



# MANAGE Agri-Eureka 2025

National-level Agri Innovation and Business Plan Challenge



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

# About

## MANAGE

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, was established in 1987 by the Ministry of Agriculture & Farmers Welfare as an autonomous institute. Initially set up as the National Centre for Management of Agricultural Extension, it was elevated to a National Institute in 1992 and renamed MANAGE. The institute was created to strengthen and modernize the agricultural extension system in response to globalization, liberalization, and advancements in agri-technologies. It provides professional guidance, training, and capacity building to enable extension organizations to effectively support India's diverse and growing agriculture sector.

### MANAGE - Centre for Innovation and Agripreneurship (CIA)

MANAGE-CIA (Centre for Innovation and Agripreneurship), hosted at the National Institute of Agricultural Extension Management (MANAGE), serves as a one-stop solution for fostering agri-entrepreneurship. It provides a robust ecosystem that supports innovators from ideation to commercialization, helping aspiring entrepreneurs transform ideas into impactful ventures in agriculture and allied sectors. The centre emphasizes innovation-driven solutions to address disruptive challenges in agriculture while contributing to employment generation and inclusive economic growth.

So far, MANAGE-CIA has incubated 507 agri-startups, facilitated funding for 212 ventures, and provided mentoring and handholding to over 1,066 agripreneurs across India. By nurturing startups and building sustainable business models, it has established itself as a leading hub for agricultural innovation and entrepreneurship in the country.





# MANAGE

# Agri-Eureka 2025

National level Agri-Innovation and  
Business Plan Challenge

Fostering Innovation & Agripreneurship



## Agri Eureka

MANAGE Agri-Eureka is a national-level Agri Innovation and Business Plan competition that offers a unique platform for aspiring agripreneurs to present innovative ideas and solutions in the agriculture and allied sectors. The competition invites participants to propose novel or improved products, services, or technologies that can be developed into viable agri-startups. It encourages youth to address localized or region-specific challenges in agriculture using modern farming practices and emerging technologies.

The program aims to inspire disruptive thinking and creativity in agribusiness by promoting feasible and impactful innovations. Participants are expected to submit a comprehensive business plan that highlights the commercial potential and sustainability of their ideas. With a focus on originality and presentation, Agri-Eureka plays a vital role in nurturing agri-innovation and strengthening the startup ecosystem in India's agriculture sector.

### Objectives

- To promote innovative and practical solutions in agriculture and allied sectors.
- To encourage early-stage start-ups to develop viable agri-startup business plans.
- To address local and regional agri-challenges through technology and creativity.

### Eligible Participants

- Student studying at any Indian university/institute/college
- Agri-Startups, Farmers and rural innovators
- Aspiring agripreneurs
- Any individual with an innovative idea or solution

### Program Road Map



### Rewards

- Incubation & mentoring support from MANAGE-CIA
- Eligibility to apply for Grant-in-Aid under RKVY-RAFTAAR Scheme
- Exclusive access to MANAGE-CIA's innovation ecosystem

Agri-Eureka 2022, received 349 applications nationwide. After a rigorous screening, 50 startups were shortlisted, and 35 completed the mentoring program. Following the final evaluation, 12 startups were selected as finalists, and 3 emerged as winners for their innovative agri-based solutions.

2022



**Ms. Devanshi  
Rajpurohit**  
Freshometer

### Winners:

- 1st Place: Ms. Devanshi Rajpurohit & Ms. Surabhi – Team Freshometer
- 2nd Place: Mr. Lalhlupuii Ralte – Team Zo-Bio Hub
- 3rd Place: Mr. Vikrant Bawane & Mr. Sanjog Bawane – Team Finasyst tech Pvt. Ltd.

### Recommended for Cohort 08:

- Mr. Sanjib Das – Tarunchandradas Pvt. Ltd.
- Mr. Sanjog Bawane – Finasyst Tech Private Limited
- Mr. Prathmesh Birnale – Averath Agricos LLP

Agri-Eureka 2023, the annual agri-startup scouting and mentoring initiative, received 495 applications nationwide. After screening, 40 startups were shortlisted, 19 entered the mentoring stage, and 5 finalists were recognized as winners for their promising innovations.

### Winners:

- 1st Place: Mr. Kurva Prashanth – “Raithu Nestham-1”
- 2nd Place (Joint):
  - Ms. Archana Patel – Krishitek Industries Pvt. Ltd.
  - Mr. Kiran Patil – Cacador Foods Pvt. Ltd.
- 3rd Place (Joint):
  - Mr. Sachin Farfad Patil – SmartU Krishi Khata-3
  - Ms. Archana Nagar – Aarchy Nutriment & Beverage Pvt. Ltd.

