









July 2025

MANAGE-IIPMB

Agri-StartUp Stakeholders Connect

- Fostering Collaboration & Partnerships



Indian Institute of Plantation

Management Bengaluru (IIPMB)

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MANAGE

The National Institute of Agricultural Extension Management (MANAGE). autonomous an organisation under the Ministry of Agriculture and Farmers Welfare, Government of India is an apex body for Agricultural Extension Management in India. MANAGE offers services like Capacity building, Management Education, Piloting and Implementing Flagship National Schemes, Consultancy, Research, Knowledge Management and Policy Advocacy in Agricultural Extension Management.



MANAGE - Centre for Innovation and Agripreneurship (CIA)

MANAGE-CIA a Centre of Excellence Agri-Business Incubator hosted at MANAGE, one of the leading agri-business Incubators in India. MANAGE-CIA is supporting, guiding and mentoring the Agripreneurs and Agristartups in Agriculture and Allied sectors. MANAGE-CIA is the Knowledge Partner for handholding strengthening, demonstrating best practices to the Agri-Business Incubators (R-ABIs) of Agri-Innovation and Entrepreneurship program of RKVY-RAFTAAR, Ministry of Agriculture and Farmers Welfare, Government of India. MANAGE-CIA has mentored 1044 Agristartups and incubated 507 startups in the last six years. Apart from training and mentoring, MANAGE-CIA is facilitating Agri-startups with creating networks. collaborations. market linkages and extended end-to-end support for scaling-up their business. MANAGE is committed in developing the agri-business and Agri-startup ecosystem of the country.













Indian Institute of Plantation Management Bengaluru (IIPMB)

The Indian Institute of Plantation Management Bengaluru (IIPMB) is an autonomous organisation of Ministry of Commerce & Industry, Govt of India dedicated to advancing the plantation and associated agribusiness sectors through management education, research, training, and consultancy. **Initially** focused capacity-building programs for stakeholders



in collaboration with the Commodity Boards of India, IIPM has since evolved into a centre of excellence, offering AICTE-approved Post Graduate Diploma in Management (PGDM) programs in Agribusiness and Plantation Management (PGDM ABPM), Food Processing and Business Management (PGDM-FPBM), and Agricultural Exports and Business Management (PGDM-AEBM), along with a Fellow Program in Management (FPM) to develop research scholars in related domains.

IIPMB Centers for Promoting Entrepreneurship

IIPMB has established sector-specific Centers of Excellence (CoEs) and the mandate of the Centers is to study, analyze, record, and implement contemporary learning that incorporates leadership, best practices, research, support, and training for the focus areas. The CoEs facilitates establishment and growth of sector-specific enterprises by offering capacity building programs, mentoring entrepreneurs and students. The Centers of Excellence currently implements key projects like – 1) Tea Tasting & Marketing sponsored by Tea Board combines the discipline of professional tea tasting, tea business management and marketing, to address the emerging needs of professional tea tasters, sommeliers and nascent entrepreneurs in the tea industry; 2) Coffee Entrepreneurship & Innovation is a pioneering initiative supported by the Coffee Board of India, to promote Coffee entrepreneurship in the Indian coffee sector and the Center's activities have led to establishment of new businesses in the Indian Coffee Sector and contributed to wealth creation and employment generation; 3) Livelihood Business Incubation (LBI), supported by the Ministry of MSME, across its campuses in Bengaluru, Assam and Andhra Pradesh, focuses on enterprise development in agri-plantation commodities for farmers, tribal communities, and rural youth; 4) Additionally, through its Business Incubation Ideas (BI) sponsored by Ministry of MSME, the Centre supports early-stage entrepreneurs in agribusiness, food, and allied sectors by offering access to technology, labs, mentorship, and industry linkages, thereby fostering innovation, employment, and sustainable enterprise development.











"Agri-StartUp Stakeholders Connect - Fostering Collaboration & Partnerships"

About the Program

This program will help start-ups connect with all the relevant agricultural stakeholders on a single platform and bridge the information gap thus facilitating a seamless exchange of knowledge, resources and Partnership opportunities. It also aims to connect all dots spanning in entrepreneurship spectrum for providing start-ups centric solutions. This unique programme seeks to foster a vibrant community, enabling start-ups founders and agribusiness stakeholders to connect, share their experiences and collaborate in ways that drive progress. With an emphasis on fostering dialogues and facilitating learning, participants will have the opportunity to not only showcase their products but also to listen to fellow founders' stories.

Aim

This program aims to connect all dots spanning in entrepreneurship spectrum for providing start-ups centric solutions.

