



Empowering Agri- Entrepreneurs for a Resilient India @MANAGE



**Startup Agri-Business
Incubation Program (SAIP) &
Agripreneurship Orientation
Program (AOP)**
Cohort 5

Centre for Innovation and Agripreneurship (CIA)

(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of RKVY-RAFTAAR)

National Institute of Agricultural Extension Management (MANAGE)

Hyderabad, India

www.manage.gov.in

About the Publication

Agri-Startups highlighted in this publication, participated in the Startup Agri-Business Incubation Program (SAIP) and Agripreneurship Orientation Program (AOP), conducted at MANAGE, Hyderabad, under the RKVY-RAFTAAR scheme of the Ministry of Agriculture and Farmers' Welfare (MoA & FW), Government of India.

Published by

Dr. Saravanan Raj
Director (Agricultural Extension), MANAGE
& Chief Executive Officer, MANAGE– CIA

Editors

Dr. Saravanan Raj
Director (Agricultural Extension), MANAGE & CEO, MANAGE– CIA
Ms. Kanaparthi Jitheesha Josephine , Content Developer, MANAGE– CIA

Designed & Edited by

Ms. Kanaparthi Jitheesha Josephine , Content Developer, MANAGE– CIA
Ms. Maithri K, Intern, RKVY-RAFTAAR, MANAGE–CIA

Editorial Team Members

Ms. V. Usha Sree, Manager, RKVY-RAFTAAR, MANAGE–CIA
Mr. Saurabh Kumar, Business Executive, RKVY-RAFTAAR, MANAGE–CIA
Ms. Kanaparthi Jitheesha Josephine, Content Developer, RKVY-RAFTAAR, MANAGE–CIA
Ms. Maithri K, Intern, RKVY-RAFTAAR, MANAGE–CIA
Ms. Jeena Paul, Intern, RKVY-RAFTAAR, MANAGE–CIA

Acknowledgement

We acknowledge the support of the Ministry of Agriculture and Farmers Welfare (MoA & FW), Government of India (GoI) under the RKVY-RAFTAAR.

© 2025. MANAGE. All Rights Reserved.

Saravanan, R., Usha Sree, V., Saurabh, K., Josephine, K.J., Maithri, K., and Jeena, P. (Eds.). 2025. *Empowering Agri-Entrepreneurs for a Resilient India* @MANAGE, MANAGE–Centre for Innovation and Agripreneurship (CIA), National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India.

MANAGE encourages the use, reproduction and dissemination of this publication for personal study, networking and non-commercial purposes only with proper acknowledgement of MANAGE as the source and copyright holder.



Dr. Saravanan Raj

Director (Agricultural Extension), MANAGE
& Chief Executive Officer, MANAGE – (CIA)

In India's fragmented and largely unorganized agriculture sector, innovation continues to be a transformative force. With rapid technological advancements and policy support, agri-tech startups are playing a pivotal role in reshaping rural economies and making farming more efficient, resilient, and sustainable.

The persistent gaps in market linkages, access to services, and robust networks remain significant challenges. However, incubators and accelerators have emerged as critical enablers, bridging these gaps by nurturing talent, providing structured funding, fostering digital adoption, and encouraging climate-smart practices. At MANAGE, we identify and nurture potentially disruptive ideas from aspiring agripreneurs and support them in building scalable, sustainable business models.

Our incubation programs provide access to co-working spaces, comprehensive business and technical mentoring, investor connections, and pilot testing facilities. We also emphasize digital empowerment, green technologies, and inclusive growth, ensuring that startups can thrive in today's dynamic agri-business landscape.

This Coffee Table Book is a tribute to the spirit of innovation and resilience demonstrated by these startups. It highlights selected success stories that showcase how young agri-entrepreneurs are making a measurable impact—reviving rural livelihoods, enhancing value chains, and contributing to a future-ready Indian agriculture.

(Dr. Saravanan Raj)



LIVING GREENS
ORGANICS PVT. LTD.

1

The Living Greens



Mr. Prateek Tiwari
thelivinggreens@gmail.com

"Transforming redundant rooftop spaces into beneficial food-growing spaces."

Founder is Mr. Prateek
Tiwari, 2013



Bachelor's degree in
Agriculture and a Masters
in International Business.
With 11 years of experience
working in Agri retail
companies & strong
background in both
agriculture and business.



The vision to transform
redundant rooftop spaces
into beneficial food-
growing spaces,
promoting urban organic
farming and self-
sufficiency among urban
consumers.



Specialize in converting
unused spaces like
rooftops, gardens,
farmhouses, and plots
into lush green organic
food-producing spaces.
Urban farming kits to
assist urban consumers
in becoming urban
growers.



Located at Jaipur,
Rajasthan



Retail customers and
rural youth seeking
opportunities in urban
organic farming.



Trained 30 rural youth in
rooftop organic farming.

Largest Bihar Govt.
subsidy scheme vendors,
covering 100 houses,
targeting 1000 in 4 Smart
Cities.



Revenue: For the
financial year 2020-21,
₹150 Lakhs.



The Living Greens



<https://livinggreensorganics.com/>

2

Orgro Fibre LLP



Mr. Gaurav Parmar
orgroindia@gmail.com



"Converting natural fibre based agro waste into Biodegradable Horticulture Sapling bags."