### Recommended for Cohort 09:

- Ms. Ashwin C & Mr. Adhitya R – Farm Lords
- Ms. Shinde Shravani Babasaheb – Anvi Farm Inputs
- Ms. Shinduja Vetriselvan – Prishigo Foods and Beverages Pvt. Ltd.
- Mr. Kiran Patil & Ms. Shital Patil – Cacador Foods (OPC) Pvt. Ltd.
- Ms. Archana Nagar – Aarchy Nutriment and Beverage Pvt. Ltd.
- Mr. Sachin Farfad Patil – SmartU Krishi Khata
- Ms. Archana Patel – Krishitek Industries Pvt. Ltd.

2023



**Mr. Kurva  
Prashanth**  
Raithu Nestham

Agri-Eureka 2024 continued its mission to scout, mentor, and support innovative agri-startups across India. The edition received 242 applications, from which 74 startups were shortlisted, 26 advanced to the mentoring stage, and 8 finalists were chosen. Among them, 4 winners emerged for their exceptional innovation and entrepreneurial potential.

2024



**Mr. Hari Ramraju B**

Seaweeds Energy  
Pvt. Ltd.

### Winners:

- 1st Place: Mr. Hari Ramraju B – Seaweeds Energy Pvt. Ltd.
- 2nd Place (Joint):
  - Mr. Sai Hemanth – Palak Harvester
  - Mr. Debtanu Barman – Aqua Doctor Solutions
- 3rd Place:
  - Mr. Naveen Kumar – Cordeps Militaries (Dr. Cordycare)

### Recommended for Cohort 11:

- Mr. Hari Ramraju B – Seaweeds Energy Pvt. Ltd.
- Mr. Sai Hemanth – Palak Harvester
- Mr. Naveen Kumar – Cordeps Militaries (Dr. Cordycare)
- Mr. Adrij Kanti Roy – Farmitron
- Ms. Pendyala Padma Ragam – Nutri Herb



*From 2022 to 2024, Agri-Eureka has emerged as a key initiative for identifying, mentoring, and supporting innovative agri-startups across India. With over 1,000 applications received in three editions, the program has strengthened the agri-startup ecosystem by fostering innovation, sustainability, and entrepreneurship in the agricultural sector.*

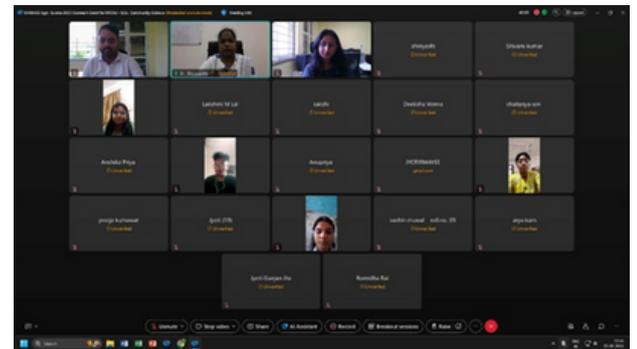
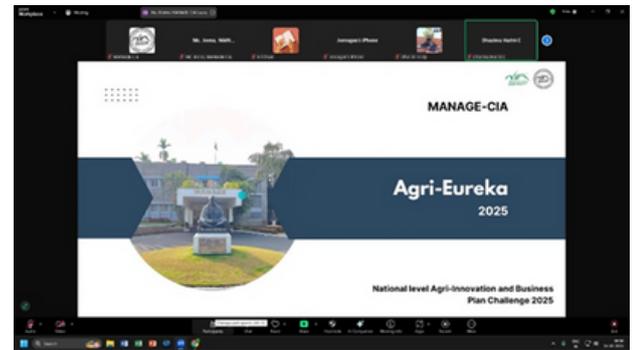
## Agri-Eureka 2025

Agri-Eureka 2025 was launched on March 21, 2025. With nationwide outreach via MANAGE-CIA's social media platforms, major newspapers (Times of India, Hindustan Hindi), and collaboration with Nine universities such as B C Roy Engineering College, RPCAU- MBA, Agribusiness and School of Agribusiness and Rural Management, Natural Farming, Community Science, Banaras Hindu University, MBA Food And Agribusiness, College of Community Science, TURA, Constituent College of Central Agricultural University, Imphal, Kumaraguru college of Technology, Tamil Nadu, Amrita Vishwa Vidyapeetham, Coimbatore, College of post graduate studies in agricultural sciences, CAU Imphal, Indira Gandhi Kristi viswavidhlaya (IGKV) Doon University, Uttarakhand. Over 13 online outreach sessions engaged 500+ students, encouraging innovation in agriculture.