Objectives

- Connect in Single Platform: Bring all agri-startup stakeholders together to enable seamless interaction, access, and engagement on one unified platform.
- **Build Networks**: Facilitate connections between agripreneurs, researchers, and industry stakeholders to strengthen the agricultural innovation ecosystem.
- **Promote Collaboration**: Encourage partnerships between academia and industry to address real-world challenges and explore new opportunities in agriculture.
- **Share Knowledge**: Provide a platform for exchanging insights, strategies, and technological advancements relevant to agricultural start-ups and innovations.
- **Bridge Information Gap**: Ensure timely and easy access to relevant information, policies, funding, and market trends to support informed decision-making.

Eligible Participants

- Agri-Startups and Aspiring Agriprenuers
- Entrepreneurs, Inventors and Innovators
- Incubation and Innovation Centres
- Startup Mentors, Service providers, and Consultants
- FBOs, FPOs, Agri-Business Firms, NGOs
- Banks & Venture Capitalists firms and Angel investors
- Research institutions, Educational Institutions
- Researchers, Students, Rural youth, Academicians
- Agricultural Development Administrators and Policy makers
- Central and State Government officials
- Other stakeholders associate with the Agri-Startup Eco-System











Program Highlights

- **Interactive Workshops**: Hands-on sessions with industry experts and successful entrepreneurs.
- **Networking Opportunities**: Dedicated time for participants to connect and discuss potential collaborations.
- **Knowledge Sharing**: Presentations and discussions on cutting-edge agricultural technologies and business models.
- **Product Exhibitions**: Display of cutting-edge agricultural products and technologies, providing a platform for start-ups to showcase their innovations.

Key Takeaways

- **New Partnerships**: Meet individuals who can potentially become business partners, clients, mentors or collaborators.
- Learning: Gain insights from Agri-Startup Stakeholders through Networking, Talks and Discussions.
- **Visibility**: Showcase your products and technology to a relevant audience, increasing your visibility within the local business community.
- **Connections**: Facilitating strategic links among agri-startups, investors, researchers, government bodies, and service providers to build a robust support network.
- **Consultation**: Offering expert guidance, mentorship, and advisory support to startups and stakeholders through structured sessions.

Impact

MANAGE has collaborated with nine institutions across nine states, Himachal Pradesh, Chhattisgarh, Uttar Pradesh, Tripura, Tamil Nadu, Maharashtra, Rajasthan, Kerala, and Karnataka involving a total of around 2,200 participants so far.

In the first phase, the program focused on states with limited resources, connectivity, and networks for start-ups, while in the second phase, it is covering the remaining states.

The program has facilitated valuable connections, inspired new partnerships, and



provided actionable insights to participants, thereby strengthening the agricultural innovation ecosystem and fostering a collaborative environment for future growth.











MANAGE-IIPMB Agri-StartUp Stakeholders Connect

Background

MANAGE proposed a collaboration with Indian Institute of Plantation Management Bengaluru (IIPMB) to conduct the ninth edition of the Agri-StartUp Stakeholders Connect program in Karnataka. Following the acceptance from the Director, IIPMB the program was scheduled to be conducted on 18th July, 2025 at Indian Institute of Plantation Management, Bengaluru.

The organising team for the program included, from MANAGE: Dr. Saravanan Raj, Director (Agricultural Extension), Ms. V. Usha Sree, Manager, and Ms. Jeena Paul, MANAGE-CIA Intern; and from IIPMB: Dr. John Mano Raj S, Professor (Marketing) & Director (i/c) and Dr. Prakash K C, Associate Professor (Agribusiness).

The list of proposed stakeholders from the Karnataka Agri-startup ecosystem was prepared, and invitation mails to participate in the program were sent to incubation centres, startups, agripreneurs, and agricultural & allied and technical colleges and institutes in Karnataka. Also, the registration link for the program was circulated through MANAGE-CIA social media handles.

The schedule of the program was planned with sessions including the inaugural session, followed by experience sharing by startups, a pitching session and exhibition, and concluding with the valedictory session.

A total of 220 participants registered for the program, including startups, students, faculty, and other professionals. Confirmation mails were sent to all the registered participants, and they were requested to join a WhatsApp group for further communication. Out of the startups that expressed interest in pitching and exhibition, after screening, 18 startups were shortlisted for the pitching session and 14 startups were shortlisted for the exhibition.

The program, conducted at the IIPMB Auditorium at SEEF (Spices Exporters Entrepreneurship Facility) Building, was attended by 186 participants, including 10 dignitaries who graced the dais: representing MANAGE, IIPMB, ICAR-NIANP (National Institute of Animal Nutrition and Physiology), ICAR-IIHR (Indian Institute of Horticultural Research), NABARD, C-CAMP (Centre for Cellular and Molecular Platforms), Canara Bank, and **GPS** Institute of Agricultural



Management, Bengaluru, 60 members representing different Agri-Startups across Karnataka, Kerala, Tamil Nadu, Telangana, Andhra Pradesh and Chhattisgarh, 60 students from various agriculture and allied colleges in and around Bangalore, and 56 professionals including faculty, officials from state agriculture and industry departments, consultants, managers, sales & marketing heads, engineers, and technicians.











