



A Ritzy Glimpse on Startups: **Igniting Innovations@MANAGE**

Rashtriya Krishi Vikas Yojana (RKVY) -
Remunerative Approaches for Agriculture and
Allied Sector Rejuvenation (RAFTAAR)



**Startup Agribusiness
Incubation Programme (SAIP)
Cohort 2**

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

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Smt. G. Jayalakshmi, IAS
Director General, MANAGE

Editors

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, MANAGE-CIA
Dr. Sagar Deshmukh, Asst. Professor (ABM), MANAGE & Business Manager, MANAGE-CIA

Editorial Team Members

Mr. Augustine Rajendran, Consultant, RKVY-RAFTAAR, MANAGE-CIA
Ms. M. Devakrupa, Business Executive, RKVY-RAFTAAR, MANAGE-CIA

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Smt. G. Jayalakshmi, IAS
Director General, MANAGE



The MANAGE- Centre for Innovation and Agripreneurship (CIA) inspires innovators and startups, by helping them to improve their personal and business life by providing professional incubation services, like; capacity development, mentoring, networking opportunities, promoting team work, collaborations and better culture. It is an effort to provide tremendous opportunity to discover business independence and to make dream come true. Thus a unique blend of business opportunity and personality development, which will certainly show the meaning of startup's to each and every individual along with good thoughts and skills.

MANAGE- Centre for Innovation and Agripreneurship (CIA) is building sustainable models in incubation that will achieve growth through excellence and innovation.

(G. Jayalakshmi)

**Dr. Saravanan Raj**

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

Our overall professional strength is shaped by our core strategies and values, wherein we strive to uphold the competence and excellence level of our capacity building and mentoring services by giving equal importance to all stakeholders involved in the chain, such as our diversified talented work team, partners, clients and the society.

Moreover, in our pursuit to create brilliant entrepreneurial opportunities and ensure value added solutions to our clients, we have explored new applications and best of the breed methodologies with the areas of agriculture business, business development and management, marketing linkages and networking, etc.

The purpose of this coffee table is to provide a better understanding of the concept of businesses of Startups and their contributions in the society during the entrepreneurial journey.

(Saravanan Raj)

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B and R foods



Ms. Bharathi Suresh
bandrfoods@gmail.com

Founder of "The Millet House", started in 2017

An engineering graduate with 5 years of experience in kitchen models

Vision to be a lead player in millet based quick service restaurant



Transforms junk food habits to healthy food habits

Located at Puppalguda, Hyderabad

Hub & Spoke model

Hybrid cloud kitchen

Online and offline mode



Nutritious, tasty, freshly prepared millet food

Monthly +1000 customers

Revenue
₹ 75 Lakhs
(2019-20)



Greemanity Industries



Mr. Dimpesh SushilKumar Gupta
greemanityindustries@gmail.com



Founder of GM,
started in October
2016

An Engineering
graduate with 6
years of experience
as operation
manager in various
levels

Vision is to
convert agriculture
waste to clean,
green and value
added products



Converting waste
banana pseudostem
to various valuable
products Viz.,
organic fertilizer,
fiber & papers,
candies, etc.

Located at
Ahmedabad,
Gujarat

Dealers
Distributors
Online & offline
mode



Clean, green and
biodegradable
products

Additional revenue
to farmers

Monthly +200
customers

Revenue
₹ 45 Lakhs
(2019-20)





NARM healthy foods & beverages



Mr. Madhu KM

nutriclapfoods@gmail.com

Founder of
NARM, started in
2018

A Master's degree
in agriculture
graduate with
5 years of
experience in
the beverage
industries

Vision to be a
game changer
in healthy
beverages and
snacks industry



Health
supplement to
different diet

Located at
Bangalore,
Karnataka

Food Truck
Housing
Societies
IT Parks



Nutritious,
tasty, dietary
supplement,
ready to drink

Monthly +500
customers

Revenue
₹ 55 Lakhs
(2019-20)