whether you are a student, entrepreneur,  
innovator and early-stage startup  
founder across India



Mr. Ashwin C  
Farm Lords



**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)**  
(An Autonomous organization of Ministry of Agriculture & Farmers Welfare, Government of India)  
Rajendranagar, Hyderabad-500 030. Ph. No. 040-24594509

Centre for Innovation and Agripreneurship (CIA) invites applications from innovative Agri-startups, aspiring Agripreneurs, students for the following:

### Cohort 13

Incubation and Mentorship Program for Agri-Startups

### Agri-Eureka 2025

A National-Level Agri Innovation & Business Plan Challenge

Apply Now! visit: [www.manage.gov.in/managecia](http://www.manage.gov.in/managecia)

Sd/- Director, (Agricultural Extension)



राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का एक स्वायत्त संगठन)  
राजेन्द्रनगर, हैदराबाद-500030, फोन नं. 040-24594509

सेन्टर फॉर इनोवेशन एंड एग्रीप्रीन्योरशिप (सीआईए) द्वारा निम्नलिखित के लिए नवोन्मेषी एग्री-स्टार्टअप्स, आकांक्षी एग्रीप्रीन्योरर्स, छात्रों से आवेदन आमंत्रित करता है:

### कोहोर्ट 13

एग्री-स्टार्टअप्स के लिए  
इन्क्यूबेशन एवं मेंटरशिप प्रोग्राम

### एग्री-यूरेका 2025

एक राष्ट्र-स्तरीय कृषि नवोन्मेषी  
एवं व्यवसाय योजना चुनौती

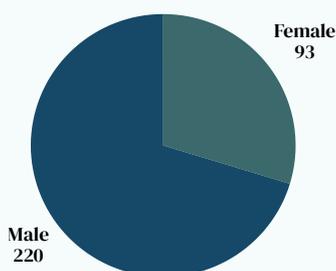
अभी आवेदन करें! देखें: [www.manage.gov.in/managecia](http://www.manage.gov.in/managecia)

हस्ता./- निदेशक, (कृषि विस्तार)

# Application Overview

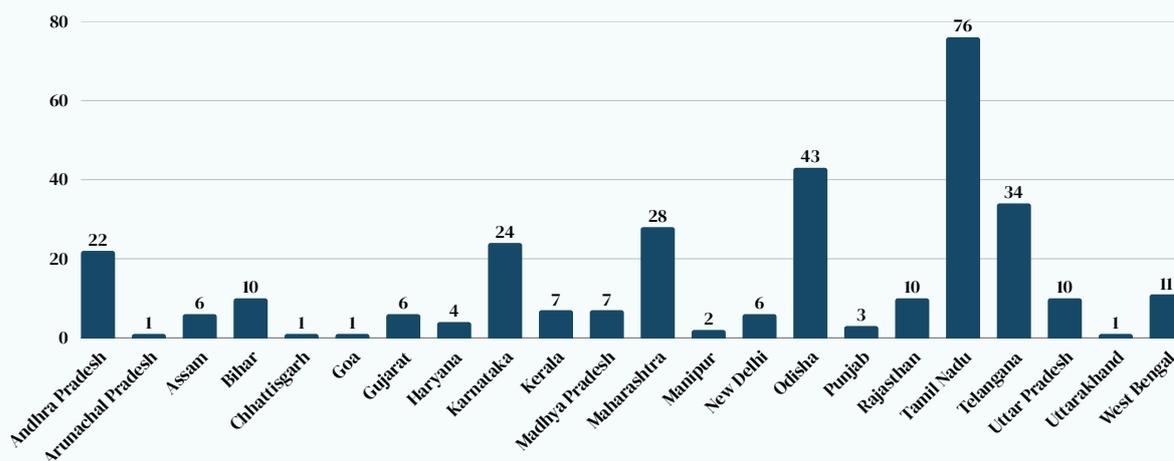
After all the outreach program, we received a total of 313 applications all over the country for Agri-Eureka 2025, out of which 220 were male and 93 were female applicants, from 22 different state focusing on different sectors precisely on 41 applications on waste to wealth, 41 on AI & ML, IoT, Blockchain and ICT in Agriculture, 40 applications on Post Harvest Food Technology & Value Addition, and other sectors.