INAUGURAL SESSION

Dr. Prakash K. C., Associate Professor, Indian Institute of Plantation Management Bengaluru (IIPMB), welcomed the gathering.



Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad in his program introduction, he gave a brief overview of the purpose and aim of the event "Agri-StartUp Stakeholders Connect - Fostering Collaboration & Partnerships". He unfolded the larger

landscape of agricultural innovation entrepreneurship. Through the lens of the MANAGE-Centre for Innovation and Agripreneurship (CIA), he highlighted how the institution has been relentlessly nurturing agristartups across the country, empowering youth, transforming rural economies, and fostering self-reliant, sustainable agri-enterprises. But it wasn't just about programs or numbers. His words felt like a call to action, to dream bigger, collaborate deeper, and champion rural innovation with purpose and courage. As passionate about sustainable someone agriculture and social development, this session reaffirmed the vital role of agri-extension professionals as changemakers in the evolving ecosystem.













Dr. John Mano Raj S., Director, Indian Institute of Plantation Management Bengaluru (IIPMB) in his presidential address, emphasised the IIPMB's pivotal supporting plantation role in agribusiness management. He briefly introduced about sector-specific Centers of Excellence (CoEs) established by the institute, such as Tea Testing & Marketing, Coffee Entrepreneurship & Innovation. Livelihood **Business** Incubation (LBI). **Business** and Incubation (BI) Program. These CoEs are instrumental in fostering enterprise creation and growth by offering capacity building programs, mentorship, and incubation support to entrepreneurs, students, farmers, and rural youth. He encouraged startups to focus on value



addition, innovative marketing, and sustainable practices, and emphasized the need for skilled human resources and professional management in agriculture.



Dr. Letha Devi G., Principal Scientist (Agricultural ICAR-National Extension). Institute of Animal Nutrition and Physiology (NIANP), Bengaluru, in her insightful guest remarks, emphasized the immense potential that lies within the research ecosystem of ICAR institutions. She urged startups to actively explore and leverage the rich repository of scientific knowledge, cutting-edge technologies, and innovative solutions developed across ICAR's vast network. According to her, these research outputs are not just academic achievements but untapped resources that can be translated into impactful entrepreneurial ventures. By forging stronger linkages between science and enterprise, startups can accelerate their growth trajectories, address critical challenges in agriculture and allied sectors, and contribute meaningfully to farmers' welfare.











Dr. S. Shankara Hebbar, Principal Scientist, Division of Vegetable Crops, ICAR-Indian Institute of Horticultural Research (IIHR), Bengaluru, in his inspiring address, shed light on the transformative potential of horticulture and innovations in reshaping vegetable agricultural landscape. He emphasized that innovation in even the smallest aspects, such as a single seed can trigger large-scale change, revolutionizing productivity, sustainability, and farmers' livelihoods. His words served as a powerful reminder that research and innovation are not confined to laboratories but hold the promise of real-world impact when nurtured and scaled effectively. Dr. Hebbar's insights



encouraged startups, researchers, and stakeholders to reimagine agriculture through the lens of horticultural advancements, sowing the seeds of progress today for a more resilient and food-secure tomorrow.



Ms. Divya K. B., Assistant General Manager, NABARD, delivered empowering insights on the crucial role of financial support in nurturing entrepreneurial growth. She skilfully demystified various funding opportunities, credit linkages, and financial schemes, making the complex world of capital raising more approachable and practical for startups. By breaking down the processes and highlighting avenues offered through and NABVENTURES, NABARD instilled confidence among budding entrepreneurs to access resources that can transform their innovative ideas into scalable enterprises. Her guidance served as a game-changer, reaffirming that with the financial support mechanisms, startups in the agri and allied sectors can accelerate growth, foster innovation, and create meaningful impact at the grassroots.

Dr. Senthil Kumar Radhakrishnan, Dean, GPS Institute of Agricultural Management, Bengaluru, shared thought-provoking insights on the vital role of academic institutions in bridging the gap between education and entrepreneurship. He emphasized that universities and institutes must move beyond traditional teaching to become true launchpads for youth-led innovation, equipping students not only with knowledge but also with entrepreneurial skills











and exposure. Stressing the importance of sustained support, he highlighted that 'handholding' of entrepreneurs through mentorship, access to resources, and a nurturing ecosystem is essential for transforming ideas into viable enterprises. His address served as a call to action for academia, policymakers, and industry stakeholders to work collectively in creating an enabling environment that empowers the next generation of innovators and drives impactful change in agriculture and beyond.





