for platform development and solution enhancement. Reflecting on the support, he remarks, “Without this support, reaching our current stage would have taken much longer.” The startup has since earned several recognitions, including Winner in the Agritech Category at Startup Mahakumbh 2025, 2nd Runner-Up at the Bharat Agri-Tech Innovation Challenge 2025, the Changemaker Award 2024, and the Best AI Conversational Marketing Solution Award. Sachin says, “Unless farmers start thinking like businessmen, farming cannot become profitable. Our mission is to empower farmers to become agripreneurs and transform farming into a sustainable business enterprise.”



Nagpur, Maharashtra



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Making Traditional Food Convenient:

Cacador Foods Private Limited



Farmers
Benefited
8 farmers



Employment
Generated
7 direct and 18
indirect employments



Annual
Turnover
Rs. 7.48/-
Lakh



Mr. Kiran Patil

Mr. Kiran Patil from Jalgaon, Maharashtra, holds postgraduate qualifications in Economics and Business Administration and possesses over fifteen years of experience in business development and operations. He observed that while traditional dishes such as Baingan Bharta remained popular, modern urban consumers often lacked the time and convenience required for the laborious process of roasting and peeling brinjal. Combining his commercial expertise with a deep understanding of local agriculture, he identified an opportunity at the intersection of agriculture, food technology, and changing consumer preferences and established Cacador Foods Pvt. Ltd.

The startup developed a frozen roasted brinjal puree by adapting scraped surface heat exchanger technology and controlled roasting processes. The product was designed to retain the smoky aroma, texture, and authentic flavour of traditionally biomass-roasted brinjal while offering consumers a convenient, ready-to-cook solution. By eliminating the time-consuming roasting process, the product enables the preparation of Baingan Bharta within minutes without compromising on taste and quality. The innovative idea secured the Runner-Up position at Agri Eureka 2024. Reflecting on the experience, Kiran says, "From application to final pitch, the guidance and mentoring received through Agri Eureka enhanced our understanding and strengthened our business approach." Subsequently, the startup was incubated under the SAIP category at MANAGE-CIA and received a grant-in-aid of ₹20 lakh.

Today, Cacador Foods creates value for farmers by introducing branded value addition in brinjal processing and generating sustainable market demand for GI-tagged Jalgaon brinjal. Through collaborations with FPOs and SHGs, the company promotes farmer participation and shared farming models. Operating across three villages in Jalgaon district, it supports and trains farmers while generating employment opportunities. The startup has established a presence in HoReCa B2B sales, successfully entered retail markets, and signed an MoU to launch its first QSR outlet, reaching 600+ consumers. For its contribution to agricultural development and food processing innovation, the startup was honoured with the Khandesh Krishi Samrat Award by Dainik Bhaskar.



Jalgaon, Maharashtra



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Preserving Mizoram's Natural Wealth: Zo Bio Hub



Farmers
Benefited

300 farmers



Employment
Generated

2 persons



Annual
Turnover

Rs. 10/-
Lakh

Ms. Lalhlupuii Ralte

Growing up amidst the forests of Mizoram, Ms. Lalhlupuii (Mahlui) Ralte spent her childhood moving from one village to another due to her father's career as a forest officer. After completing her science studies in Shillong and Pune, she worked in a consultancy firm in Guwahati before returning to Aizawl to establish her own consultancy business. While helping farmers access loans, she observed that shifting (Jhum) cultivation and monocropping were contributing to soil degradation, deforestation, biodiversity loss, and the disappearance of indigenous plant species. She noted that "Mizoram is home to various aromatic and medicinal plants, natural dyes, wildflowers, and fruits, but not much was being done to preserve them or help farmers tap into these resources."

Motivated by this realization, MS. Ralte founded Zo Bio Hub in 2018 using her consultancy earnings. The startup focuses on processing aromatic plants into essential oils and creating market opportunities for local farmers. In 2019, Zo Bio Hub was incubated under RABI Mizoram with a grant-in-aid of ₹5 lakh. Through Zo Bio Hub, Ralte introduced permaculture farming and inter-cropping systems that cultivate medicinal and aromatic plants in their natural environment while promoting commercially viable endemic species. Supported by the State Medicinal Plant Board, the initiative has been implemented in seven villages involving about 60 farmers per village under a buy-back arrangement. The produce is processed into essential oils and herbal products at the company's extraction centre in Aizawl and marketed within Mizoram, with plans for expansion across India.

Zo Bio Hub has earned recognition for its contributions to sustainable agriculture and biodiversity conservation, including being the runner-up at Agri Eureka 2022 and receiving the Best Social Enterprise Award at the Northeast India Fashion and Design Week in 2019. Despite challenges in coordinating with farmers and encouraging the adoption of new farming practices, Ralte remains committed to her mission. Today, the initiative engages around 300 farmers, including 200 women. As she explains, "Since most plants are native to the region, they require minimal care after planting, making them favourable among women farmers as they are less labour-intensive than other crops." with a hope that more women farmers will join the initiative.



Aizawl, Mizoram



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Building a Flower-Based Beverage Brand: Aarchy Nutriment & Beverage Private Limited



Farmers
Benefited
300 farmers



Employment
Generated
12 persons



Annual
Turnover
Rs. 150/-
Lakh

Ms. Archana Nagar

“Initially, being a woman, no one took me seriously in the market, not even my employees,” recalls Ms. Archana Nagar, founder of SAGE, the first brand to produce a flower-based energy drink. A resident of the remote village of Sirkambha in Madhya Pradesh’s Harda district, Nagar comes from a joint farming family owning nearly 100 acres of land. Reflecting on her roots, she said, “I was always into farming since my childhood and wanted to make it more profitable, despite having no prior business experience.”

During the COVID-19 pandemic, when health consciousness was increasing, she recognized the potential of Hibiscus sabdariffa (roselle), a medicinal flower, and developed a natural flower-based energy drink and herbal teas free from artificial colours, flavours, and preservatives. The products were designed as plant-based functional beverages rich in antioxidants, vitamins, and minerals. When SAGE was launched in 2022, Ms. Nagar encountered significant challenges in the male-dominated business environment, often struggling to gain credibility among distributors, retailers, and even her own employees. A turning point came when she participated in Agri Eureka 2023, where mentoring sessions provided guidance on business management, financial planning, legal compliance, funding, technology adoption, marketing, and startup growth. “Our startup has significantly benefited from the support provided by MANAGE,” she stated. Determined to overcome market barriers, Nagar adopted online marketing strategies, acquired digital skills through training, and rebuilt her team, gradually strengthening the startup’s market presence.