**Gender Distribution  
(All Applications)**



Total Applications Received: 313  
 Applications Closed: June 15, 2025  
 Shortlisted for Preliminary Evaluation: 86 ideas

**Geographical Representation of All Applications**



**Focus Areas of All Applications**



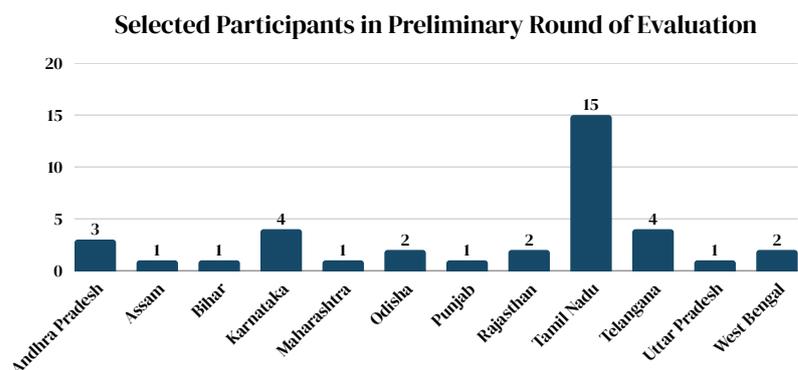
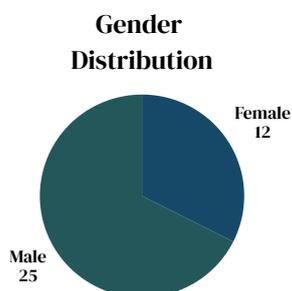
During internal screening, 86 participants were selected and 227 were rejected.

# Preliminary Round of Evaluation

After first round Screening, 86 Top Innovative ideas were selected for Preliminary Round of Evaluation. And each team were given 10 minutes to present their idea in online on 26 -27, June 2025.



In the preliminary round of evaluation, out of 86 teams, 37 teams are selected for the mentoring session, while 49 were rejected. Among the 37 selected participants, 25 are male and 12 are female.



Upon Selection all the 37 Participants were invited for Mentoring session on MANAGE Campus from 21 – 25 July, 2025.

# Mentoring Session

The 5-day program consists of following sessions:

- ➔ 21<sup>st</sup> – 22<sup>nd</sup> July, 2025, Mentoring Session.
- ➔ 23<sup>rd</sup> July, 2025, Semi – Final Round
- ➔ 24<sup>th</sup> July, 2025, Exposure Visit to IIMR-Nutrihub & T-Hub
- ➔ 25<sup>th</sup> July, 2025, Grand Finale

The MANAGE Agri-Eureka 2025 Mentoring Session, organized by the Centre for Innovation and Agripreneurship (CIA), is being held from July 21st to 25th at the MANAGE campus, Hyderabad. This mentoring session is the core component of the Agri-Eureka program, which serves as a national-level Agri Innovation and Business Plan competition to identify, support, and scale up high-potential agri-startup ideas from across the country. The 5-day mentoring program will provide the selected participants with tailored knowledge and exposure essential for transitioning their concepts into viable startups.

The 5-day program consists of following sessions:

- ▼ Design Thinking and Product Design (Activity-based learning)
- ▼ Business Modelling & Business Plan Development
- ▼ Product Development & Marketing Strategies
- ▼ IPR & Legal Forms for Startups
- ▼ Investment Planning for New Businesses
- ▼ Revenue Generation Strategies
- ▼ Pitch Deck Preparation for the Semi-Final Round

*Out of 37, 22 teams participated in the mentoring session and presented their idea in Semi Finale, and 9 teams are shortlisted for the Grand Finale, marking a milestone in their journey toward building impactful agri-startups.*



## MANAGE Agri-Eureka

National level Agri-Innovation and  
Business Plan Challenge

Fostering Innovation & Agripreneurship





## Agri Eureka 2025

### Program Insights:

The program was inaugurated with great enthusiasm, marking the official beginning of Agri-Eureka 2025. The event began with a warm welcome and anchoring by Ms. Maithri, followed by participant introductions where teams shared their innovative ideas and motivation for applying to Agri-Eureka.