Founder is Mr. Gaurav Parmar, 2015



Masters in Social Work and has over a decade of experience in the development sector.



Vision is to address the negative impact of plastic waste on the environment by providing sustainable and greener solutions, particularly in the waste to wealth sector



Established itself as an innovator in the waste to wealth sector, focusing on the production of non-woven technical textiles from agro-waste, particularly wool.



Located at Vadodara, Gujarat



Agricultural sector, serving large farmers, government departments, and industries involved in plant germination, seedling production, and horticulture.



Our eco-friendly horticulture sapling bag, developed with ICAR-CSWRI, replaces plastic in plant germination. Join us in reducing plastic waste in ecommerce, logistics, and transportation. A sustainable future starts here.



Revenue: ₹6 Lakhs.



3

Agri Media TV Mobile App



Mr. Jagdish Dhanani
jagdishdhanani@gmail.com



"AgriMedia App: A one-stop solution in every farmer's hand"

Founder is Mr. Jagdish Dhanani, 2005

Degrees in Management and Journalism. With experience at ETV Gujarati and Ramoji Film City, blending his expertise in media and agriculture.

Vision is to bridge the information gap in farming communities at the village level by leveraging digital platforms to disseminate timely information in audio-visual formats.



Problem of the re-marginalization of farming communities by providing essential information on the latest technology, market rates, input costs, climate change, and other agricultural aspects.

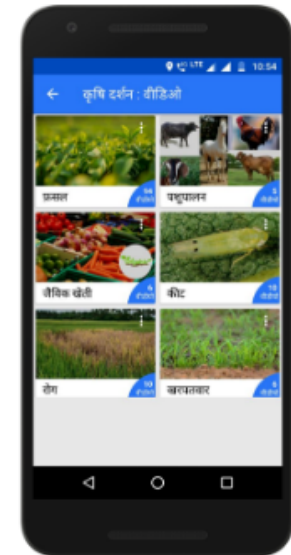
Located at Gandhinagar

Empowering farmers with knowledge & resources: videos, forums, weather updates, news, marketplace & libraries in one platform.



Innovatively educates farmers with audio-visual tools in local languages, earning accolades like the National Award in Digital Marketing (2018). Accessible via mobile app, it serves diverse audiences nationwide.

Revenue: ₹2.4 Crores.



 <https://www.agrimediavideoapp.com>



Mr. Neelkanth Mishra
info@jaljeevika.org



"Nurturing the spirit of entrepreneurship in inland fisheries sector"

Founder is Mr.
Neelkanth Mishra, 2005

Ashoka Fellow with a background in Public Policy & Management. Two decades of professional experience in the development sector.

Vision is to create a digital platform that provides valued services to freshwater fish farmers, helping them grow their ventures as micro-entrepreneurs and earn profits for themselves.



Established itself as a collaborative platform to harness the untapped potential of inland fisheries in Maharashtra, aiming to create livelihood opportunities for landless and marginal farmers.

Located at Pune,
Maharashtra.

Range of services including IoT sensor-based real-time advisory support, market linkages, training programs, and assistance in accessing government schemes.




Innovatively educates farmers with audio-visual tools in local languages, earning accolades like the National Award in Digital Marketing (2018). Accessible via mobile app, it serves diverse audiences nationwide.

Revenue: Financial year 2020-2021 stands at ₹67 Lakhs.



 Jaljeevika

 <https://jaljeevika.org/>



5

Koel Fresh

Ms. Sandhya Nayak
ceo@koelfresh.com



"Clean green energy solutions to reduce farm wastage & build an effective post-harvest value chain."

Founder is Ms. Sandhya Nayak, 2020.



Masters in Remote Sensing with a focus on the renewable energy sector an alumna of NIT Rourkela



Vision to lack of a sustainable cold storage operational model and the high operational costs of running cold storages, which result in significant losses for farmers.



Established in the aim of mitigating post-harvest losses by integrating appropriate storage provisions and reducing economic losses incurred by farmers.



Located at Rourkela, Orissa.



Smallholding farmers, Farmer Producer Companies (FPCs), Self Help Groups (SHGs), NGOs, and Village Level Entrepreneurs (VLEs) to provide solutions for post-harvest losses.



Innovation integrates solar PV and biogas-powered cold storage with IoT systems. Benefits include clean energy use, energy efficiency, digital monitoring, IoT sensors for shelf-life analysis, and a cooling-as-a-service model.



Revenue: Financial year 2019-2020 stands at ₹30 Lakhs.



Koel Fresh



www.koelfresh.com



6

Peppapork



Mr. Asmon Frederick
asmon@emergentdreamworks.com

"Peppapork: a one-stop shop for all pork needs."

Founder is Mr. Asmon Frederick , 2015.



Business leader with over 15 years of professional experience in agriculture, food processing, and cold chain management.



Vision: Trusted supplier of certified fresh & processed pork in India, integrating the entire value chain from farm to consumer's doorstep.



Sourcing tech for pig breeding, feed formulation & pork processing from NRC on Pig, NRC on Meat & IVRI. Enhancing pork production infrastructure with expert knowledge.



Located at Hyderabad, Telangana



Transforming India's pork supply chain through farm-to-table integration, digital platforms, and FPO partnerships for quality assurance.