Dr. Atul P. Kolte, Senior Scientist, ICAR-National Institute of Animal Nutrition and Physiology (NIANP), Bengaluru, shared valuable insights on the transformative role of intellectual property (IP) in shaping the success of startups. He underscored the critical link between research and revenue, stressing that innovative ideas hold true value only when they are protected and strategically leveraged. By safeguarding their IP, startups not only secure a competitive edge but also open doors to new markets, partnerships, and investment opportunities. Dr. Kolte's perspective served as a timely reminder that intellectual property is not merely a legal

safeguard but a powerful business tool capable of turning innovation into sustainable growth and long-term success. His message strongly resonated with aspiring entrepreneurs, highlighting IP as a cornerstone of an innovation-driven economy.

Dr. Nitya Raman, Senior Programme Manager, Early-Stage Entrepreneurship and Funding, Centre for Cellular and Molecular Platforms (C-CAMP), Bengaluru, brought refreshing insights that deeply resonated with the spirit of entrepreneurship. Speaking directly to the challenges and aspirations of early-stage startups, she acknowledged the uncertainties and risks that innovators face while also celebrating their resilience, determination, and passion. Her engaging and relatable approach emphasized that the entrepreneurial journey is as much about persistence and adaptability as it is about innovation itself. By championing the courage required to take ideas from the lab to the



marketplace, Dr. Raman inspired participants to embrace the hustle, stay committed to their vision, and view challenges as stepping stones toward success. Her message served as an











encouraging reminder that every entrepreneurial journey, though demanding, holds the promise of meaningful impact and transformation.



Dr. Naganagouda Reddy, Deputy Director of Agriculture, Karnataka Department of Agriculture shared valuable insights, bringing a grounded perspective on the vital role of government in fostering innovation. He highlighted how state policies are increasingly being aligned with grassroots innovations, ensuring that the benefits of technology and research directly reach farmers and rural communities. This synergy between policy frameworks and local innovations, he emphasized, is pivotal for driving sustainable agricultural development and empowering rural livelihoods. bridging the gap between governance and onthe-ground initiatives, the Department of

Agriculture is playing a key role in creating an enabling ecosystem for startups, agri-innovators, and farmers alike. His reflections underscored the importance of collaborative efforts in shaping a resilient and innovation-led agricultural future.

Mr. Abhishek B., District Resource Person (DRP) under the PMFME (Prime Minister Micro Formalisation of Food Processing Enterprises) scheme, highlighted the critical support provided to micro-food processing units. The PMFME scheme aims to formalize and strengthen small food enterprises by offering financial, technical, and institutional assistance. DRPs help entrepreneurs prepare proposals (DPRs), secure bank loans, and complete necessary registrations like FSSAI and GST, providing essential handholding support to sustainable growth and improved competitiveness in the sector.



Ms. Jeena Paul, Program Coordinator, MANAGE, proposed the Vote of Thanks, expressing gratitude to the esteemed speakers, dignitaries, and participants for their valuable contributions that made the inaugural session of the program a success.











TECHNICAL SESSION

EXPERIENCE SHARING BY STARTUPS



Mr. Vikram Singh, founder of Auric Cosmo Pvt. Ltd., shared his inspiring entrepreneurial journey, offering a glimpse into how innovation can be harnessed to create sustainable business models. He highlighted the company's pioneering work in biomaterial extraction and value creation from underutilized bio-resources such as snail mucin, showcasing how unconventional resources can open new frontiers in biotechnology. His presentation emphasized the importance of bridging science with enterprise, particularly through commercialization of biotech innovations via rural By integrating sustainability, enterprises. technology, and entrepreneurship, Auric Cosmo is not only generating economic value but also empowering agri-entrepreneurs and industries to explore new opportunities. His experience served as a powerful example of how startups can drive innovation while contributing to rural development and industrial growth.





















Ms. Shailaja L., founder of ShriShaila Organics **OPC Pvt. Ltd.**, presented her journey with *Nutri* Moringa, India's first "debittered" moringa-based product line focused on wellness and nutrition. The moringa is grown organically on their own farms using bio-fertilizers, ensuring sustainability. With a mission to combine nutrition and taste, Nutri Moringa offers ready-to-consume soups enriched with iron, calcium, vitamins, antioxidants, and amino acids. free from preservatives, added colours, and corn flour. These products address common health concerns such as anaemia, diabetes, cholesterol, digestive issues, and are particularly beneficial for women's health and immunity. Backed by scientific studies

recognized by reputed platforms, the startup exemplifies the fusion of traditional nutrition with modern convenience, demonstrating how innovative approaches to indigenous crops can create impactful, health-focused enterprises that benefit both consumers and farmers.

Mr. Dinesha B. S., from Farmroot Agritech Private Limited, shared his inspiring journey from a cancer survivor to the founder of a pioneering agritech startup. Farmroot, established by six agriculture postgraduates with over 25 years of collective experience and supported by a team of 56 experts, is dedicated to bridging traditional farming practices with modern technology. Highlighting a critical global and national challenge, he noted the significant health and environmental risks associated with pesticide exposure, including pesticide-related deaths. To address these issues, Farmroot employs a comprehensive Integrated Pest Management (IPM)



strategy, offering targeted and eco-friendly solutions. Key interventions include pheromone-based lures, which target specific pests to reduce chemical usage, and biocontrol agents, such as bio-pesticides and entomopathogenic nematodes (EPN), providing sustainable and safer alternatives for crop protection. Through these innovations, Farmroot exemplifies how technology-driven solutions can enhance productivity, safeguard health, and promote environmentally responsible farming.