Promagicell Life Tech



Mr. Mallikarjuna B.G.
promagicell@gmail.com



Founder of
Promagicell Life
Tech started in July
2018

A Post graduate
in microbiology
with 10 years of
experience as R&D
manager

**Vision is to
protect and
sustain mother
earth**



Treating coffee
plant effluent into
irrigation water
by controlling
BoD and CoD

Located at
Chikmangalur,
Karnataka

**Coffee plant
manufacturers**

**Coffee estate
owners**

**Farmers/ Dealers/
Retailers**



Ready to mix
microbial
products
.....
Saving water and
cost

Monthly +100
customers

**Revenue
₹ 25 Lakhs
(2019-20)**





Biotic Vet Solutions



Biotic Vet Solutions

Dr. Poonam Qureshi

bioticvetsolutionsgst@gmail.com

Founder of Biotic Vet solutions, started in the year 2018

A veterinary professional with +15 years of experience in the related field with various organization

Vision is to become India's largest livestock data management and veterinary service provider company



Establishing digitalized animal lifetime data and production indices of livestock animals

Located at Jaipur, Rajasthan

Food and pharma companies, farmer producing companies & co-operative milk societies



Clean, green and biodegradable products and additional revenue to farmers

Monthly +600 customers

Revenue
₹ 25 Lakhs
(2019-20)



Marut Dronetech



Mr. Prem Kumar Vislawath

prem@marutdrones.com



Founder of Marut Drones, started in the year 2018

Team of IIT alumni with +7 yrs of experience in the agri intelligence drone technology

Vision is to become a leading solution provider in agriculture & horticulture crops for a sustainable societal development



Precise, targeted and autonomous spraying, early detection of crop stress, pest & diseases

Located at Hyderabad, Telangana

Government projects, private input companies & multilevel institutions



Timely, efficient intervention, labour saving with accuracy & cost savings besides Health protection

Monthly +150 customers

Revenue
₹ 35 Lakhs
(2019-20)





Anandamaruthi Technology



Mr. Muppu Srinivas

hamarafarmers.com@gmail.com

Founder of CoCoRocoo.com, started in the year 2019

Founder of JaiHoBharat.com

Engineering graduate with 10 years of experience in software development and marketing

Vision is to create online store (eCommerce), search engine and social network for rural India



A mobile based app, contains the information of each and every village in India

Online digital library available in Vernacular languages

Located at Karimnagar, Telangana

Farmers, consumers, FPO'S, AC & ABC & NGO'S



Easy identification of the village name

Information related to the village, new farming methods, contact numbers of village level officers etc.

12000 Farmers & 5000 consumers per month

Through subscription model



DruFarm Technology



Mr. Sanket Abasaheb Kedar

director@drufarm.com/Sanketkedar92@gmail.com

Founder of DruFarm Technology, started in the year 2017

Team of embedded, electronic engineers having 2+ Years of experience in the field of IOT

Vision is to be a leader in Innovative IOT technologies for Sustainable Crop Management Services



To overcome 'Soil Salinization' developed an affordable and farm specific 'Farm Intelligent System' (FIS) for fruit farmers that can effectively prevent soil salinization & maintain soil health to improve farm productivity

IOT Device with sensors, cloud based data storage, real time data analysis

Located at Nashik, Maharashtra

Farmers, MRDBS, NGO'S, FPO'S, Farmer Groups & Export Companies



Affordable and farm specific IOT device, saves water, reduces fertilizers leaching by 30%, increases farm productivity by 15-20%

Monthly: +100 grape farmers

Revenue
₹ 20 Lakhs
(2019-20)





Linpack Technologies

Linpack

Mr. Bethi Santosh Kumar

business@linpacktechnologies.com

Founder of Linpack Technologies, started in the year 2017

Team includes experts in software development, two years of working experience as web developer

Vision is to be a major player in machinery distribution models by using tech platform