Partnering with top institutions like NRC on Pig & IVRI for tech expertise. Developing online platform in Hyderabad for ISO-certified premium pork products.



Revenue: 2.54 Cr



FILLS YOUR SOUL



Peppapork



www.Peppapork.com

7

Vellore Electronics and Systems



Mr. S. Nagarajan
marketing@velloreelectronics.com



"Providing intelligent IoT Based Bee Keeping Solutions."

Founder is Mr. S. Nagarajan , 2020



First-generation entrepreneur and technocrat with expertise in developing Agri Electronic Products.



Vision to provide sustainable beekeeping solutions that benefit both farmers and the environment.



Develop organic comb honey and integrating IoT technology to motivate the young generation of farmers.



Located at Vellore, Tamil Nadu



Farmers and the difficulties associated with conventional honey cultivation, especially for small-scale farmers.



Innovation lies in utilizing coir waste for beehive fabrication and avoiding the need to cut trees. Revenue of farmers by enhancing farm produce through beekeeping technological solutions.



Revenue: 15 Lakhs



Vellore Electronics and Systems



<https://velloreelectronics.com/index.html>



Ms. Sai Sudha
bilvamjaganmaataherbals@gmail.com



"Tapping into the prowess of Ayurveda to bring home cure to age-old diseases."

Founder is Ms. Sai Sudha
, 2020



Decade-long expertise as a
health communication
expert and her childhood
interest in Ayurvedic
knowledge.



Vision to support the
health and wellness of all
beings by focusing on
prevention and simple
curative treatments.



Develop innovative herbal
products and formulations
with minimal processing,
utilizing plant parts like
neem leaves, jamun,
harshringar, sada bahar,
tulasi, bhuiaamlaki, custard
apple, among others.



Located at
Anand, Gujarat



Health and herbal sector,
manufacturing and selling
herbal health supplements
and cosmetics for health-
conscious customers.



Embracing Ayurvedic
wisdom to combat modern
lifestyle health issues.
Natural, herbal-based
solutions for a healthier
life, blending tradition
with modern needs.



Revenue: ₹ 20 Lakhs.



Bilvam Jaganmaata Herbals



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



9

Ownveg



Mr. Viswanathan Gowtham Koduru
viswa.koduru18@gmail.com

"Strengthening FPOs, Empowering Farmers & Globalizing Indian Agriculture."

Founder is Mr.
Viswanathan Gowtham
Koduru, 2019

Work experience in the
agriculture field, brings
over 40 years of farming
experience to the table.

Vision is to replicating
Karnataka's FPO model in
Andhra Pradesh to empower
farmers, create self-
sustainable FPOs, and
generate rural jobs through
advisory and market
support.



Develop innovative herbal
products and formulations
with minimal processing,
utilizing plant parts like
neem leaves, jamun,
harshringar, sada bahar,
tulasi, bhuiaamlaki, custard
apple, among others.

Located at Secunderabad,
Hyderabad.

Boosting rural economy:
Self-sustainable agri-
business for FPOs, strong
market linkages, higher
farmer income, and rural job
creation.



Empowering farmers &
FPOs through agri-
business management,
standardized marketing,
and future demand
preparation for
sustainable growth.

Revenue: Financial year
2020-2021 stands at ₹ 9.45
Lakhs.



Ownveg



www.ownveg.com



10

Barnala Cordyceps



Mr. Rashpal Singh
rashpalsingh85@gmail.com

"Cordyceps Militaries: a naturally occurring medicine for health issues."

Founder is Mr. Rashpal Singh, 2017

Experience in farming and intensive study and research in the field, started cultivating Cordyceps using modern tissue culture techniques.

Visions promoting high-quality Cordyceps cultivation, offering natural remedies for health issues. Leveraging modern techniques, they aim to expand, becoming a trusted name in natural healthcare.



Developed a process for cultivating high-quality Cordyceps mushrooms using modern tissue culture techniques in controlled environments, ensuring medicinal properties for various health benefits.

Located at Barnala, Punjab

Individuals seeking natural remedies for health issues and for farmers looking to diversify their crops for additional income and employment opportunities.



Cultivated high-quality Cordyceps mushrooms using modern techniques, addressing health issues and providing income opportunities for farmers. Encouraged cultivation among other farmers, fostering economic growth.

Revenue: ₹ 12 Lakhs





PaddyPlus
We are Second Green Revolution

Mr. Rao Raja
iammgreen8@gmail.com

"Step-by-step mechanization of agricultural processes to bring in predictability."

Founder is Mr. Rao Raja
,2018



Expertise in Agri-
Technology development.



Vision is to revolutionize
agricultural extension
services, making farming
more predictable and
profitable while aligning
with the government's goal
of doubling farmers'
income.



Developed a prototype
technology for step-by-
step mechanization of
agricultural processes,
aiding over 1500 farmers
with personalized
guidance.



Located at Hyderabad,
Telangana.



Beneficial for farmers
seeking predictability in
crop cultivation and for
stakeholders in the
agricultural ecosystem.



Provide efficient
Agricultural Extension
Services. Four
components: paddy plus
farmer, paddy plus rental,
paddy plus dealer and
paddy plus customer,
interconnecting all
stakeholders.



Revenue: 2 Lakhs





12

KleverKISAN



Ms. Sanghamitra Pattnayak
sanghamitra.p@klevermind.com

"Technology optimizing end-to-end supply chain management."