STARTUP EXHIBITION HIGHLIGHTS

Complementing the experience sharing and interactive session, the exhibition area buzzed with activity, providing a vibrant showcase for a wide array of cutting-edge agricultural and food technology innovations. This space allowed founders to display their products, engage directly with attendees, and demonstrate their solutions in a more interactive setting.

List of Startups for Exhibition

Sl. No.	Startup	Founder	Location	Product
1.	Biobreath Health Solutions Private Limited	Mr. S. V. Ramakrishnan	Manipal	Post produce storage with real time monitoring and mobile app health monitoring facility.
2.	Parna Creations Pvt Ltd	Mr. Suresh S. R.	Shivamogga	Manufacturing of Natural fiber based Vegan Leather, which is 100% biodegradeble and Eco friendly, have a technology support from ICAR-NINFET Kolkata.
3.	Scalion Commerce Pvt.Ltd.	Mr. Shreedhar Bhat	Bengaluru	Blockchain powered Agri supply chain traceability, anti-counterfeit, global compliance management SaaS platform for Agri Businesses. Solution powered by AI, Blockchain, Remote sensing, Satellite Imagery, Agronomy advisory.
4.	Krishi Sai Ekatha Pvt Ltd	Dr. Gayathri Devi	Bengaluru	Biocontrol agents and organic farming products.
5.	Farmroot Agritech Private Limited	Mr. Dinesha B. S.	Bengaluru	Manufacture and market eco-friendly agricultural inputs including pheromone lures and traps, bio-pesticides, bio-fertilizers, and bio-waste decomposers aimed at reducing chemical pesticide usage and promoting sustainable farming practices.











6.	Thomas Biotech	Dr. Pious Thomas	Bengaluru	Supply of Planting material / TC Plants of papaya, pomegranate and acid lime; Processed products from Papaya.
7.	Ulivu Foundation Centre for Symbiocene	Ms. Seema S. R.	Bengaluru	Conservation awareness and research.
8.	Subio Foods	Mr. Sreenivasulu Reddy M	Bengaluru	Millet based products and spices.
9.	Aycos life sciences	Mr. Naveen G. N.	Bengaluru	R&D and products production of pheromone based products, biological products, organic biostimulants from microbes and its metabolites for production of healthy residue free agri products for next generation of humanity.
10.	Auric Cosmo Pvt Ltd	Mr. Vikram Singh	Mysore	Snail Farming & Ethical extraction of snail mucin.
11.	ShriShaila Organics OPC Pvt Ltd	Ms. Shylaja L	Bengaluru	Moringa and millets based food products.
12.	Aural Essence Private Limited	Mr. Omkar Rajesh	Bengaluru	Manufacture 100% pure, natural, and synthetic-free hydrosols and essential oils, crafted through our indigenously developed, enhanced steam distillation technology
13.	Anandprabha Agro LLP	Ms. Sarmila T	Bengaluru	Women-led agri-startup incubated at ICAR-IIHR, specialize in contamination-free scientific mushroom spawn production under the brand SR Mushrooms.

























































































STARTUP PITCHING HIGHLIGHTS

The pitching session provided an invaluable opportunity for selected founders to articulate their startup journeys, present their core products, and elaborate on their strategic visions. This segment was characterized by insightful presentations and a palpable energy, as entrepreneurs shared their passion and potential impact.





Mr. S. V. Ramakrishnan from Biobreath Health Solutions Private Limited presented his startup's solution to India's significant post-harvest losses due to poor storage of agricultural produce. The company has developed "KUDIR – Keep Safe", a completely airtight, reusable storage solution for dry and organic produce that eliminates the need for chemical fumigation by using CO2 or vacuum technology. The containers are anti-insect, anti-rodent, flexible, and can be stored outdoors, removing dependence on warehouses. Additionally, KUDIR features a novel real-time electronic monitoring system that tracks humidity, pressure, temperature, and aroma of the produce, ensuring quality and safety. By combining eco-friendly storage with advanced technology, Biobreath Health Solutions aims to minimize post-harvest losses, preserve the quality and nutritional value of produce, and provide actionable data for farmers and supply chain stakeholders, offering a scalable solution for sustainable agricultural practices.