The venture is run by a mother-daughter duo, with her mother, Ms. Nirmala Dhakad, managing farming and procurement while Ms. Nagar oversees business operations. Together, they cultivate Hibiscus sabdariffa on 25 acres, operate a village-based production unit, and manage the company from its all-women corporate office in Indore. “We have also started exporting to countries like the USA,” she added. As a message to aspiring entrepreneurs, Nagar remarked, “Startups are not as easy as they are often portrayed, especially for women. There are many hurdles, but there are opportunities too, and perseverance is the key to success.”



Indore, Madhya Pradesh



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



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Advancing Smart Seaweed Farming: Seaweedz Energy Private Limited



Farmers
Benefited

10 aqua farmers



Employment
Generated

7 persons



Annual
Turnover

Rs. 13/-
Lakh

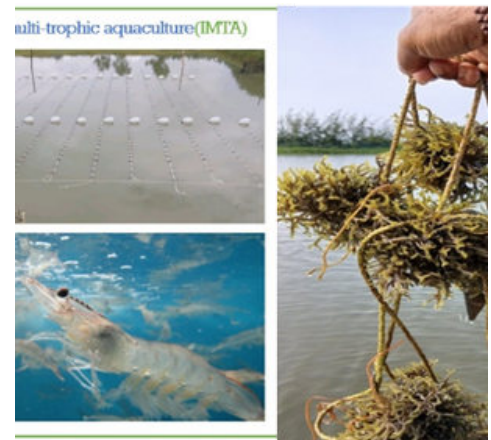


Mr. Hari Ramaraju B

Mr. Hari Ramaraju from Telangana, a graduate in Information Technology, leveraged over eight years of experience in Data Science and Artificial Intelligence to establish Seaweedz Energy Pvt. Ltd., a Startup India-recognized Marine Agri and Climate-Tech startup. Driven by a vision to address climate change, food security, coastal pollution, and environmental sustainability, he recognized the immense potential of seaweed-based solutions and sought to create a technology-enabled model for sustainable marine agriculture.

Under his leadership, Seaweedz Energy developed a full-stack seaweed value chain management platform integrating satellite and remote sensing technologies, cloud services, IoT devices, blockchain interoperability, and AI-driven analytics to support smart seaweed cultivation and efficient market linkages. The startup also promotes sustainable aquaculture through Integrated Multi-Trophic Aquaculture (IMTA), which combines seaweed cultivation with shrimp farming to enhance ecosystem balance while reducing environmental impact and carbon emissions. A major milestone in the startup's journey came when Seaweedz Energy emerged as the winner of Agri Eureka 2024. Reflecting on the experience, Ramaraju stated, "The programme provided an excellent platform to showcase our innovation, connect with a strong entrepreneurial ecosystem, and receive valuable guidance for scaling our startup." The achievement led to incubation at the Indian Agricultural Research Institute (IARI), Pusa, New Delhi, under the SAIP category, which significantly supported the startup's expansion and business growth.

On World Fisheries Day 2025, Konaseema district launched Andhra Pradesh's first pond-based seaweed cultivation initiative with support from Seaweedz Energy and the Department of Fisheries, Government of Andhra Pradesh. The model promotes productive use of saline and coastal-regulated lands, enables year-round cultivation with improved water quality management and predictable yields, reduces pressure on coastal ecosystems, and creates additional livelihood opportunities for fisherfolk and women self-help groups. Looking ahead, Ramaraju stated, "This is just the beginning. We aim to scale this model across multiple villages, ensuring economic upliftment, ecological restoration, and global-standard seaweed production from India."



Hyderabad, Telangana



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Making Aquaculture Smarter:

Aqua Doctor Solutions



Farmers
Benefited

30,000 farmers



Employment
Generated

10 persons



Annual
Turnover

Rs. 29.75/-
Lakh

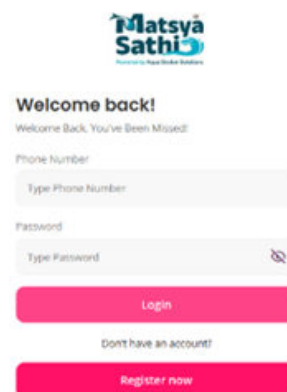
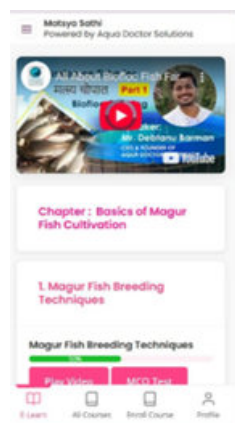


Mr. Debtanu Barman

Born and raised in Tripura in a fisherman family, Mr. Debtanu Barman grew up surrounded by ponds, fish, and traditional farming practices. After earning a Bachelor of Fisheries Science from Tripura Fisheries College and pursuing higher studies in aquaculture at Ghent University, Belgium, Mr. Barman developed a strong commitment to applying his knowledge for social good. As he states, “Whatever you learn over the period of time, there is a need to give it back to society,” reflecting his belief that community development and personal growth go hand in hand.

Recognizing that fish farmers commonly face challenges related to limited knowledge, inadequate finance, lack of technological support, and weak market linkages, Mr. Barman observed that fisheries remained largely non-data-driven, with minimal record-keeping and decision support systems. To address these gaps, he launched Aqua Doctor’s Matsya Sathi app, which functions as an integrated digital platform for aquaculture by collecting pond and farm-based data and connecting farmers with aquaculture experts who provide daily prescriptions and technical guidance. The platform offers multilingual e-learning and consultation services, a 24×7 “Doctor on Call” facility, an e-commerce platform for aquaculture inputs, and support for insurance, credit linkage, and market access. The innovative idea was recognized as the Runner-Up at Agri Eureka 2023. “This recognition reassured us that we are moving in the right direction,” said Mr. Barman. The achievement subsequently led to incubation under PUSA Krishi’s SAIP category in 2024 with a grant-in-aid of ₹25 lakh.

The venture expanded through commercial app launches, call centres in five major cities, and collaborations with aqua companies, KVKs, universities, ONDC, and the Department of Fisheries, Government of India, while strengthening farmer outreach through training programmes, exhibitions, and FPO linkages across the country. Looking ahead, Mr. Barman envisions a stronger fisheries sector, stating, “I want to create a big impact through fisheries so that new-generation people can see it as a source of secure livelihoods, a good life, and sustainable growth.”



Kolkata, West Bengal



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Turning Saline Soils into Productive Fields:

Sea Eden Private Limited



Farmers
Benefited
100 farmers &
15 FPOs



Employment
Generated
5 persons



Annual
Turnover
Rs. 18 /-
Lakh



Mr. Sai Vishnu K

Mr. Sai Vishnu K, a postgraduate student in Applied Microbiology from Madurai, Tamil Nadu, was inspired to pursue agripreneurship while working on a seawater desalination project in rural Southern India, where he observed the adverse effects of soil salinity and heat stress on crop productivity. Leveraging his expertise in microbial seed treatments and biofilm characterization, he founded Sea Eden Pvt. Ltd., a startup dedicated to transforming saline lands into productive agricultural ecosystems.