Inaugural Session –  
July 21, 2025



Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, CIA, addressed the participants, emphasizing the need for continuous learning and transforming ideas into impactful innovations. He encouraged teams to use this platform to refine their ideas, build scalable business models, and develop solutions for the farming community.

### Chief Guest Address:

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, motivated participants by stating, “Why explore space when there’s still so much to explore on Earth?” He lauded the creativity of the participating teams and spoke about the need to overcome real-world challenges in agriculture through innovation.

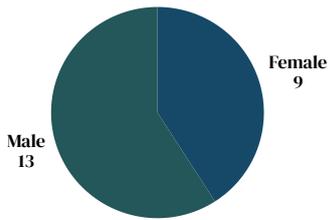


Our director general and director interacted with the participants and participants briefed about their business plan and encouraged the participants for upcoming sessions.

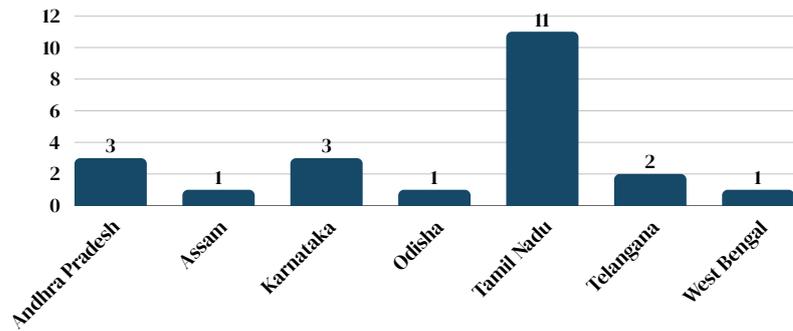


A total of 22 participants attended the inaugural program along with their mentors and guardians. They shared their experiences and motivations for joining Agri-Eureka. The keynote highlighted how young innovators and experienced professionals came together in the same room to exchange insights and explore ways to mutually benefit from each other's knowledge and experiences.

**Gender Distribution**



**Selected Participants in Preliminary Round of Evaluation**



# Mentoring Sessions – 21st & 22nd July, 2025

The sessions encompassed a wide range of entrepreneurial skills essential for agri-startup development, aiming to equip participants with the knowledge and guidance needed to transform their conceptual ideas into robust, investment-ready business plans. This mentoring initiative not only prepares them for the upcoming Semi-Final Pitching and Grand Finale, where the most promising agri-startup ideas will be recognized and rewarded, but also promotes peer learning, exposure to real-world startup ecosystems, and valuable interactions with subject experts.



## Insights & Conclusion

The session reinforced that design thinking is not just about creating a product but inventing solutions that fit into people's lives meaningfully. Empathy plays a central role, as understanding and acting on customer challenges drives impactful innovation. Successful designs are inclusive, adaptable, and address both functional and emotional aspects of the user experience.

The activities—T-puzzle and ball-spinning—demonstrated how creative thinking and problem-solving often require persistence, experimentation, and viewing challenges from multiple perspectives.

## Key Learnings

- Always start with empathy—understand the customer's problem deeply before designing a solution.
- A strong value proposition is essential to connect with customers and drive adoption.
- Market research and customer validation are key to refining prototypes.
- Emotional innovation and transparency build stronger customer trust.
- Creative problem-solving benefits from open-mindedness and iteration.
- Innovation should balance functionality with sensory and emotional appeal.

## Design Thinking and Product Design (Activity-based learning)

The mentoring session by David focused on design thinking as an iterative, user-centric process for solving problems creatively and effectively. Through examples like MRI rooms designed for children, Nike's customized shoes, and Netflix's recommendation system, the discussion highlighted how innovation must be grounded in real customer needs. The session emphasized the importance of market research, value proposition, emotional connection, and transparency, with the product's purpose and benefit to the customer at the core. Participants also explored the five stages of design thinking—empathize, define, ideate, prototype, and test—and how continual feedback and refinement are critical for product success.





## Business Modelling & Business Plan Development

The second session, conducted by Purushotham, explored the fundamentals of business modelling and business plan development with an emphasis on addressing unmet needs as the key to success. The Business Model Canvas was introduced as a tool to map out key elements such as value proposition, value capturing, value delivery, customer segmentation, key activities, resources, partners, channels, cost structure, and revenue streams. The difference between a business model (assumptions on revenue and operational approach) and a business plan (a detailed action roadmap) was clarified. Participants learned the importance of a clear vision (long-term direction), mission (how to achieve the vision), brand positioning, pricing strategies, and go-to-market approaches.