Founders are Ms. Sanghamitra Pattnayak and Ms. Jajati Pattnayak, founded in 2015.



Over 10 years of experience in the IT industry, while Ms. Jajati has over 17 years of experience in Management and Technology.



Vision is to bridge the gap between small and marginal farmers and the market by providing fair pricing, market linkages, and efficient supply chain management through technology.



Established a technology platform for aggregators in the agriculture sector, assisting them in fair pricing and efficient disposal of crops.



Located at New Delhi.



Agriculture sector dealing with farmers' produce, providing them with end-to-end support, fair pricing, and access to market linkages.



Winner of Agri India Hackathon under the Supply Chain and Logistics category. Assisted over 10,000 farmers and created livelihood opportunities for 1500 farmers directly.



Revenue: ₹10 Lakhs since January 2021.



13

BB Organics



Mr. Balaji Subramani
mh@bnborganics.com



"Immunity enhancing, anti-diabetic idly/Dosa Batter."

Founder is Mr. Balaji Subramani, 2016



Pursued B.Tech (Horticulture), Fruit crops at Tamil Nadu Agricultural University



Vision is to provide healthier food options to consumers and combat the rise in diabetes by offering low glycemic index, antioxidant-rich food products.



Specializing in medicinal rice-based Idli/Dosa batter & healthy products like millet noodles, pasta, and jaggery cookies, blending tradition with nutrition.



Located at Tiruchirappalli, Tamil Nadu.



Creating jobs for farmers & rural communities through traditional rice cultivation & healthy food production, packaging, marketing, and distribution.



Introduced healthier food alternatives, focusing on traditional rice-based products like idli/dosa batter and collaborating with farmers to cultivate traditional rice varieties, promoting both health and sustainable agriculture.



Revenue: ₹10 Lakhs



BB Organics



www.bnborganics.com



14

MABENS Engineering Solutions

Mr. Sherwin K Maben
sharwinkmaben@gmail.com



Founder is Mr. Sherwin K Maben, 2016



Pursued
Bachelor of Engineering
(B.E.), Mechanical
Engineering at PESITM



Vision is solving problems associated with agriculture and horticulture. House research and development to identify and work on providing simple and effective solutions for farmers' needs.



Established agriculture and horticulture challenges, devising practical solutions like soil health management, pest control, and crop productivity enhancement, tailored to farmers' needs.



Located at Shimoga,
Karnataka



Invaluable to areca nut farmers, particularly those who face challenges in manually climbing trees. Benefit agricultural workers seeking efficient methods for tree climbing in various contexts.





Innovative tree bike engine offers a cost-effective solution for climbing areca nut trees with minimal effort and skill. It provides a safe and efficient alternative for farmers, enhancing productivity.



Revenue: 1 Crore



 MABENS Engineering Solutions
 www.youtube.com/@mabensengineeringolutions5386



Mr. Suyog Kulkarni
aashwini.k@gmail.com



Founder is Mr. Suyog
Kulkarni, 2000

Expert in E-Learning,
Automation, Sales,
Marketing.

Revolutionizing Indian
agriculture with Khet
Aadhaar's digital platform:
precision farming, IoT,
remote sensing, and data
analysis for asymptomatic
stress detection, optimized
inputs, and increased ROI.



Transforming Indian
agriculture with precision
tech, AI, IoT, and data
insights for optimized
yields and smarter
farming.

Located at
Maharashtra

Khet Aadhaar leads India's
digital agri-revolution,
empowering farmers with
precision tech, AI, and data-
driven solutions for a
sustainable future.



Revolutionizing Indian
agriculture with AI-
powered remote sensing,
predictive analytics, and
e-commerce integration.
Benefits include increased
crop yields, reduced
scouting costs, and data-
driven farming for 600M+
farmers across 160M
hectares.



KHET AADHAAR Pvt. Ltd.



<http://www.khetaadhaar.com>



Mr. Mangesh Sudhakar
mangesh_1575@yahoo.co.in



Founder is Mr. Mangesh Sudhakar,



Agri-marketing expert with 6+ years of experience in farmer mobilization, farm irrigation management, and precision agriculture solutions.



Value-added custard apple products & browning-free pulp tech to reduce wastage, empower SHGs & tribal women.



Custard apple's perishable nature causes 50% wastage, quick browning, and low market value, resulting in significant losses for farmers due to high post-harvest losses.



Located at Maharashtra



Eco-friendly custard apple products with anti-browning tech, zero wastage, and social upliftment for farmers, SHGs, and tribals.



Farmer benefits: Direct purchase for better prices, market linkage support, and training on advanced custard apple cultivation technologies.



Con-Farmia Agribusiness Pvt.Ltd.

Mr. Pravin R Lokhande
pravin.lokhandeft@gmail.com



Founder is Mr. Pravin R Lokhande.



Pravin, an alumnus of VAMNICOM and ex-investment adviser, successfully led business development in agri-business, exporting 100+ containers of fresh bananas to Middle East countries.



Farm-to-fork startup connects farmers to consumers, ensuring better prices and fresh produce.



Startup's solution: Value chain reorganisation, post-harvest management, and direct sourcing to deliver export-quality products at affordable rates, benefiting farmers and customers.



Located at
Maharashtra



Tech-driven agri value chain reorganisation and post-harvest management to reduce losses and ensure quality.