Through extensive research and field validation, Sea Eden developed innovative microbial solutions for saline and heat-stressed environments, including SaltGuard™ biofertilizer for restoring soil health, ThermoSeed™ coated seeds capable of germinating at temperatures up to 55°C, and SolarShield™ foliar spray to protect crops from heat stress. Agri Eureka, Sai Vishnu's first startup competition, proved to be a turning point in his entrepreneurial journey. Sea Eden secured First Prize, gaining national recognition and credibility. Reflecting on the experience, he says, "As a science student, Agri Eureka helped me gain valuable insights into business planning, investment strategies, market opportunities, and financial management. It is much more than a competition; it is a learning platform." The recognition further enabled the startup to secure incubation support at the Indian Agricultural Research Institute (IARI), Pusa, New Delhi, along with funding assistance of ₹5 lakh under the PM-RKVY programme.

Starting in a modest 10×10 ft room with a production capacity of just 10 litres, Sea Eden has grown into a 1,200 sq. ft. production facility with a capacity of 4,000 litres, supported by NABARD and MABIF, Madurai. To build farmer trust and compete with established players, Sai Vishnu actively collaborates with FPOs and participates in farmer expos. He believes that "word of mouth is the best marketing strategy." Currently, Sea Eden is focused on product diversification and expansion across South India. The startup won First Prize at Agri Startup Surge: Hack Madurai Fields 2026, was selected to pitch at the NSE Main Stage, Mumbai, and launched Organic Fertii and Nam Thottam at GI Mahotsav 3.0, Mysuru. Sharing his message with aspiring innovators, Sai Vishnu says, "Never hesitate to start small. Believe in your idea, refine it, and stay persistent. Success follows perseverance."



Madurai, Tamil Nadu



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Creating Healthy Cookies from Assam's Joha Rice: Tarun Chandra Das Private limited



Farmers
Benefited
1500 Farmers



Employment
Generated
5 persons



Annual
Turnover
Rs. 06 /-
Lakh



Mr. Sanjib Das

Driven by a deeply personal loss, Mr. Sanjib Das, a B.Tech (IT) graduate and former Assistant Professor at ICFAI University, Nagaland, left his successful academic career to pioneer health-centric food solutions. After losing his father to colon cancer and witnessing rising cancer rates in his native village of Nathkuchi in Assam's Nalbari district, Sanjib turned to research. During the COVID-19 pandemic, he discovered the link between indigestion and chronic illness, prompting him to find healthier food alternatives.

In 2018, with the support of his mother and sister, Sanjib founded M/S TC Bakery from his home. He chose to work with Joha rice a premium, GI-tagged aromatic rice native to Assam, renowned for its rich flavonoids, polyphenolic constituents, and volatile oils. Though locals initially doubted his vision, his breakthrough came after a successful launch at the 2021 Rongali Festival. Recognizing his potential, Assam government officials connected Sanjib with the Industries and Agriculture Departments, facilitating his participation in national expos.

His venture gained major momentum when he became a finalist in the Agri Eureka 2022 Challenge, help him secure ₹5 lakh grant under PM-RKVY. This opportunity included a vital two-month business development training program at MANAGE, Hyderabad. Following this, Sanjib formulated innovative, handmade "diabetic controller cookies" infused with natural herbs. Tested to help reduce sugar levels within an hour, these cookies retail at ₹100 for 250g and ₹400 for 1kg. Today, Sanjib's venture supports the local economy by sourcing Joha rice directly from farmers. He has employed five villagers and has trained over 200 rural women and youth in livelihood skills. Looking ahead, "I want people to eat healthy Joha cookies. My goal is to expand my venture and make my products available all over the country" he added.



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Smart Mechanization for Efficient Farming:

Averath Agricos LLP



Farmers
Benefited
10 Farmers



Employment
Generated
3 Direct & 3 Indirect
employments



Annual
Turnover
Rs. 40/-
Lakh



Mr. Prathmesh Birnale

Mr. Prathmesh Nabhiraj Birnale, a B.Sc. Agriculture graduate from Mahatma Phule Krishi Vidyapeeth, Maharashtra, combined his academic training with hands-on experience in vegetable and fruit crop cultivation and work with agribusiness startups to address practical challenges faced by farmers. Through three years of working with farmers on vegetable and fruit crops, promoting IPM practices, and engaging with B2B and B2C agri-supply chain enterprises, Prathmesh gained firsthand insight into farm-level challenges.

He identified the manual laying of drip irrigation lines and mulching paper as a major bottleneck in vegetable cultivation, a labour-intensive process that typically required two days and cost nearly ₹5,500 per acre. Motivated to improve efficiency in vegetable cultivation, Prathmesh founded Averath Agricos LLP in Kolhapur, Maharashtra, and developed a portable Drip-cum-Mulching Paper Laying Machine that integrates drip line laying, mulching paper application, and basal fertilizer application into a single operation. The machine can also be dismantled for use in polyhouses, functions as a trolley with a carrying capacity of up to 500 kg, and can be integrated with a hole-cum-transplanter for enhanced efficiency. By reducing operational costs to approximately ₹2,200 per acre and completing the task within four hours, the innovation offers substantial savings in both labour and time.

Selection as a finalist in MANAGE Agri Eureka 2022 marked a significant milestone for Averath Agricos LLP. Prathmesh reflects, "It was a testament to our commitment to excellence and innovation in the agricultural sector. This recognition inspires us to continue pushing boundaries and striving for excellence in everything we do." The startup was subsequently incubated under the Agripreneurship Orientation Programme (AOP) at MANAGE-CIA and received a grant-in-aid of ₹5 lakh to support technology refinement and outreach activities. Today, Averath Agricos LLP is helping farmers improve productivity and profitability through mechanized solutions. The startup has also gained international exposure by participating in the 137th Import and Export Canton Fair, Guangzhou, China, and was recognized among the India 5000 Best MSMEs, reflecting its growing impact in agricultural mechanization.



Kolhapur, Maharashtra



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7083484337





Making Turmeric Segregation Easier:

Farm Lords



Farmers
Benefited

20 Farmers



Employment
Generated

4 Direct & 2 Indirect
employments



Annual
Turnover

-



Mr. Ashwin C

Erode, popularly known as Manjal Maanagaram and a major turmeric trading hub, faces persistent post-harvest challenges, particularly the manual separation of mother rhizomes and fingers. The labour-intensive process, coupled with labour shortages and rising costs, often reduces processing efficiency and farm profitability. Motivated to address this challenge, Mr. Ashwin C. from Coimbatore, Tamil Nadu, founded Farm Lords with the vision of applying engineering innovations to solve practical agricultural problems. A mechanical engineer currently pursuing a Master's in Computational Modeling and Simulation at TU Dresden, Germany, he brings three years of experience in engineering and product development.