### Insights & Conclusion

The session emphasized that a solid business model forms the foundation of a venture, while a business plan turns it into an actionable roadmap. A strong value proposition, clear customer understanding, and sustainable revenue planning are key to market success. Well-crafted business plans attract investors, align teams, and build stakeholder confidence, with the enterprise's value ultimately depending on how effectively the model is executed and communicated.

The session highlighted that innovation begins by addressing unmet needs, supported by a clear vision, mission, and strong business model. It emphasized effective branding, pricing, and diversified revenue strategies as key to building investor confidence and ensuring long-term business success.

The session detailed each component of the Business Model Canvas:

- Key Activities – production, problem solving, or platform/network activities that deliver the value proposition.
- Key Resources – human, financial, intellectual, and physical resources.
- Key Partners – strategic partners, coopetition, joint ventures, and buyer-supplier relationships.
- Customer Segments – mass market, niche, segmented, diversified, and multi-sided markets.
- Customer Relationships – ranging from personal assistance to automated services and co-creation.
- Channels – owned and partner channels to reach customers.
- Revenue Streams – transaction-based and recurring revenue through asset sales, usage fees, subscriptions, licensing, leasing, or rentals.





## Product Development & Marketing Strategies

Marketing principles were explored, covering product concept, selling concept, marketing concept, and societal marketing concept, emphasizing how each approach impacts strategy. The 7 Ps of Marketing—product, price, place, promotion, people, process, and physical evidence—were explained as a framework for designing comprehensive strategies. The idea of defining a catchment area was introduced to scope and target markets effectively, aligning marketing efforts with geographic and demographic realities.

### Key Learnings

- Leaders must be aware of decision-making pitfalls that can derail product success.
- India's branding potential can be leveraged to strengthen both domestic and global market presence.
- Buyers' markets require competitive pricing, higher quality, and stronger customer engagement.
- Backward integration helps to improve control over costs, supply, and quality.
- Break-even analysis is critical for assessing when a product becomes profitable.
- The 7 Ps of Marketing provide a comprehensive framework for strategy design.
- Defining the catchment area ensures targeted and efficient marketing efforts.
- Societal marketing ensures alignment between profit goals and social responsibility.

The third session focused on the strategic aspects of product development and marketing, beginning with common leadership tripping points that can affect decision-making and growth. The discussion highlighted the importance of India's branding potential and recognizing that in many sectors, India operates as a buyers' market, where customer choice drives competition. Concepts such as backward integration (controlling supply chain stages to improve efficiency and reduce costs), break-even analysis (understanding when revenue equals costs), and profit margin calculations were introduced as essential tools for assessing product viability.



### Insights & Conclusion

The session underscored that successful product development is not just about creating something innovative but ensuring that it is market-ready, competitively positioned, and financially viable. Understanding the market structure (buyer-driven vs. seller-driven), integrating supply chains, and achieving break-even efficiently are key to long-term profitability. The integration of strategic marketing concepts with operational planning ensures that the product not only meets demand but also resonates with societal values and brand positioning.



Important aspects of patents were discussed, highlighting that certain categories like methods of agriculture or horticulture are not patentable under the Patent Act. The role of Traditional Knowledge Digital Library (TKDL) in safeguarding indigenous knowledge from misuse was emphasized. Two types of patent applications were explained: Provisional Patent Application (filed to establish early rights while the invention is still being developed) and Complete Patent Application (filed once the invention is fully developed). In addition, the distinction between trademarks was clarified —™ (unregistered trademark) and ® (registered trademark)—while copyright protection was linked to creative works like music, literature, and art.

### Insights & Conclusion

The session emphasized that IPR is not only about legal protection but also a strategic tool for business growth and competitiveness. By protecting inventions, designs, creative works, and brands, businesses can safeguard their identity and generate long-term value. Clear distinctions between different forms of IP help innovators and entrepreneurs understand how best to protect their work. With frameworks like TKDL, India is also safeguarding its traditional knowledge and ensuring it is not exploited unfairly at the global level.

### Key Learnings

- Patents protect new inventions/innovations, but methods of agriculture or horticulture are not patentable.
- Provisional patent applications allow early filing, while complete patents secure full protection.
- Trademarks: ™ for unregistered, ® for registered.
- Copyrights protect literary, musical, and artistic works.
- Industrial designs safeguard the look and feel of a product.
- Geographical Indications (GI) link products to specific regions.
- TKDL plays a key role in protecting India's traditional knowledge.
- IPR protection is essential for brand building, market competitiveness, and preventing misuse of innovations.