Tech based platform for hiring the machinery on rental basis, user friendly interface, instant communication

Located at Saroor Nagar, Hyderabad

**Farmers/Agents/
Agencies/FPOs**



In time updates: with the help of GPS tracking exact time and data will be shared with farmers through SMS

Timely availability of machinery to the farmers

Monthly: +135 Customers

**Revenue
₹ 40 Lakhs
(2019-20)**



Hibachi Gourmet



Mr. S C Sekhar Varma

sekhar@hibachi.in



Founder of Hibachi Gourmet, started in the year 2018

Team includes expertise in the field of finance and fund raising, 16+ years' experience in the field of marketing events etc.

Vision to provide a hygienic and quality meat and meat products to all households



Digital platform for delivering the fresh, tender meat at customer doorsteps

Technology to provide information from farming to cooking

Located at Hyderabad, Telangana

Urban metro Households, Hotels, Super markets, Retail stores, Fitness & Sports centres, etc.



Customize the cut as per order/need, ready to cook, competitive pricing, delivered at doorstep

Monthly: +561 customers through retailer, online & Donzo sales

Revenue
₹ 35 Lakhs
(2019-20)





Jenni & Jessi Agri Food Exports



Mr. Showri Jojappa M

showrijoshi@gmail.com

Founder of Jenni & Jessi Agri Food Exports. started in the year 2018

Team with expertise in organic farming

Having 11 years of work experience as Manager in GVK group

Vision is to be a game changer in supply and value chain of organic farming services



Mobile based app, for delivering the fresh organic fruits and vegetable at customer doorsteps

Supply chain management of organic fruits and vegetables

Provides healthy value added products which are chemical-free thereby increasing demand for farmers' produce

Located at Hyderabad, Telangana

Farmers / Direct consumers / Organic stores / Bulk buyers / Retailers / Traders



Fair & profitable crop buy back, backward & forward linkages, training on organic farming, indigenous seeds supply, farmer extension services

Monthly: +25 costumers B2C

Revenue
₹ 65 Lakhs
(2019-20)



Samudra Network



Ms. Sneha Lakshman
sneha@samudranetwork.com

Founder of Samudra Network,
started in the year 2017

Team with 18+ year's expertise
in mobile technology, financial
services, design thinking and
accelerated innovation process

Vision is to remove
information asymmetry, open
the market access by using
data to democratize the power
structures of AgriMarket



Android mobile platform, for
digitalizing the data in agri
sector, QR code, block chain
based traceability to make sure
that the product has reached
the customers

FPO Business and operational
metrics dashboards

Located at Bengaluru,
Karnataka

Farmers, FPO'S, GOVT
Organizations like SFAC,
NABARD etc.



Increase Farmer Income (ROI),
Farm to Fork traceability, reduce
risk by demand driven supply

Helps FPC to scale-up rating,
by providing agri-finance

Monthly: +500 farmers

Revenue
₹ 65 Lakhs
(2019-20)





Bengal Agro & Fishery Farm



Mr. Sukhen Maity
sukhenm779@gmail.com

Founder of Bengal Agro & Fishery Farm, started in the year 2019

Team having 15+ years' experience in the industry of fish processing, finance, logistics and marketing

Vision is to become a leader in fish processing and packaging company for society recuperating from illness



Procurement of high value fish and unique method of processing & packaging, vacuum packing along with barcode, storing at 60°C temperature to increase shelf life cold chain logistics

Located at Kolkata, West Bengal

Restaurants/Caterers/ Corporates/Bulk Stores/Bulk Traders/ Govt departments like Department of Fisheries



Ready to fry products

Reducing the wastage by following preservation techniques

To overcome the seasonal availability of the fish

Monthly: +250 customers

Revenue ₹ 85 Lakhs (2019-20)



Seeds Jewellerys



Mr. G. Sundar
seedscrefts@gmail.com



Founder of Seeds Jewellerys, started in the year 2019

Team with +15 years' experience in designing the product, technical and marketing