Recognizing the difficulties faced by turmeric growers, he developed the "Haldi Ramifier," an innovative machine that automates turmeric rhizome segregation, reducing labour requirements, saving time, ensuring uniform separation, and improving post-harvest processing efficiency. Mr. Ashwin learned about Agri Eureka through one of his professors and decided to present his innovation. Reflecting on his experience, he says, "Agri Eureka provided a valuable platform to connect with entrepreneurs and experts across India, helping me gain valuable business insights, refine my innovation, and expand my professional network." Following its selection as a finalist in Agri Eureka, the startup was incubated under the Agripreneurship Orientation Programme (AOP) at MANAGE-CIA and received a grant-in-aid of ₹5 lakh under the PM-RKVY scheme.

Farm Lords is currently advancing the development and validation of the Haldi Ramifier technology. Farmer interactions and requirement studies conducted across turmeric-growing regions have helped the team understand field-level challenges and incorporate user feedback into product development. The startup has also established a multidisciplinary support network of faculty mentors, technical advisors, and engineering professionals to guide further refinement and field validation. Sharing his vision, Mr. Ashwin says, "I dream of establishing an R&D hub where young innovators can collaborate to design low-cost technologies that solve real problems faced by farmers and create a lasting impact on agriculture."



Erode, Tamil Nadu



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8608890396





Biodegradable Portrays for Better Seedlings: Anvirath FarmInputs LLP



Farmers
Benefited
150 Farmers



Employment
Generated
5 persons



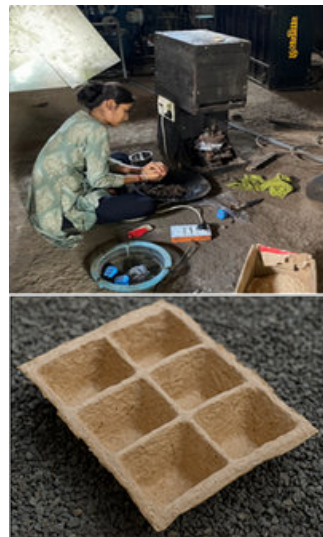
Annual
Turnover
Rs. 32 /-
Lakh

Ms. Shravani Babasaheb Shinde

Ms. Shravani Shinde, from a farming family in Sangli, Maharashtra, combined her rural upbringing with a Post Graduate Diploma in Agribusiness Management to address a growing challenge in nursery production. She observed that most nurseries relied on plastic portrays made from polystyrene or polyethylene, which contributed to environmental pollution, affected soil health, and often increased the risk of seedling damage. Recognizing the need for a sustainable alternative, she founded Anvirath Farm Inputs LLP in Sangli.

Driven by the vision of reducing agricultural plastic waste, Shravani and her team developed biodegradable seedling portrays using sugarcane bagasse and areca stem cells. After extensive research and field testing, they created trays that matched the cost of conventional portrays while offering additional benefits such as improved root development, inbuilt nutrition, and complete biodegradability. The innovation provides an eco-friendly solution for nurseries while supporting sustainable horticultural production. The startup began attracting attention through its participation in innovation and entrepreneurship platforms. Anvirath was recognized in the Aavishkar Competition 2023 at the inter-college level and advanced to the state-level inter-university competition.

The entrepreneurial journey gained further momentum when Anvirath Farm Inputs LLP emerged as a finalist in Agri Eureka 2023 and was subsequently incubated under the Agripreneurship Orientation Programme (AOP) at MANAGE-CIA with a grant-in-aid of ₹5 lakh. Reflecting on the experience, Shravani says, "The program benefited me immensely through sessions on marketing strategies and product development and provided valuable knowledge that helped shape our venture." Today, Anvirath Farm Inputs LLP has reached more than 150 nursery farmers across the Sangli and Pune regions, helping improve seedling health while reducing plastic waste. The startup has also generated employment for rural youth and promoted sustainable nursery practices. Looking ahead, the company is developing new product variants and expanding collaborations with FPOs, agri-universities, and government nurseries. Shravani believes that rural innovation can transform Indian agriculture by creating affordable, eco-friendly solutions that benefit both farmers and the environment.



Sangli, Maharashtra



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Healthy Foods and Sustainable Cutlery: Prishigo Foods & Beverages Private Limited



Farmers
Benefited
200 Farmers



Employment
Generated
65 persons



Annual
Turnover
Rs. 25 /-
Lakh

Ms. Shinduja Vetrivelvan



Mrs. Shinduja Vetrivelvan, a food technologist from Coimbatore, Tamil Nadu, holds an M.Tech in Food Technology and has three years of R&D experience along with four years of industry experience. Her startup journey began with her passion for food technology and a desire to create healthier food products that people can trust. While working in the food sector, she observed the growing need for nutritious alternatives that do not compromise on taste. This inspired her to establish Prishigo Foods and Beverages Pvt. Ltd., with a vision to transform traditional, nutrient-rich ingredients into innovative and accessible food products.

Recognizing the growing problem of plastic pollution and the untapped potential of banana bio-waste, Shinduja developed BananaBite, an innovative edible cutlery made from banana stem fibre and millets. Unlike conventional edible cutlery, BananaBite offers superior structural stability, retaining its shape for up to 45 minutes when used with hot or cold foods. The product is biodegradable, nutritious, and compostable, while also creating additional income opportunities for banana farmers through the utilization of agricultural waste. As a first-generation entrepreneur with a strong technical background, Dr. Shinduja recognized the need to strengthen her understanding of business commercialization and scaling. She came to know about Agri Eureka through LinkedIn and saw it as a valuable platform to refine her startup idea. Participation in Agri Eureka proved to be a valuable learning experience, where Prishigo emerged as one of the finalist startups and secured PM-RKVY grant of Rs. 5 lakh at MANAGE-CIA.

Reflecting on the journey, she says, “The training programs provided valuable knowledge on taking a startup from innovation to the market. The support has helped us better position our company for growth and commercialization.” Today, Prishigo works closely with small farmers and Self-Help Groups, benefiting over 200 farmers and reaching more than 1,500 customers through its sustainable products. Its efforts have also received wider recognition through several awards, including Winner of the Aavishkar Kisan Kranti Award at Startup Mahakumbh 2025, New Delhi and Most Loved Brand Award at Grameen Bharat Mahotsav. As it expands production and explores global markets, Shinduja remains guided by a simple vision: “Many people believe that healthy food cannot be tasty. My goal is to break that myth.”