The startup's key benefits include establishing an e-marketplace and physical marketplace for healthy farm produce, ensuring farmers receive up to 55% of MRP, and providing export-quality products at optimum prices, while offering farmers partnership, cost control support, and increased income.



Dr. Vijay Yadav
vjaidy@gmail.com

Founder is Dr. Vijay
Yadav.



He is a recipient of national and international awards, including GYTI and ABLE INDIA, with a Ph.D. from Institute of Chemical Technology, Mumbai, and Master's and Bachelor's degrees in Pharmaceutical Sciences from Mumbai University.



Startup develops cost-effective, biodegradable polymers from CO₂ and agro-waste, aiming to make India carbon negative and reduce plastic pollution.



Located at
Maharashtra



Converting agricultural waste into biodegradable plastic using a proprietary catalyst process, offering a sustainable alternative to traditional plastics.



Key benefits: Eco-friendly biodegradable plastics from agro-waste, reducing plastic pollution, and empowering farmers through buying programs, training, and knowledge exchange, promoting sustainable agriculture and rural development.



19

Sridevi Innovative works Pvt Ltd

Mr. Shanmukha Rao
shanmukharaao.repalle@gmail.com



Founder is Mr.
Shanmukha Rao.

Award-winning farmer-innovator promoting 'Easy Farming' through innovative inventions, recognized with international awards, including a Gold medal and Best Innovator Awards.

Sridevi Machinery Works innovates farming with a mono-wheel power weeder, easing agriculture processes, reducing costs, and physical stress for farmers.



Startup tackles issues with existing farm machines: crop loss, physical stress, and high costs. Their mono-wheel power weeder reduces strain, protects crops, and offers affordable farming solutions.

Located at
Telangana

Key innovation: Simplified and economical mono-wheel power weeder with a newly invented mechanism, easy to use even for women, reducing complexity and costs.



Key benefits: Reduced physical stress, lower investment, and easy farming, encouraging new farmers and promoting healthy farming practices, benefiting small-scale farmers with affordability and simplicity.





20

Ankuraan



Dr. Dola Sinha
dola.sinha@gmail.com

Founder is Dr. Dola Sinha.



He is Expert in Power Electronics, Solar Energy, and Electric Vehicles with 15+ years of teaching and research experience.



Automated solar-powered farm bot for precision sowing and fertilizing, ensuring optimal seed spacing, depth, and moisture levels for successful germination and healthy growth.



Startup tackles labor shortages, seed and fertilizer waste, and high production costs with an automated solar-powered agro bot that precision-sows seeds and applies fertilizer, optimizing efficiency and reducing manual intervention.



Located at West Bengal





Arduino-based controller powers automated navigation and seeding with solar energy and ultrasonic sensors.



Key benefits: Precision sowing robot for various seed types, automated fertilizer application, moisture sensing, self-navigation, and solar-powered, increasing productivity while reducing costs and labor for farmers.



 Ankuraan

 <https://ankuraan.com/>

21

Wildvegworld



Ms. Ashwini Ashok Chothe
ashwinichothe7@gmail.com



Founder is Ms. Ashwini Ashok Chothe, 2015.



Pioneering wild vegetable conservationist, published author, and award-winning entrepreneur empowering tribals and promoting nutritional wild produce since 2015.



Wildvegworld preserves wild veggies and fruits through processing, enhancing nutrition and food security in tribal areas.



Startup reduces wild fruit/veggie waste by processing into preserved products, creates jobs for tribal women, and conserves endangered species via nurseries.



Located at
Maharashtra



Startup innovates with wild fruit/veggie processing tech, conserves endangered species, and creates nutrient-rich products like pickles and jam.



Key benefits: Reduces waste, generates tribal employment, conserves endangered species, and empowers SHGs through processing and marketing of wild fruits and veggies.



22

Tisya Agri Venture LLP

Dr. Nina Singh
tisyapc@gmail.com



Founder is Dr. Nina
Singh



Dr. Nina Singh, have PhD
in Zoology & MBA, is a
seasoned entrepreneur
with 22+ years of
experience, recognized for
her innovative agri-
business ventures.



Tisya Agri Venture
innovates in Pearl culture
and Stevia, empowering
youths and farming
communities.



The startup tackles the
growing diabetes issue
with Stevia-based
natural sweeteners, 250-
300 times sweeter than
sugar, offering a
healthier alternative to
synthetic sweeteners.



Located at
Odisha



Higher stevioside
concentration in Stevia
cultivar, removal of
aftertaste, and
development of unique
products like fruit drinks
and Stevia tea.



Key benefits: Unique
Stevia products with
healthy taste profiles,
anti-diabetic & anti-
cariogenic properties.
Farmers benefit from fair
prices, direct
procurement, and training
on best agricultural
practices.





Dr. Naima Shaikh
shaikhnaima92@gmail.com



Dr. Naima Shaikh, Founder of eKrishiKendra and MD of AgriDigi Tech, is a 7-year agriculture sector veteran with expertise in project management, policy-making, market research, and data science.



eKrishiKendra: A virtual platform bridging farmers, industries, experts, and students, providing farm management, market access, and training through digital and offline channels.



eKrishiKendra offers online/offline solutions for farmers, agri-industries & students, addressing marketing, pricing & input issues.