Mr. Anuj Kumar Gupta from Banbasi Agro Pvt. Ltd. presented his startup's approach to addressing multiple challenges in agriculture, including climate change, soil deterioration, improper agricultural waste disposal, public health risks, fossil fuel dependency, and rural livelihood loss leading to migration. The company offers a solution in the form of biochar, a dark, carbon-dense substance produced through pyrolysis, which involves the slow heating of biomass at temperatures ranging from 500–600°C in an oxygen-deficient environment. The process is carried out using specialized equipment called a carbonizer, transforming agricultural residues into a sustainable product that can improve soil fertility,

reduce environmental pollution, sequester carbon, and create livelihood opportunities in rural











areas. Through this innovation, Banbasi Agro aims to promote sustainable agriculture, mitigate environmental impact, and support rural communities.



Mr. Shreedhar Bhat from Scalion Commerce Pvt. Ltd. presented his startup's innovative blockchainpowered solution for supply chain traceability, anticounterfeiting, and compliance management in the agriculture and food sector. The company offers a SaaS platform that enables unit-level supply chain traceability, tracking products upstream downstream—from farming, harvesting, sourcing, processing, and packaging to distribution—using Key Data Elements (KDEs) and Critical Tracking Events (CTEs). In addition, the platform provides brand protection and product authentication through an AI-powered digital fingerprint ID for every unit produced, making it secure and non-clonable. Scalion Commerce also supports regulatory compliance management, covering frameworks

such as K-Kisan, FSSAI, USDA NOP, EUDR, organic certifications, ethical sourcing, ESG, and SDG requirements. By integrating traceability, security, and compliance into a single platform, the startup empowers businesses to ensure transparency, build consumer trust, and streamline operations in a complex agricultural supply chain.

Dr. Gayathri Devi from Krishi Sai Ekatha Pvt. Ltd. presented her startup's initiatives in promoting sustainable and organic agriculture. The company operates a centre the production of bio-control agents (macrobials/microbes), novel vermicompost products, urban pest management, and R&D, while also providing insectary skill development training and organic farming consultancy. Guided by the vision of supporting Indian farmers with cost-effective, high-quality bio-control agents and organic inputs, the startup is committed to delivering sustainable agricultural solutions. Its mission focuses not only on supplying quality bio-control agents



and organic farming inputs but also on creating opportunities for youth by enhancing skills through targeted training programs. Through these integrated efforts, Krishi Sai Ekatha aims to advance organic farming, strengthen rural livelihoods, and foster a skilled workforce in the agricultural sector.

Mr. Dinesha B. S. from Farmroot Agritech Private Limited introduced the company's vision and initiatives in promoting sustainable agriculture through technology. Established in 2018 in Bangalore, Farmroot Agritech focuses on Integrated Pest Management (IPM) and Nutrition Management to enhance soil health, reduce environmental pollution, and ensure chemical-free produce. The company actively promotes organic farming and provides ecofriendly solutions that boost productivity while safeguarding the environment. Its core activities include manufacturing and marketing species-specific pheromone lures and traps, bio-fertilizers, bio-pesticides, and bio-liquids designed for targeted and sustainable crop











protection. Additionally, Farmroot offers consultancy and advisory services, providing tailored guidance to farmers on public relations, marketing, training, and other support services, thereby empowering the agricultural community to adopt innovative and sustainable practices.



Mr. Mayank Kinger from GreenSkn presented his startup's innovative solution to post-harvest losses in fruits and vegetables, a major contributor to food waste and reduced food security. The company has developed GreenSkn, a natural edible protective layer that acts as a breathable "second skin," mimicking the fruit's own protective coating. Formulated with naturally occurring polysaccharides, fats, proteins, and lipids, the layer is edible, odourless, tasteless, and provides a barrier against oxygen and moisture, while exhibiting antimicrobial and antifungal properties. GreenSkn preserves the flavour, nutrition, and appearance of produce, offering a clean-label, residue-free solution that extends the viable market shelf-life of harvested produce by 15-40 days. Backed by over three years of R&D and testing of 270+ bio-polymer combinations, the innovation demonstrates a practical, science-driven approach to reducing food waste, enhancing food security, and increasing the value of fresh produce in the supply chain.

Ms. Simran Singh from Korra presented her startup's innovative solution to the challenges facing India's traditional leather industry, which is struggling with supply chain instability, rising prices, and the inability to meet growing demand. The company has developed Mycorra, a revolutionary leather alternative made from mycelium, a natural and sustainable material derived from agricultural waste. Mycorra mimics the texture of traditional leather while being ecofriendly, cruelty-free, and easy to produce, offering a transparent and sustainable supply chain. Unlike predominant synthetic leather alternatives, which fail on both sustainability and Mycorra provides a high-quality, style. environmentally responsible, and stylish option that aligns with stricter environmental regulations and modern consumer preferences. Through this



innovation, Korra aims to transform the leather industry by promoting sustainable materials, reducing environmental impact, and ensuring reliable supply for the market.