The session by Ranjith Reddy focused on the various forms of Intellectual Property (IP) and their role in protecting innovations, creativity, and brand identity. The different forms of IP covered included Patents (for new inventions or innovations), Trademarks (brand names, logos, symbols), Copyrights (literary, musical, and artistic works), Industrial Designs (aesthetic designs of products), and Geographical Indications (GIs) (products linked to a region, such as Darjeeling tea). Innovation was described as not only creating new ideas but also improving existing versions.





## Investment Planning for New Businesses

The session focused on the financial dimensions of launching and scaling a business, highlighting the importance of financial viability, ROI, and building a strong business case. It emphasized identifying the right customer segment, understanding loan structures, and maintaining transparent financial statements reflecting sales, revenue, and profits. Participants learned how to make their ventures “bankable” and “investable” by demonstrating profitability, marketability, and sustainability. The discussion also covered investor types—from individual investors and HNIs to large institutional funds—and explained how banks and investors assess returns, promoter credibility, and business traction before funding a venture.

### Insights & Conclusion

Investment planning is not just about raising funds but about presenting a convincing financial and operational case that ensures investors and lenders see the business as profitable and sustainable. The ability to showcase project costs, ROI, profitability, and marketability is key to investor approval. Entrepreneurs need to choose the right funding sources—equity, venture capital, or government-backed schemes—depending on their stage and goals. Pricing strategies must be aligned with costs, raw materials, and desired margins to ensure profitability.



### Key Learnings

The session emphasized that financial viability and ROI are central to attracting investment, with businesses required to present clear financial statements covering sales, revenue, and profits. Participants learned that secured loans carry lower interest rates than unsecured ones and that bankable, investable projects are more likely to secure funding. Investor confidence largely depends on promoter credibility, business traction, and well-defined pricing strategies that balance costs and profitability. Projects must include total cost estimates, strong ROI projections, and demonstrate marketability and demand to appeal to both individual investors (HNIs) and institutional funds, including domestic and overseas entities.

## Team MANAGE - CIA



On Day 2, the MANAGE-CIA team interacted with the participants and briefed them about the various programs and initiatives of MANAGE-CIA. Ms. V. Usha Sree, Manager, MANAGE-CIA, discussed revenue generation strategies, funding opportunities, and schemes available for agri-startups. She also guided participants on effective approaches to secure funding and enhance revenue generation for their ventures.

Mr. Saurabh Kumar, Business Executive, MANAGE-CIA, conducted a session on Pitch Deck preparation for the Semi-Final round. He provided in-depth guidance on structuring the presentation, crafting a compelling narrative, and effectively communicating key aspects of their business ideas to the jury. The session equipped participants with the skills and confidence required to deliver a persuasive and impactful pitch during the Semi-Final evaluation.



MANAGE-CIA interns—Mr. Arvind Singh Rao, Ms. Sonam Chandrakar, and Ms. Maithri K—engaged with the participants to provide detailed insights into the Pre-Incubation Mentoring Program, the Digital Marketing Skills for Agri-Startups initiative, and the Agri-Eureka program.



They highlighted how these programs are designed to support budding agri-entrepreneurs in refining their ideas, building essential skills, and navigating the startup ecosystem effectively.

# Semi-Finale Round (23 July, 2025)



*All 22 participants presented their business ideas, innovations, and investment plans to the jury, highlighting the uniqueness of their ventures and demonstrating the value and potential impact of their solutions.*

# Field Visit (24 July, 2025)

*As part of the Agri-Eureka Program, the MANAGE–Centre for Innovation and Agripreneurship (CIA) organized two insightful field visits to premier incubation centres in Hyderabad, offering participants a real-world glimpse into India’s thriving startup ecosystem.*



The first visit was to the Nutrihub Incubation Centre, hosted at ICAR–Indian Institute of Millets Research (IIMR), Hyderabad. The CEO of Nutrihub warmly welcomed the participants and shared an engaging overview of the centre’s initiatives and programs designed to nurture the millet-based startup ecosystem. Participants were inspired by success stories of innovative millet startups that have emerged from Nutrihub’s support.

The visit also included a tour of the production and packaging units for millet products, where the IIMR team demonstrated various machines, equipment, and laboratory facilities dedicated to millet innovation and value addition. The hands-on exposure provided participants with a deeper understanding of how research, technology, and entrepreneurship converge to create sustainable agribusiness solutions.



