

## About the Program

MANAGE – Centre for Innovation and Agripreneurship (CIA), recognized as a Centre of Excellence in Agribusiness Incubation, operates under the aegis of the National Institute of Agricultural Extension Management (MANAGE), Hyderabad.

With a mission to ignite innovation and fuel the spirit of agripreneurship, MANAGE-CIA rolled out its first-ever Agri Eureka Program. This dynamic initiative was specially crafted to connect, inspire, and empower a new generation of startup founders and budding agripreneurs across India.

The core objective of Agri Eureka was clear — to scout for groundbreaking ideas in agriculture and provide them with the right platform, mentorship, and ecosystem support to grow into impactful enterprises. Through this program, MANAGE-CIA continues to strengthen India's agricultural innovation landscape by nurturing homegrown talent and forward-thinking solutions.

## Participants of the Program

The Agri Eureka Program received an overwhelming response, attracting **349 applications** from enthusiastic agripreneurs and innovators across the country.

After a rigorous multi-stage screening process, **50 promising startups** were shortlisted for the program. These selected participants underwent an intensive mentoring journey, where they were guided by industry experts and seasoned mentors.

Out of these, **35 participants** successfully completed the mentoring phase. Following a thorough **final evaluation**, the **top 12 startups** were chosen as finalists. Ultimately, **3 standout ventures** emerged as **winners**, showcasing exceptional innovation, scalability, and potential to create lasting impact in the agri-ecosystem.

## Winners of the Program

The Agri Eureka Program 2022 concluded on a high note, recognizing three outstanding startups for their groundbreaking innovations in the agricultural sector.

**Ms. Devanshi Rajpurohit** and **Ms. Surabhi** from Team "**Freshometer**" emerged as the **winners** for their innovative agri-startup idea, Freshometer—an app-based intelligent packaging solution. Their concept features a non-toxic, biodegradable film patch that detects microbial growth, thereby indicating the freshness of food items. Integrated with a user-friendly mobile application, this system offers real-time updates on food quality, clearly informing users whether the item is safe for consumption.



## Agri Eureka Program 2022 — Fostering Innovation & Agripreneurship

MANAGE – Centre for Innovation and Agripreneurship



The position of **first runner-up** was secured by **Mr. Lalhlupuii Ralte** from Team "**Zo-Bio Hub**". His startup focuses on the extraction of essential and carrier oils from a variety of native aromatic plants found in Mizoram. The innovation also emphasizes a zero-waste processing model, utilizing by-products to ensure complete sustainability and minimal environmental impact.



The **second runner-up** spot was claimed by **Mr. Vikrant Bawane** and **Mr. Sanjog Bawane** from Team "**Finasyst Tech Pvt. Ltd.**" for their startup idea, AgConnect—a full-stack Agri Lending SaaS platform. Designed to streamline and digitize the agricultural lending ecosystem, AgConnect incorporates features like digital onboarding, proprietary underwriting modules, and a robust tech middleware. This platform aims to make credit access more efficient and hassle-free for farmers across the country.



### Grant-in-Aid Recommended Participants

As part of the post-event incubation support, the following participants have been recommended for **Grant-in-Aid** under **Cohort 08** of the incubation program, based on the merit of their innovations and potential for impact.

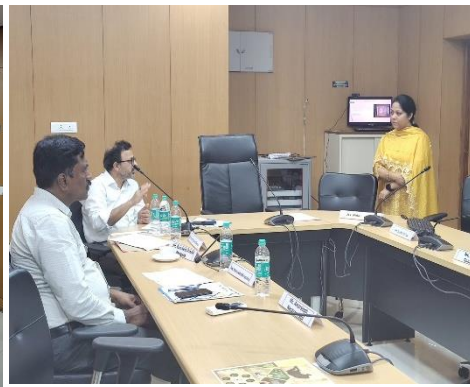
Sl. No.	Participant	Startup	E-mail
1.	Mr. Sanjib Das	Tarunchandradas Pvt. Ltd.	<a href="mailto:mstcbakery@gmail.com">mstcbakery@gmail.com</a>
2.	Mr. Sanjog Bawane	Finasyst Tech Pvt. Ltd.	<a href="mailto:Sanjog@finasyst.in">Sanjog@finasyst.in</a>
3.	Mr. Prathmesh Birnale	Averath Agricos LLP	<a href="mailto:Prathmeshbirnale12@gmail.com">Prathmeshbirnale12@gmail.com</a>

These startups have showcased strong potential in terms of innovation, scalability, and impact within the agri-sector, making them ideal candidates for further incubation and support under the Agri Eureka initiative.



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Agripreneurship



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