Dr. Pious Thomas from **Thomas Biotech** presented his company's innovative work in elite planting materials and papaya-based processed products. The company specializes in tissue-cultured papaya, including female and hermaphrodite lines such as 'DAWN DELIGHT', 'THOMS DELIGHT', and the #15 female line 'Fm01', as well as micropropagated acid lime and pomegranate. These lines are tailored for early bearing, disease tolerance (including Papaya Ring-Spot Virus), seedless or high-quality fruits, and superior shelf-life. Building on these innovations, Thomas Biotech has developed papaya-based processed products, including the ground-breaking papaya ketchup "PAPCHUP", fruit concentrates, and honey jam. PAPCHUP, marketed under THOM'S and Pap'Z on Amazon, is a healthy alternative to traditional tomato ketchup, pairing well with diverse foods and receiving excellent customer reviews. By integrating advanced plant propagation with R&D-driven product development, Thomas Biotech exemplifies how scientific innovation can enhance crop value, diversify agriproducts, and create market-ready, consumer-friendly solutions.



Ms. Seema S. R. from Ulivu Foundation, Centre for Symbiocene, presented her startup's work on bio-enzymes and their applications in sustainable agriculture and environmental management. Bio-enzymes are natural proteins that catalyze biological reactions, accelerating chemical processes in a safe and eco-friendly manner. They can purify the environment, treat wastewater, remove chemical pollutants, and serve as effective household cleaners, offering a sustainable approach management. By leveraging these natural catalysts, Ulivu Foundation promotes environmentally responsible solutions that reduce chemical usage, enhance soil and water health, and support a circular economy, demonstrating the potential of

bio-enzymes in creating both ecological and agricultural impact.











Mr. Naveen G. N. from Aycos Life Sciences presented his startup's technology-driven solutions to the challenges faced by Indian farmers, including rising input costs, low access to quality agricultural inputs, limited technical support, low productivity, climate change impacts, and pesticide residues. Aycos provides high-quality agricultural inputs, such as pheromone products, biologicals, bio-stimulants, organic fertilizers, micronutrient mixtures, and seeds, through a tech-enabled platform. The startup offers an e-commerce platform with a mobile app in regional languages, forums, video tutorials, and seasonal offers, ensuring delivery within 24 hours. Its AI-powered advisory system provides crop recommendations and weather forecasts, while smart logistics ensures doorstep delivery, flexible payment options, and dealer/franchise agreements in all gram panchayats. Additionally, Aycos advocates organic farming, promoting sustainable practices, reducing soil and water contamination, protecting biodiversity, and educating farmers to improve access to healthy food. Through this integrated approach, Aycos empowers farmers, enhances productivity, and fosters environmentally sustainable agriculture.



The pitching session concluded with several key takeaways: it unequivocally demonstrated the strong innovative capabilities prevalent in the agri-tech sector, particularly in areas like AI, nutraceuticals, and direct farmer-to-market linkages. Founders effectively conveyed compelling real-world impact stories, underscoring the tangible benefits their solutions bring. Moreover, the interactive nature of the session fostered invaluable collaborations and provided founders with constructive feedback from a diverse group of stakeholders, which is crucial for refining their strategies and scaling operations.













VALEDICTORY SESSION

Ms. Jeena Paul, Program Coordinator, MANAGE extended a warm welcome to all the dignitaries and participants. The guest of honour for the session was Mr. Panchanan Mohapatra, Deputy General Manager, Canara Bank. Dr. S. Shankara Hebbar, Principal Scientist, ICAR-IIHR, Bengaluru, delivered the valedictory address. Dr. Senthil Kumar Radhakrishnan, Dean, GPS Institute of Agricultural Management, Bengaluru delivered special addresses during the session.





Dr. S. Shankara Hebbar, Principal Scientist, ICAR-Indian Institute of Horticultural Research Bengaluru, in his valedictory address, reflected on the key learnings and insights shared during the program, transformative emphasizing the potential of horticulture and innovation in agriculture. He encouraged participants to apply the knowledge gained enhance to productivity, promote sustainable

practices, and foster entrepreneurship in the agricultural sector. Dr. Hebbar also highlighted the importance of collaboration, continuous learning, and technology adoption to drive meaningful impact for farmers and the broader agri-ecosystem. His address served as a motivating conclusion, inspiring participants to translate ideas into action and contribute to the development of sustainable agriculture.

Mr. Panchanan Mohapatra, Deputy General Manager, Canara highlighted the importance of financial literacy, access to credit, and the role of banks in supporting startups agricultural entrepreneurs. He emphasized the need for a strong collaboration between financial institutions and innovators to ensure sustainable growth and scalability of entrepreneurial ventures. The session concluded with expressions of gratitude



to the speakers, organizers, and participants for their valuable contributions, marking the successful closure of the program on an inspiring and motivating note.