The second visit took participants to T-Hub, one of India’s largest and most dynamic incubators established by the Government of Telangana. The T-Hub team shared inspiring stories of startups that have made remarkable strides in diverse sectors such as Artificial Intelligence, Food Technology, Agriculture, and other emerging fields. The participants also toured the state-of-the-art co-working spaces, where startups from across Telangana collaborate, innovate, and transform their ideas into successful ventures.

Both visits offered valuable insights into how incubation ecosystems—whether sector-focused like Nutrihub or sector-agnostic like T-Hub—play a pivotal role in empowering entrepreneurs, driving innovation, and shaping the future of India’s startup landscape.

# Finale Round (25 July, 2025)



*On Finale round 9 teams presented their business idea in front of the jury members.*

## List of Participants:

- Mr. Sai Vishnu K - Sea Eden
- Ms. Bandita Deka - Greenyurban Technologies Pvt Ltd
- Mr. Gudavalli Akhil - AgriYogi
- Mr. Parnab Das & Ms. Ameetha - Techtogreen drone & robotics private limited
- Ms. Rakshitha V L & Mr. Ajolin scudder.W - Oura Skye
- Ms. Theviksha A - Mavericks
- Mr. Harshith amirineni & Mr. M. Nanda Kishor - PestiSCAND
- Ms. Yukthika S S (Team leader Siva V) - Agrisys
- Dr. (Major) Ambadas / Devanand - E-pashusanjeevani



Out of 9 teams, the committee members declared 3 winners and recommended 11 startups for mentoring under Cohort 13.

# Valedictory



The valedictory of Agri Eureka 2025 was successfully concluded on 25th July, 2025, featuring an inspiring interaction with Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, CIA. He emphasized that the true essence of Agri Eureka goes beyond winning the competition, highlighting the importance of mentoring, networking, collaboration, and mutual learning. His insights encouraged participants to leverage the experience for long-term growth and innovation.

The session followed up with Chief Guest, Dr. Sagar Hanuman Singh, IPOs, Director General, MANAGE, who appreciated the uniqueness of the ideas and acknowledged these as promising innovations and their need for the future of Agri startup ecosystem.



The Valedictory session was concluded by Ms. Maithri K, Intern, MANAGE-CIA, followed by a feedback session with all participants, certificate distribution, and the announcement of the winners.

## Feed back by participants

The participants shared their feedback and key learnings, highlighting how the five-day program at MANAGE helped them enhance their networking, mentoring experiences, and refine their business ideas through the pitch deck sessions.



# Agri Eureka 2025 Winners



Winner



**Mr. Sai Vishnu K - Sea Eden**

Meet Mr. Sai Vishnu K, the Co-founder and CEO of Sea Eden Pvt. Ltd., an agritech startup based in Madurai, Tamil Nadu. A passionate innovator and a postgraduate student pursuing M.Sc. in Applied Microbiology, Sai Vishnu specializes in microbial seed treatments and biofilm characterization—skills that have become the backbone of his entrepreneurial journey.



**Ms. Theviksha A - Mavericks**

Ms. Theviksha A. is an emerging innovator and passionate problem-solver. She is on a mission to transform how Indian agriculture tackles one of its most notorious enemies—Parthenium hysterophorus, commonly known as Congress Grass. As a participant of Agri Eureka 2025, her startup MAVERICKS is making waves with a fresh, nature-powered solution to an old, stubborn problem.

Runner Up



2nd Runner Up

## AgriSys

**Ms. Yukthika S S (Team leader Siva V) - Agrisys**

In the heart of Tamil Nadu, two brilliant minds—Mr. Siva V. (Founder) and Ms. Yukthika S.S. (Co-founder)—engineering students at Chennai Institute of Technology, came together with a shared passion: revolutionizing livestock healthcare for small and mid-scale farmers. As participants of Agri Eureka 2025, they represent the spirit of young agritech innovation with their startup AgriSys.



# Participants Gallery





## Organising Team

**Dr. Saravanan Raj**

Director (Agricultural Extension), MANAGE  
& CEO, CIA

**Ms. V. Usha Sree**

Manager, RKVY – RAFTAAR, MANAGE-CIA

**Mr. Saurabh Kumar**

Business Executive, RKVY – RAFTAAR, MANAGE-CIA

**Ms. Maithri K**

Intern, RKVY – RAFTAAR, MANAGE-CIA

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