Vision to become the leading company in natural seed jewellery



Laser drill technology for making eco-friendly products, jewellery is made out of quality seed collected from the forest, customer-friendly Unique design are made

Located at Madurai, Tamil Nadu

Customers, Tribal groups, NGO'S, Export promotion council for Handicrafts,

Asia – World fare trade organization



Seed collection from tribal groups/NGO'S, Increases the income level of rural artisans, High quality finishing, Safety mechanism is followed by using closed type machine drill bits

Monthly: +75 customers

Revenue
₹ 35 Lakhs
(2019-20)





Vertical Farming Technologies

City Greens

Ms. Shwaita Uniyal
shwaita@citygreens.in

Founder of Vertical Farming Technologies, started in the year 2017

Team having experience in operations, business development, finance & supply chain

Vision is to enable city dwellers to access safe, nutritious and fresh farm produce



Automated grow structures that can grow food in vertical spaces while occupying a very ground space

Designed on the principle of water recirculation

Encourages urban farming, to make nutritious food easily available at home

Located at Bengaluru, Karnatak

Urban Households



Saving 80% of water as compared to traditional gardening

Minimal knowledge of gardening is required with no skills, less utilization of skills

Monthly: +200 customers

Revenue
₹ 36 Lakhs
(2019-20)



Squirrel Nibbles



Ms. Devi Swapna. B
infosnhb@gmail.com



Founder of
Squirrel Nibbles,
started in the year
2017

Team is having
expertise in
marketing and
operations

Vision is to be
a global leader
in producing
healthy snack
products



Provides a long
range healthy
and tasty snacks,
made from
whole grains,
millets, fruits and
vegetables

Located at
Hyderabad,
Telangana

School kids,
health conscious
segment,
regular travelers,
institutional sales,
urban and rural
retail sales etc



Balanced
nutritional foods,
products are free
from chemicals,
additives, artificial
colours and
preservatives

Monthly: +125
customers

Revenue
₹ 20 Lakhs
(2019-20)





Sriv Rain

Mr. Leburi Ravi Teja
srivrain51@gmail.com

Founder of SRIV
RAIN, started in the
year 2018

Team having 25+
years' experience
in edible oil
extraction and 10+
years' experience
in International
Agribusiness

Vision is to
revolutionize dryland
farmers in cultivation
of aromatic crops
as an alternative to
traditional crops



Innovative model
supported by newly
fabricated distillation
equipment catering to
small farmers and thus
provide equal benefit
as a large scale farmer
supplying of quality
seed of aromatic plants

Located at Hyderabad,
Telangana

Farmers, customers,
retail companies, agri
clinics & agri business
centres, government
organizations like
NIRDPR, SERP



Capacity building

Increases the farm
income, provides
buy back guarantee,
creates employment
opportunities to the
rural youth

Monthly: +150 farmers

Revenue
₹ 25 Lakhs
(2019-20)



V WIN



C. Udaya Kumar
ruwt@rediffmail.com



Founder of
V WIN, started in
the year 2019

Team is having
expertise in
Bio-tech,
production and
marketing

Vision is to
provide a suitable
waste to wealth
technology
in replacing
plastics with
bio-degradable
materials



Eco-friendly, Bio-
degradable plastic
bags are made
using cassava
starch as thermo
plastic starch film

Located at
Nammakal,
Tamilnadu

Hotels, retail
shops, shopping
malls etc.