Located at Gujarat



eKrishiKendra leverages ICT, AI, IoT, and social commerce to create an omni-channel platform, combining e-retail and social media for seamless B2B, B2C, and C2C interactions.



eKrishiKendra benefits farmers with customized services, direct market access, expert advice, and agri-input delivery, while students gain skills and knowledge through e-education and expert consultations.





Dr. Krishna H S
mail2krishnahs@gmail.com

Founder is Dr.
Krishna H S.

He is a Experienced

Research Consultant &
entrepreneur with 20+ years
in academia & industry, PhD
in Entrepreneurial
Economics & author of
books on high-tech startups

Novel coir-pith/fibre
drying technology using
infra-red drying, reducing
drying time from 2-3 days
to 2-3 hours at 1/10th the
current cost.



Coir industry's drying
challenge: labor-intensive,
weather-dependent sun-
drying. Startup's solution:
infra-red drying tech for
efficient, cost-effective
drying.

Located at
Bengaluru

The startup applies
infrared drying technology
to coir fibre and pith,
scalable for micro to large
industries, with potential
for exponential positive
impact.



Benefits: Reduces drying
time from 2-3 days to 2-3
hours, costs 1/10th of
current spends, and
makes the process
weather-independent.
Boosts coir industry
productivity, reduces
expenses, and supports
local economy and
exports.





Founder is Mr.K.Niranjan Rao.

Founder, holds a BSc in Microbiology, SAP CRM certification, PG Diploma in IT Management, and is a certified Leadership & Life Coach and Soft-skills Trainer.

Prakriti Mitra's AI & IoT-enabled system automates sapling dispensing & distribution via vending machines, mobile apps & e-commerce portal, ensuring optimal sapling health.



Prakriti Mitra solves limited sapling availability with an automated IoT-based vending machine for 24/7 dispensing. It provides a customized environment and maintenance guidance for saplings

Located at
Telangana

Automated vending machine dispenses live saplings with AI & IoT-enabled environment control.



Key benefits: 24/7 automated sapling dispensing, minimal human intervention, customized environment for plant care, and scalability for sellers, offering convenience to farmers, gardeners, and agri-preneurs.





Mr. Kiran Kumar
kirankumar.iitk@gmail.com



Mr. Kiran Kumar Dharamsoth is an IIT Kanpur Materials Science and Engineering graduate. He has spent the last six years working with various startups. His zeal for entrepreneurship drove him to launch a business.



The startup tackles issues of agricultural residue waste, food spoilage, inadequate packaging, and plastic pollution.



Creating biodegradable packaging from agri-residues with antimicrobial properties and temperature control coatings to extend shelf life and reduce food waste.



Located at
Telangana



Biofilms from agri-residue cellulose with functional coatings, antimicrobial plant extracts, and enhanced mechanical & hydrophobic properties.



Key benefits: Eco-friendly biofilm from agri-waste, reduces plastic use, sustainable packaging, safe & sanitary, generates income for farmers, and creates rural livelihood opportunities.





27

Udyogbharati - Mahakrishi Yatra

Mr. Mahesh Kadus
maheshkadus777@gmail.com



Founder is Mr. Mahesh Kadus.



He is entrepreneur with
10 Years Exp.



Mahakrushi Yatra offers experiential learning for farmers through on-ground training, field research, and study tours, enabling them to adopt advanced agricultural practices and technologies.



The startup tackles farmers' limited access to advanced tech and training by organizing experiential learning tours within and outside India through Mahakrushi Yatra



Located at
Karnataka



Mahakrushi Yatra's study tours equip Indian farmers with advanced agri-tech knowledge from abroad.



Key benefits: Agri study tours empower farmers with advanced tech knowledge, boost productivity & production, and enable global market access, leading to profit-oriented practices and business growth.



@kisanbharati-agriculturegr305



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

28 Tribal Greenware



Ms. Alito Shohe
alitoshoe27@gmail.com

Founder has a Master's in Agriculture, founded Tribal Greenware, creating sustainable tableware from agri-waste. She's a 1st runner-up in BIRAC's business pitching competition.



Tribal Greenware converts areca waste into eco-friendly alternatives to single-use plastics, promoting sustainable livelihoods and income generation for farmers and youth.



Tribal Greenware tackles the issue of single-use plastic ban by creating cost-effective, biodegradable disposables from areca waste, providing a sustainable alternative for customers.



Located at
Nagaland



Tribal Greenware converts areca leaves into eco-friendly plates and cutleries, promoting waste-to-wealth and sustainable practices.



Key benefits: Eco-friendly, non-toxic, 100% biodegradable, cost-effective plates and cutleries made from areca leaves, generating income for farmers and reducing plastic pollution.



Highly priced eco disposals made of sugarcane bagasse



Mr. Vinod Kumar Sahu
vinodsahu084@gmail.com



Mr. Vinod Kumar Sahu, co-founder of Ambrionics, holds degrees in Agriculture and Agri-Biotechnology, with experience in rural development and farmer support.



Ambrionics offers portable agriculture labs for rural and tribal farmers, providing doorstep soil testing and solutions in a capsule form.



Ambrionics' portable mini soil testing lab brings doorstep solutions to rural farmers, saving time and money by providing soil testing, market guidance, and crop advice.