Theni, Tamil Nadu



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9789002357



Natural Moisturizer from Neglected Farm Resources:

Oura Skye



Farmers
Benefited
5 Farmers



Employment
Generated
3 persons



Annual
Turnover
Rs. 1 /-
Lakh



Ms. Rakshitha, Mr. Ajolin scudder & Ms. Salai Swarna Varshita

A team of three passionate undergraduate agriculture students from Kumaraguru Institute of Agriculture, Erode, Tamil Nadu Ms. Rakshitha as Founder, Mr. Ajolin Scudder and Ms. Salai Swarna Varshitha as Co-founders, came together with a shared interest in creating value from agricultural by-products. With regular exposure to farming activities, the team observed that maize was widely grown in their surroundings, but corn silk, separated during harvesting and consumption, was usually treated as waste and discarded. This made them curious to explore whether this neglected by-product had any useful properties. Their research helped them understand that corn silk contains beneficial compounds with potential applications in skin care.

Around the same time, they also observed that banana flowers, though used in traditional cooking in Tamil Nadu, were not widely explored for value-added products. The team found that banana flowers also possess useful skin-nourishing and antioxidant properties. Combining these two underutilized agricultural resources, they developed OURA SKYE, a natural plant-powered moisturizer made from banana flower and corn silk extracts. The product is designed to hydrate, soothe, and nourish the skin without synthetic chemicals. As undergraduate students, the team faced challenges in accessing financial support, product development exposure, and business guidance. They came to know about Agri Eureka through LinkedIn and saw it as an opportunity to present their idea at a national platform. Participation in Agri Eureka gave them exposure to innovators from different states, helped them build networks, and strengthened their understanding that innovation should be sustainable and should improve farmers' lives

Their participation in Agri Eureka opened the pathway for further incubation support, and MANAGE encouraged the team to apply under the PM-RKVY Agripreneurship Orientation Programme category, with grant-in-aid support of ₹5 lakh. The team has now completed its prototype and sources raw materials from FPOs, thereby benefiting banana and maize farmers. Through OURA SKYE, they aim to identify the hidden value of agricultural by-products and transform farm waste into useful, natural, and marketable products.



Erode, Tamil Nadu



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Creating Nutritious Foods with Farmer-Centric Values:

Purferme Project



Farmers
Benefited
10 Farmers



Employment
Generated
2 Direct & 3 Indirect
employments



Annual
Turnover
Rs. 3 /-
Lakh

Mr. Abhinav Sharma

Coming from an engineering and MBA background, Mr. Abhinav Sharma spent nearly a decade in investment banking and private equity before entering entrepreneurship. Although he did not come from the food industry, his experience in building businesses and raising capital helped him identify a gap in the functional food category. His entrepreneurial motivation was rooted in a simple idea: “What we want to do is create food products that we ourselves as a family can consume and we can feed to our kids.” This vision led to the creation of Purferme, a startup focused on developing functional food products such as nutrient-rich malt mix for children and teenagers, a green mix for adults, and supporting products such as porridge mix, health bars, and cookies for healthier everyday nutrition with millets as a major base ingredient.

Along with nutrition, Purferme places strong emphasis on farmer linkage and transparency. The startup follows a seed-to-fork traceability model by working directly with farmers, providing suitable seeds, entering buy-back arrangements, paying market prices, and planning sales-linked incentives to share additional value with them. Through its proprietary Agri-SaaS traceability solution, consumers can scan a QR code to know the origin of ingredients, farming practices, labour conditions, wage fairness, and the challenges faced by farmers. This model creates transparency for consumers while ensuring better value and recognition for farming communities. Like many early-stage startups, Purferme faced challenges related to limited resources, small team capacity, market entry barriers, distribution, retail linkages, and last-mile reach.

At this stage, Mr. Abhinav came to know about MANAGE-CIA through a YouTube video and later associated with Agri Eureka. The programme helped him understand agri-value chains, access incubation support, and secure ₹5 lakh funding under PM-RKVY. Reflecting on the experience, he shares, “The engagement has been a fruitful experience that enabled Purferme to become part of a wider agribusiness innovation ecosystem.” Looking ahead, Purferme is preparing to launch its adult green mix and malt powder for children, beginning with Mumbai and Maharashtra before expanding to other urban and Tier-II markets. Reflecting on his journey, Mr. Abhinav says, “Building a startup from scratch has taught me the importance of getting my hands dirty and doing the actual work on the ground.”



Turning Areca Husk Waste into Sustainable Fiber: Greeny Urban Technologies



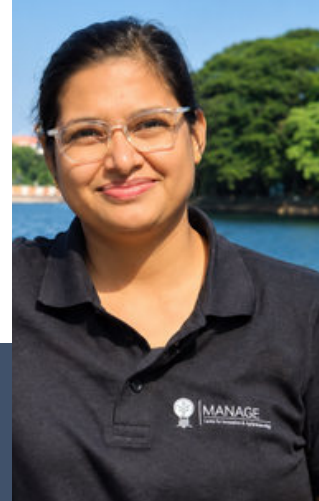
Farmers
Benefited
15 Farmers



Employment
Generated
4 persons



Annual
Turnover
-



Ms. Bandita Deka

Coming from a farming family with areca plantations in Jagara village of Nalbari district, Assam, Ms. Bandita Deka grew up witnessing the large-scale wastage of areca husk after nut processing. The husk was often dumped or burned, leading to environmental pollution and health concerns in Assam and the Northeast. At a time when the world is moving towards eco-friendly alternatives to synthetic fibres and plastics, Bandita recognized the untapped value hidden in areca husk. She observed that areca nut husk contains strong, biodegradable fibre with potential applications in natural fibre-based products. However, the manual extraction process was difficult, time-consuming, and unsuitable for large-scale use.

Viewing this challenge as an opportunity, she began developing the Dual-Fibre Extractor Machine, designed to efficiently extract both fine and coarse fibres from areca husk for diverse commercial applications such as biodegradable textiles, eco-packaging materials, and other sustainable products. Bandita came across Agri Eureka through LinkedIn and was already aware of MANAGE's role in strengthening agricultural innovation and entrepreneurship. As her idea was still evolving, she saw the platform as an opportunity to receive mentorship, technical guidance, and practical support in refining the machine, improving fibre processing, and working more closely with farmers. As she explains, "I wanted to validate my idea to understand whether it was genuinely a good and viable concept."

For her, Agri Eureka became more than a competition; it was a space to test her innovation, gain expert feedback, and move closer to converting areca husk waste into an income-generating solution for farmers. Her innovation was selected for funding support under the PM-RKVY programme at MANAGE-CIA, with grant-in-aid assistance of ₹5 lakh. Reflecting on her journey, Bandita says, "For me, Greeny Urban is more than a business it is a way to heal our relationship with nature. I believe every kitchen can become a source of life, not just waste. That is why I started this journey to help people grow, compost, and reconnect."