Reduces the
wastage

Easily degradable
eco-friendly
products

Revenue
₹ 12 Lakhs
(2019-20)





Kissan Agri Mall



Mr. Venkataswami Reddy Surasani

surasani.venkat@gmail.com

Founder of Kissan Agri Mall, started in the year 2019

Team is having 10+ years' experience with various capacities

Vision is to be a leader in agriculture input and advisory service models



One single platform for the farmer to get all the inputs and extension services

Providing extension service to farmers to use right solutions in their farm at right time with optimum dosage

Located at Kurnool, Andhra Pradesh

Farmers, agri clinics & agri business centres, FPO'S & NGO'S



Voice calls to farmers regarding pest incidence and weather forecasting

Optimize farmer input usage & maximize the output value added services

Monthly: +1000 Farmers

Revenue
₹ 8 Crores
(2019-20)



Daivi Labs



Dr. Kalabandi Vijaya Bhaskar
daivilabs@gmail.com



Founder of Daivi Labs,
started in the year
2019

Team is having
expertise in the field of
production, technology
development &
marketing

Vision is to improve
livelihoods of
rural communities
through sustainable
agricultural practices
and entrepreneurship



Introduces Products like
Vet Boost for lactating
and non lactating
animals using different
strains of lactobacillus
to improve the milk
production, immunity
etc.

Located at Kurnool,
Andhra Pradesh

Dairy farmers, dairy
farmer co-operative
societies & JC agro
Bio-tech



Low consumption
of feed, contains
greater milk producing
organisms, undigested
food will be digested
by its enzyme activity,
stimulate the immune
system and helpful for
gut wounds treatment

Monthly: +150
customers

Revenue
₹ **25 Lakhs**
(2019-20)





Biramha Machine Tools



Mr. Vinayagapandi N

biramha@gmail.com

Founder of Biramha Machine Tools, started in the year 2011

Team having 20+ years in technical development of tools, 10+ years' experience in marketing and accounts

Vision is to become the leading wood shaping tool manufacturer for recuperating all kinds of trees to value added finished produce



Developed a tool with indigenous technology which facilitates ease of doing business. These tools are developed from mild steel and tungsten carbide material, which is used for all trees

Located at Madurai, Tamilnadu

Carpenters, wood processing industries, furniture shops etc.



Reduces the accidents or injuries, tools are of low weight, consumes low power, creates wealth out of waste, generates additional income to the farmers

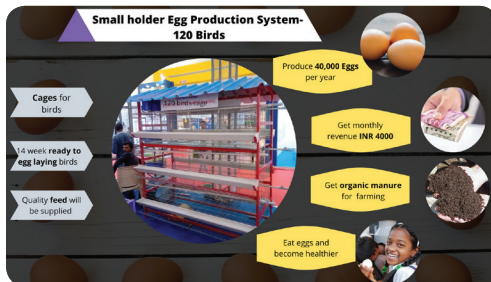
Monthly: 1000 customers

Revenue
₹ 53 Lakhs
(2019-20)



Broilay Farm Services

Mr. Yesudas Pangiraj
yesudas12@manageites.org



Founder of Broilay Farm Services, started in the year 2018

Team is having 10+ year's experience in livestock sector, 5+ years experience in Banking

Vision is to become a Global leader in Digital Solution Provider for poultry sector



Digital platform that provides information related to the quality inputs, Sensors are used for checking the growth, disease infection and to maintain temperature of poultry

Located at Hyderabad, Telangana

Poultry Farmers



Reduces the time for maintaining the data

Reduces the cost of production

Improves the productivity

Monthly: +100 customers

Revenue
₹ 25 Lakhs
(2019-20)





RKVY-RAFTAAR

Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY – RAFTAAR) was launched in 2017-18 by the Department of Agriculture, Cooperation & Farmers Welfare (DAC&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) *Value-addition-linked Production Projects (Agribusiness Models)*; and (3) *Flexi Funds*.

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

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

www.rkvy.nic.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 re-christened 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 agritech startups at every stage and reinforces its unflagging support to all such agritech 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.

www.manage.gov.in

www.cia.manage.gov.in

<http://cia.manage.gov.in/>





MANAGE - Centre for Innovation and Agripreneurship
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad-500030, Telangana, India

e-Mail: acabc.incubation@manage.gov.in
www.manage.gov.in, Tel: 040-24001693
<http://cia.manage.gov.in/>