Located at Madhya Pradesh



Ambrionics' key innovation: Portable mobile van testing and consultancy facility, providing doorstep soil testing and expert advice to farmers.



Key benefits: Ambrionics' portable lab offers hybrid mode solutions, providing digital and physical consultancy in local language, saving farmers' time and money with direct seed-to-market support.



Ambrionics Pvt. Ltd.



www.ambrionics.in

30

Ngahhoi Dynami



Mr. Jangminthang Khongsai
jayforiris@gmail.com



Mr. Jangminthang Khongsai, a philosophy graduate with experience in NGO work and digital marketing, is the Founder & Owner of M/s Ngahhoi Dynami, a pioneering agripreneurship startup.



Ngahhoi Dynami is an agri-based food processing company producing high-quality organic products for export, leveraging scientific techniques and northeast region's resources.



The startup addresses food wastage and promotes northeast's traditional cuisine globally by developing organic food processing technologies that increase shelf life and quality of local specialties.



Located at
Manipur



The key innovation converts Mustard Greens into shelf-stable sauce and powder using advanced food processing and packaging.



The technology enhances flavor, aroma, and essence of food products while extending shelf life with zero side effects. It also benefits farmers by providing an alternate income source, promoting sustainable farming, and empowering them through FPOs.



 Ngahhoi Dynami



31

Nityapushta Farm Products Pvt. Ltd.

Ms. Shweta Sharma
shweta.sh212@gmail.com



Shweta Sharma is a seasoned marketing professional with 6+ years of experience in agribusiness, specializing in sales, branding, and consumer behavior analysis.



Builds low-cost, eco-friendly cold storage using cow-dung and bamboo to reduce post-harvest losses and empower farmers.



The startup tackles post-harvest losses with low-cost, eco-friendly cold storage using cow-dung and bamboo, promoting community ownership.



Located at New Delhi.



The innovation uses cow-dung for insulation and engineered bamboo for the frame, replacing traditional materials.



The cold storage facility provides multiple benefits to farmers, including reduced post-harvest losses, increased income, lower input costs through natural farming training, and access to global markets, while also preventing rural migration.



Nityapushta Farm
Products Pvt. Ltd.



Varsha Yogesh Bhole, M.E.
 (Computer) and have 17
 years of experience in the
 field



Agropeeper Technologies
 uses AI/ML to sort and
 grade fruits and vegetables,
 detecting internal defects
 and categorizing produce
 by quality, shelf life, and
 harvest time, aiming to
 revolutionize the
 agricultural supply chain.



Agropeeper uses AI/ML
 to assess fruit quality
 and detect internal
 defects, reducing post-
 harvest losses and
 manual subjectivity.



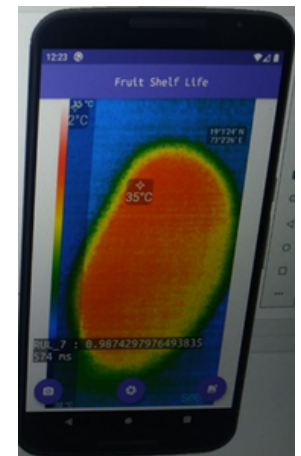
Located at
 Maharashtra.



The innovation uses AI for
 non-invasive assessment
 of internal and external
 fruit characteristics,
 enabling fast and accurate
 segregation.



The system helps farmers
 by segregating produce by
 quality and shelf-life,
 reducing post-harvest
 losses, and increasing
 earnings, while also
 ensuring consumers get
 quality, damage-free
 produce.



*Mr. Ashok Verma
verma.5@iitj.ac.in*



The Founder Mr. Ashok Verma has done ITI and have 21 years of experience in entrepreneurship related to agriculture.



The startup develops solar-powered equipment for drying paddy and cold storage of fruits and vegetables.



Startup tackles post-harvest losses with innovative solar-powered solutions: paddy dryers and cold storage for fruits & veggies, leveraging renewable energy.



Located at Uttar Pradesh



The innovation uses solar/agricultural waste for paddy drying via convective heating and for cold storage via adsorption refrigeration.



The technology benefits farmers by enabling low-cost, long-term storage of crops like paddy, fruits, and vegetables, reducing losses and increasing income by utilizing solar or agricultural waste energy.





Mr. Vibhuti Prakash
vibhutipas@gmail.com

Vibhuti Prakash, Founder & CEO, has 20 years of experience in product launch and marketing, with expertise in pharmaceuticals, garments, and food industries.



The startup promotes healthy eating and empowers rural women and farmers by producing traditional, homemade superfoods from indigenous fruits and crops.



The startup reduces post-harvest losses and promotes healthy eating by converting farm produce into nutritious, ready-to-eat products, empowering rural women and farmers.



Located at Uttar Pradesh



The startup's cookies are native fruit-infused, slow-cooked, gluten-free, and preservative-free, offering a healthy, wholesome food option.



The cookies offer numerous health benefits, including being nutrient-dense, gluten-free, and preservative-free, while also providing better income for farmers by purchasing directly from them at 15-20% higher than market rates.





Mr. Aruneswar MGB
aruneswar1999@gmail.com



Mr. Aruneswar MGB,
Founder & CEO of Grow
Your Farms, is an
agriculture graduate with
leadership experience and
a background in a family
rice and flour milling
business.