Nalbari, Assam



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9706492364





Reducing Labour in Spinach Harvesting: Kissan Yantra



Farmers
Benefited



Employment
Generated



Annual
Turnover



Mr. Sai Hemanth

Mr. Sai Hemanth from Ranga Reddy, Telangana, is an MBA candidate specializing in Food and Agribusiness. He combined his academic training with practical field exposure gained during his undergraduate RAWF programme. During his interactions with farmers, he observed the challenges associated with harvesting leafy vegetables, particularly palak, which requires frequent and careful hand-picking. Labour shortages, rising wage costs, and the physically demanding nature of harvesting often reduced farmers' profitability and operational efficiency.

Motivated to address this problem, Sai Hemanth developed a low-cost "Palak Harvester," an electric, push-type harvesting machine designed specifically for small and marginal farmers. The machine aims to reduce dependence on manual labour while improving harvesting efficiency and lowering production costs. Initial field trials conducted with farmers received encouraging feedback, with users appreciating its ease of operation and potential for reducing labour expenses. Farmers also suggested further improvements, including a fully electric design and mechanisms to ensure gentle handling of spinach leaves. While browsing the MANAGE website for courses, he came across the Agri Eureka 2024 advertisement and applied on the final day. The programme provided him with an opportunity to present and validate his innovation, while the mentoring sessions helped him refine his approach. A key suggestion from the experts was to focus on small farmers as a niche target segment, making the solution more relevant, affordable, and accessible. His startup demonstrated promising progress and was recommended for funding support of ₹4 lakh under the SOP category of the PM-RKVY programme.

To strengthen market access, the startup-initiated discussions with fertilizer and pesticide retailers for distribution partnerships. The proposed marketing strategy includes retail shop displays, offline promotion campaigns, a one-year product guarantee, and paid repair services after the warranty period. Despite facing challenges such as high gearbox manufacturing costs, pricing concerns, and the need for further field testing, Sai Hemanth continues to improve the machine's performance and affordability. Today, the startup has developed a unique prototype with no comparable retail-level palak harvesting machine currently available in India. Looking ahead, Sai Hemanth plans to validate the technology further and explore its adaptation for harvesting other crops, creating greater value for smallholder farmers.



Hyderabad, Telangana



<https://drcordy.in/about-us/>



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9971953392





Making Medicinal Cordyceps More Accessible:

Dr. Cordycare



Farmers
Benefited



Employment
Generated



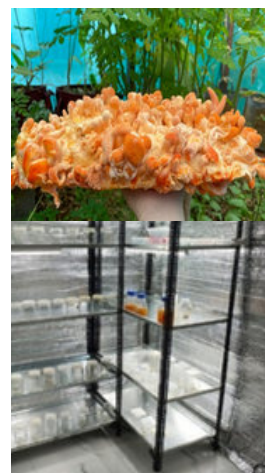
Annual
Turnover

Mr. Naveen Kumar

Cordyceps, commonly known as “Keeda Jadi” or the Caterpillar Fungus, has long been valued in countries such as China and Bhutan for its potential health benefits, including immune enhancement and therapeutic properties associated with inflammation, aging, paralysis, and cancer-related conditions. Recognizing its immense medicinal value but limited use in India due to high production costs and sustainability concerns, Mr. Naveen Kumar, a Ph.D. Scholar at the National Agri-Food Biotechnology Institute with over four years of experience in tissue culture and genetic engineering, developed a sustainable biotechnology-based approach for the production of Cordyceps militaris.

Using tissue culture techniques, he developed a sustainable laboratory-grown alternative to Cordyceps militaris and, through his own investment, established a dedicated tissue culture facility to support its cultivation and production. The technology was subsequently validated through laboratory studies, followed by large-scale production trials using optimized, cost-effective substrates and the development of a prototype nutraceutical capsule formulated for improved potency, bioavailability, and consumer convenience. Despite its progress, Dr. Cordy faced challenges related to high production costs, limited consumer awareness of Cordyceps militaris in India, and technical difficulties in scaling tissue culture production.

A turning point in Kumar’s entrepreneurial journey came when he secured third prize at Agri Eureka 2024. Sharing his experience, he said, “The programme provided an excellent platform to showcase our startup idea, encouraged us to think more strategically about innovation and commercialization, and strengthened our confidence as young entrepreneurs.” Building on this success, the startup secured incubation under MANAGE Centre for Innovation and Agripreneurship (CIA) along with a grant-in-aid of ₹5 lakh to further advance its technology and product development. The Startup established its official website and social media presence to enhance market visibility, while initiating partnerships with pharmaceutical and nutraceutical companies, generating strong prospects for future collaborations. As a vision for the future, Kumar stated, “We aim to scale up industrial production, diversify our Cordyceps-based nutraceutical products, and achieve national and international certifications to expand into global markets.”



Mohali, Punjab



<https://drcordy.in/about-us/>



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8699138317





Student Innovation for Safer Weed Management:

Mavericks



Farmers
Benefited



Employment
Generated



Annual
Turnover



Ms. Theviksha A

Ms. Theviksha A, a B.Sc. Agriculture student from Kumaraguru Institute of Agriculture, was inspired to pursue agripreneurship after observing the severe impact of *Parthenium hysterophorus* (Congress Grass) in her father's coconut fields. She noticed that the invasive weed not only suppressed crop growth and native vegetation but also caused serious health problems such as skin allergies, respiratory disorders, and livestock toxicity. Despite repeated applications of chemical herbicides, the weed continued to spread and adversely affect soil health. Motivated to develop a sustainable solution, Theviksha focused on transforming agricultural waste into a tool for weed management.

Through extensive experimentation, she developed an eco-friendly bioherbicide derived from sugarcane bagasse, a readily available agricultural by-product. Unlike conventional herbicides, the formulation is biodegradable, non-toxic, and safe for humans, animals, and soil ecosystems. A unique feature of the product is its ability to destroy both Congress Grass and its residual seeds, preventing regrowth and providing a long-term solution for weed control while reducing labour requirements and crop losses. A major milestone in her journey came when she learned about Agri Eureka through a WhatsApp message shared in her college group and decided to participate. Her innovation secured Second Prize, providing recognition and confidence to pursue her entrepreneurial ambitions.

Reflecting on the experience, she says, "Securing the second prize brought me great joy and a strong sense of accomplishment. Agri Eureka provided valuable exposure, helped me build meaningful connections, and gave me the confidence to move forward with greater clarity and determination." She adds that one of her greatest satisfactions was inspiring fellow students from her college to explore entrepreneurship. Building on this achievement, her innovation was selected for incubation and funding under the AOP category at MANAGE-CIA, providing further support to refine and scale the technology. Currently, Theviksha is conducting further research to evaluate the product's effects on other crops and is preparing to file for patent protection. Through MAVERICKS, she aims to promote eco-friendly agriculture by converting agricultural waste into sustainable solutions that empower farmers, protect biodiversity, and support environmentally responsible farming practices.



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8610550773





Portable Technology for Safer Produce:

Shodak Technologies



Farmers
Benefited



Employment
Generated



Annual
Turnover



Mr. Harshith Amirineni & Mr. Nanda Kishore

Mr. M. Nanda Kishore and Mr. A. Harshith, two aspiring entrepreneurs from KL University, Vijayawada, transformed an academic idea into an innovation aimed at strengthening food safety and export quality assurance. While exploring challenges in the organic and fresh produce sector, they observed that pesticide residue testing was often expensive, time-consuming, and dependent on destructive laboratory analysis. They also found that export consignments were frequently rejected due to pesticide residues, creating significant losses for farmers and exporters. Motivated to address this challenge, the duo developed PestiScaned, a portable and non-invasive pesticide residue screening device.

The innovation combines Fourier Transform Infrared Photoacoustic Spectroscopy (FTIR-PAS) with Artificial Intelligence to rapidly detect pesticide residues in fruits and vegetables. By analysing molecular absorption patterns through infrared-generated acoustic signals and AI-driven data processing, the device provides quick and reliable results without damaging the sample. This enables farmers, exporters, and agribusinesses to make informed decisions before investing in costly laboratory testing, reducing risks and improving compliance with food safety standards. Their entrepreneurial journey gained momentum when they learned about Agri Eureka through their university. Participation in the program exposed them to industry experts, mentoring sessions, and practical insights into entrepreneurship, business models, design thinking, and startup development.

Reflecting on the experience, they noted that Agri Eureka helped them understand the complete journey from idea conceptualization to building a viable startup through guidance from experienced professionals. Recognizing the potential of their innovation, the startup was selected for incubation under the Agripreneurship Orientation Programme (AOP) at MANAGE-CIA and received a grant-in-aid of ₹5 lakh. This support provided a strong foundation for further technology development and validation. Today, PestiScaned represents a promising step toward safer food systems by offering a rapid, affordable, and farmer-friendly solution for pesticide residue screening, helping strengthen consumer confidence and enhance the competitiveness of Indian agricultural exports.



Guntur, Andhra Pradesh



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9110380467





Supporting Small Farmers with Smart Seed Sheets:

AgriNexa



Farmers
Benefited



Employment
Generated



Annual
Turnover

Mr. Rakesh C & Mr. Prem Shankar Singh

Mr. Rakesh and Mr. Prem Shankar Singh of AgriNexa are students of Agri Business Management at Dr. Rajendra Prasad Central Agricultural University, Samastipur, Bihar with a strong interest in entrepreneurship. Reflecting on his motivation, Rakesh shared, "I have never been inclined towards a conventional job since childhood. During my college days, I came to know about startups which motivated me to start my own enterprise." During fieldwork, Rakesh and Prem noticed that farmers were repeatedly facing three major challenges: seed wastage due to uneven sowing, uncontrolled weed growth, and excessive use of fertilizers.

These challenges increased cultivation costs and reduced productivity for small and marginal farmers, while the absence of affordable technologies made the problems more difficult to address. At the same time, the continued burning of paddy straw and biomass waste raised serious environmental concerns. These observations motivated them to think of a solution that could improve sowing efficiency, reduce input wastage, and make better use of agricultural residues. AgriNexa developed a biodegradable seed sheet embedded with pre-spaced seeds. This eco-friendly innovation supports uniform germination, reduces seed wastage, minimizes weed growth, and saves labour and time. It is also suitable for hybrid seed sowing and supports intercropping and precision farming, especially for smallholders. The integration of a QR code further enables farmers to directly connect with AgriNexa for guidance and updates.

Mr. Rakesh came to know about Agri Eureka through a faculty member at his college, who encouraged him to participate in the programme. Reflecting on his experience, Rakesh shared, "Agri Eureka was an informative experience that helped me step forward with confidence, refine my idea and understand the financial and practical aspects of building a startup and networking environment within a short period." Their participation eventually led to incubation support under MANAGE-CIA, and AgriNexa was selected for funding under the AOP category with a grant-in-aid support of ₹5 lakh. Through AgriNexa, Rakesh and Prem are now working towards making sowing more efficient, eco-friendly, and accessible for small and marginal farmers.



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Faster Diagnosis, Healthier Crops:

Geneglow



Farmers
Benefited



Employment
Generated



Annual
Turnover



Ms. Sadhana S & Ms. Priyanga R

Through their academic exposure and field interactions, Ms. S. Sadhana and Ms. R. Priyanga, B.Sc. (Hons.) Agriculture students from Adhiyamaan College of Agriculture and Research (ACAR), Hosur, Krishnagiri, developed a strong interest in agricultural biotechnology and plant pathology. This interest motivated them to work on a solution for one of the most serious challenges faced by farmers: delayed detection of plant diseases. During their interactions with farmers, they observed that crop losses caused by plant viruses often occur because symptoms become visible only at an advanced stage. Existing diagnostic methods such as PCR and ELISA are expensive, time-consuming, and not easily accessible to small and marginal farmers.

This gap inspired them to conceptualize the “Synthetic Microbial Biosensor Spray,” an affordable and eco-friendly on-field diagnostic tool to detect plant viruses within 24–48 hours at an estimated cost of ₹100 per unit. Under the mentorship of their professor Dr. G. Rajasekar, they designed a CRISPR-engineered microbial biosensor using beneficial bacteria such as *Pseudomonas fluorescens*. The engineered bacteria are intended to detect viral RNA or proteins using molecular tools such as CRISPR/Cas systems or RNA aptamers. When the bacteria encounter a plant virus, they produce a visible fluorescent or pigmented signal, allowing farmers to identify infections quickly and take timely action without depending on laboratory testing.

Sadhana and Priyanga came to know about Agri Eureka through their institutional network. Reflecting on their experience, they shared, “The program was a massive learning curve for us as students.” Agri Eureka helped them develop their business model canvas, understand commercialization pathways for deep-tech agri-products, and improve their pitching skills. Their promising innovation was selected for incubation under MANAGE-CIA and also selected for funding under the AOP category with grant-in-aid support of ₹5 lakh. They successfully conceptualized a novel biosensor technology with a built-in kill switch and initiated a patent filing for their microbial formulation. With continued support, the team aims to scale the technology as an affordable solution for timely plant disease detection.