Grow Your Farms is an
AgriTech startup providing
farmers with tech-enabled
advisory, inputs, and
market solutions for better
productivity.



The start up minimizes crop
production inefficiencies
with tech-enabled advisory
services and agri-inputs,
boosting productivity and
cutting costs.



Located at Tamil
Nadu



It integrates agriculture
with advanced tech for
customized solutions and
real-time advisories.



They offers farmers
location-specific crop
management, pest/disease
alerts, and financial
tracking, leading to
optimized costs, improved
productivity, and
increased income through
sustainable practices.



 Grow Your Farms Pvt. Ltd.

 @growyourfarmsprivatelimited4453



Dr. S. Tamil Selvi
cogniottech@gmail.com



Dr. S. Tamil Selvi is a seasoned professor and tech expert with expertise in wireless communication, IoT, and AI, having 33+ years of experience.



Cogniot Technology's AgriPutra leverages IoT, AI, and IT to enhance peanut farming sustainability and farmer revenue in Tamil Nadu.



Agriputra links peanut farmers with buyers, ensuring fair prices based on quality, and streamlines the supply chain.



Located at Tamil Nadu



Agriputra's key innovations include an integrated web portal, automated peanut qualifier, improved post-processing, QR-coded packaging, and an agri-connect social platform.



The startup benefits farmers with fair prices, e-wallet transactions, market linkage, and expert networking, while consumers and retailers get quality peanuts with minimal post-processing needs.





Ms. Kavya Gandhe
kavya.gandhe@gmail.com

Kavya Gandhe, founder of Mycofactory, is a design professional passionate about sustainability, leveraging design thinking to solve customer problems.



Mycofactory creates eco-friendly packaging and construction materials by combining mycelium with agricultural waste, offering a sustainable alternative to single-use plastics and styrofoam.



They replace styrofoam and toxic materials with biodegradable, mycelium-based alternatives for packaging and construction, reducing pollution and health risks.



Located at Tamil Nadu



Mycofactory innovates by combining mycelium with agricultural waste to create eco-friendly packaging, reducing pollution and converting waste into wealth.



Mycofactory's sustainable packaging and building materials help corporations reduce carbon emissions and meet 2030 sustainability goals while creating value for farmers by utilizing their agricultural waste.





Dr. Neeta Doshi
nitadoshi@gmail.com



Dr. Neeta Doshi is a renowned electronics engineer and innovator with multiple patents and awards for her work and teaching methods.



Anion technology in agriculture aims to boost crop yield, nutritional value, and sustainability while reducing costs, potentially revolutionizing farming practices.



Krishivardhini reduces pesticide and fertilizer use, increasing organic yield and cutting costs, suitable for poly houses, hydroponics, and more.



Located at
Maharashtra



The technology enhances crop growth, increases yield, reduces water requirement, and improves soil fertility, resulting in more nutritious produce with higher antioxidant power.



Krishivardhini offers farmers increased organic yield, reduced agrochemical use, and higher profit margins (over 40%) with low maintenance and energy costs, promoting sustainable farming practices.



Artion Rain and Clean Enviro
Technology Pvt Ltd



<https://artion.in>



RKVY-RAFTAAR

Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY – RAFTAAR) was launched in 2017-18 by the Ministry of Agriculture and Farmers' Welfare (MoA & FW), Government of India, to give impetus to agriculture and allied sectors through promotion of innovation and agripreneurship by facilitation of financial aid to agribusiness incubation centres.

The objective of RKVY-RAFTAAR is to support incubation of agribusiness by tapping and harnessing the innovations and technologies for creating new ventures in agriculture. Under regular RKVY-RAFTAAR scheme, 70% of the annual outlay is allocated among States according to the given criteria under three heads, viz.,

- (1) Infrastructure & Assets;
- (2) Valueaddition- linked Production Projects (Agribusiness Models); and
- (3) Flexi Funds.

The Innovation and agri-entrepreneurship development comes under RKVY-RAFTAAR special subschemes. Under this, 10% of the annual outlay is allocated for encouraging innovation and agri entrepreneurs through skill development and financial support. It will support incubates, incubation centres, Krishi Vigyan Kendras (KVKs), awards, etc.

To specifically cater to the needs and approaches for agribusiness promotion, the Government of India launched a remodelled RKVY-RAFTAAR in 2017-18 with an element of innovation and agripreneurship. This initiative strives to provide an impetus to promote agripreneurship and agritech startups. In this process, incubation facilities and expertise already available with participating academic, technical, management and R & D institutions in the country shall be utilised on an individual or collective basis to harness their synergies.

Website: <https://rkvy.da.gov.in>



MANAGE-CIA

MANAGE – Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence (CoE) in Agribusiness Incubation and Knowledge Partner for strengthening, hand-holding and demonstrating best practices to the RKVY-RAFTAAR Agri-Business Incubators (R-ABIs).

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India, as an autonomous Institute. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and rechristened to its present name, i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of Agricultural Extension in a rapidly growing and diverse agriculture sector.

MANAGE strives to nourish agri-startups at every stage and reinforces its unflagging support to all such agri-startups and agripreneurs, who contribute to the betterment of the agricultural and allied sectors, and thereby contribute to the country's GDP and economic growth.

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



MANAGE- Centre for Innovation and Agripreneurship (CIA)
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad, India
www.manage.gov.in