Hosur, Tamil Nadu



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9944619929





Aqua Robot for Cleaner Water and Healthier Fish: Techoogreen Drone & Robotics Private Limited



Farmers
Benefited



Employment
Generated



Annual
Turnover

Mr. Parnab Das & Ms. Ameetha

Mr. Parnab Das and Ms. Ameetha, two young computer science students, have always been interested in applying technology to solve real-world problems. Their innovation journey began when they observed the growing challenges faced in aquaculture ponds and water bodies. Floating waste, invasive aquatic plants such as algae, water lilies and hyacinth were affecting water quality, while manual cleaning remained labour-intensive, time-consuming and inefficient. Poor water conditions were also causing stress, disease outbreaks and high mortality among fish. In addition, fish farmers struggled with uneven feed distribution, inconsistent medicine spraying and the absence of an automated system to monitor important water quality parameters.

Motivated to address these challenges, Parnab and Ameetha developed an “Autonomous Robot for Aquaculture and Aqua Pollution Control.” The robot is designed to operate independently in water bodies and perform multiple functions essential for better aquaculture management. Equipped with artificial intelligence and machine learning capabilities, it can track and collect floating waste, detect algae, navigate shallow waters and avoid obstacles using GPS-based mapping and real-time angle and distance calculations. Its advanced detection system helps distinguish between waste and living organisms, thereby reducing disturbance to aquatic life. Beyond cleaning, the robot also supports fish farmers by monitoring water quality, creating visual maps of key parameters and using predictive analytics to identify possible disease risks. It can also spray fish feed and medicines evenly across the farm and provide continuous surveillance using solar power. The system is fully controllable through a mobile application, making it farmer-friendly and easy to operate.

The team came to know about Agri Eureka through LinkedIn and saw it as an opportunity to present their idea to a wider platform. Through the programme, they gained useful insights into business models, market strategies and the entrepreneurial journeys of other innovators. Jury members also guided them to explore collaborations with NGOs and government agencies for wider adoption. Despite challenges in sourcing product components and dealing with import-related issues, the team successfully completed the design and developed a working prototype, moving one step closer to transforming aquaculture management through technology



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8100053089





A Lab-in-a-Pocket for Organic Farmers:

AgriYogi



Farmers
Benefited



Employment
Generated



Annual
Turnover



Mr. Gudavalli Akhil

Mr. Gudavalli Akhil from Andhra Pradesh has an academic background in M.Sc. Embedded Systems and Technical Informatics from Karlsruhe Institute of Technology (KIT), Germany, and specialized exposure in printed electronics. His interest in applying sensor technologies to agriculture emerged from the realization that sensors could help measure important plant and soil-related parameters. During his farm visits across India, he observed that while many farmers were eager to adopt organic practices, they lacked real-time guidance on compost readiness, biofertilizer effectiveness, and suitable biostimulants for their crops.

His breakthrough innovation is a smart, multi-layered diagnostic device designed as India's first affordable field tool specifically for organic farmers. Acting like a "lab-in-a-pocket," the device provides real-time insights on compost maturity, biofertilizer effectiveness, and crop response to biostimulants. It uses gas sensors to track microbial activity in compost, enzyme activity strips to indicate biofertilizer performance, and NIR-based plant and soil response analysis to assess crop health and nutrient impact. By bringing scientific testing directly to the field, the device helps farmers reduce dependence on laboratory testing and guesswork.

With affordability and user-friendliness at its core, the innovation enables organic farmers to make timely and informed decisions on compost use, bio-input application, and crop nutrition management. Mr. Akhil came to know about MANAGE-CIA through LinkedIn and saw Agri Eureka as a suitable platform to refine his innovation. During the mentoring and evaluation process, the panel members appreciated the potential of his device and suggested that he focus further on pricing strategy, farmer feedback, and field-level validation. He found the pre-mentoring session especially useful, as mentor support helped him frame the idea more clearly and improve the overall direction of the innovation. The programme also introduced him to wider support ecosystem, including incubation opportunities, pitching platforms, and grant assistance. Reflecting on the broader purpose of the innovation, Mr. Akhil shares, "We believe the future of agriculture depends on making the invisible visible, giving growers the confidence to trust biology and unlock its full potential."



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MANAGE Centre for Innovation and Agripreneurship (MANAGE-CIA)

MANAGE Centre for Innovation and Agripreneurship (MANAGE-CIA), hosted at the National Institute of Agricultural Extension Management, is a recognized Centre of Excellence in Agribusiness Incubation that provides a comprehensive platform for nurturing agri-startups from ideation to commercialization. It offers a robust ecosystem that supports innovation, incubation, mentorship, and capacity building, enabling entrepreneurs to develop sustainable and scalable ventures in agriculture and allied sectors. As a Knowledge Partner under the Pradhan Mantri Rashtriya Krishi Vikas Yojana programme, MANAGE-CIA plays a strategic role in strengthening agribusiness incubators across the country by sharing best practices, providing handholding support, and fostering ecosystem development. The centre focuses on promoting innovative solutions to critical challenges in agriculture, thereby generating employment opportunities, enhancing rural livelihoods, and contributing to inclusive economic growth. With a strong national presence, MANAGE-CIA has incubated over 734 agri-startups and mentored more than 1,293 agripreneurs across 26 states and Union Territories, reflecting its significant contribution to advancing India's agri-startup ecosystem.

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



About the Publication

Agricultural innovation is shaped not only by technologies and products, but also by the people, experiences and journeys through which ideas emerge and develop. Across the agricultural and allied sectors, innovators are responding to diverse challenges by developing solutions that draw upon technology, local knowledge, scientific understanding and entrepreneurial thinking. However, the processes through which these ideas are conceived, refined and transformed into meaningful solutions often remain less visible than the innovations themselves.

Recognising the value of documenting these experiences, AgriEureka Chronicles: 25 Stories of Innovation and Impact brings together the journeys of 25 participants associated with AgriEureka. The publication captures the diverse pathways through which innovators have identified problems, recognised opportunities, developed ideas and worked towards creating solutions relevant to agriculture and society. It presents not only their innovations, but also the experiences, challenges, learning, mentorship, experimentation and perseverance that have shaped their journeys.

The 25 stories reflect the diversity of agricultural innovation, encompassing different backgrounds, problem areas, technologies, approaches and stages of development. This publication is intended as a knowledge-sharing resource for aspiring innovators, entrepreneurs, students, farmers, researchers, incubation professionals, policymakers and other stakeholders engaged in agricultural innovation and entrepreneurship. By bringing these experiences together, the publication seeks to provide practical insights, encourage learning from real-world journeys and inspire others to pursue innovative approaches to addressing challenges in agriculture and allied sectors.



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