Dr. Senthil Kumar Radhakrishnan, Dean, Institute of Agricultural Management, Bengaluru, delivered special address, focusing on bridging the gap between education and entrepreneurship. He emphasized the role academic institutions launchpads for youth-led innovation, highlighting the

importance of mentorship, resource support, and ecosystem development in nurturing successful entrepreneurs. Dr. Radhakrishnan encouraged participants to leverage the knowledge and opportunities provided by such programs to transform innovative ideas into viable ventures, thereby contributing to sustainable agricultural development and rural empowerment.

Mr. Abhijeet Vinod Bakshi, B.Sc. (Hons.) Agricultural Skill and Entrepreneurship student from GPS Institute of Agricultural Management, Bengaluru, shared his feedback and experience of attending the program. He expressed his appreciation for the diverse sessions, expert interactions, and practical insights provided throughout the program. Highlighting the value of exposure to innovative agri-startups, entrepreneurship strategies, and financial guidance, he noted how the program enhanced his understanding of the agricultural ecosystem and inspired him to explore entrepreneurial opportunities.





Dr. Prakash K. C., Associate Professor, Indian Institute of Plantation Management Bengaluru (IIPMB), delivered the vote of thanks at the conclusion of the program. He expressed gratitude to the Guest of Honour, speakers, participants, and organizers for their contributions, emphasizing the collective effort that made the program a success. acknowledged the insightful sessions. knowledge sharing, and interactive discussions that enriched participants' understanding of agricultural entrepreneurship and innovation.











PARTICIPANTS' FEEDBACK

"I came to know about this program through social media. I attended it to explore how organizations help in starting a startup, and before joining, I expected to learn about the flow and functioning of startups. I found all the sessions in the program were most useful because they gave me comprehensive insights into how startups operate. I was new to this sort of discussion, and during the program, I gained an important experience and understanding of the startup ecosystem. I feel that this kind of program is very important to acquire knowledge and better understand entrepreneurship and innovation."

- **Mr. Ashok Kumar M**, Assistant Professor, GPS Institute of Agricultural Management, Bengaluru

"I came to know about this program through an invitation mail. I attended it to know more about startups and to gain a different expertise view on startups. I found the startup exhibition and startup pitching sessions the most useful because they were more insightful. During the program, I learned about financial aid available for startups, and I feel that such programs are very important to improve my skills."

- Ms. Keerthana K, Post Graduate Student, Dr. NGP Arts and science college

"I came to know about this program through friends. I attended it to get inspired and to understand how startups can improve and what new technologies are available. I found the interactive session the most useful because it was effective in clearing our doubts and questions. During the program, I got to know about a lot of new things, and as a student, it helped me understand how funds and technologies can be accessed. I feel that such programs are very important because they help startups learn how to gain funding and enable students to understand how things work and what to choose."

- **Ms. Bharghavi**, B.Sc. (Hons.) Agricultural Skill and Entrepreneurship student from GPS Institute of Agricultural Management, Bengaluru

"I came to know about this program through an invitation mail. I attended it for networking and to meet like-minded startups and founders. I found the inaugural session, startup experience sharing, interactive session, and startup exhibition the most useful because they helped me understand the challenges faced by startups. During the program, I enjoyed networking with other startups. I feel that such programs are very important to share experiences and discover new business opportunities for collaboration."

- Mr. Rajendra G Mavinkurve, Director, Jeevasudha Greentech Private Limited











"I came to know about this program through an invitation mail. I attended it to meet and network with different stakeholders and to understand opportunities for Agri-tech startups, incubation, and grant options. I found the inaugural session, startup experience sharing, interactive session, and startup pitching the most useful because of the learnings about MANAGE's support to Agri-tech startups. During the program, I met several stakeholders, understood MANAGE's support mechanisms, and realized the potential to partner with different stakeholders in building sustainable solutions for the farming community. I feel that such programs are very important because they extend activities beyond the MANAGE campus, inspire young entrepreneurs, and leverage facilities like IIPM for incubating and mentoring potential startups."

- Mr. Mohan, Senior Breeder, Global Seeds

"I came to know about this program through friends and colleagues. I attended it to know the developments in startups and provide the required guidance and to understand the problems faced by startups and be of help to them. I found the inaugural session, startup experience sharing, interactive session, startup exhibition, startup pitching, and valedictory session useful, with the interactive session being particularly better. During the program, I learned about bioenzymes for waste management insightful. I feel that such programs are very important because they interconnect startups and help them find solutions."

- **Dr. B. F. Hulagur**, Retired General Manager, NABARD

"I came to know about this program through other sources. I attended it to build networking and exposure. I found the startup experience sharing and startup pitching sessions the most useful because the ideas presented were new and shared in depth, which might not happen elsewhere. During the program, I learnt that even older ideas can get funded if presented with innovative or appealing modifications. I feel that such programs are very important because participants can understand the challenges involved in running and sustaining a startup."

- Mr. V Vijay Kumar, Pushpanjali Agri Input Technologies

"I came to know about this program through other sources. I attended it to connect with the startup ecosystem related to agriculture and to network with other professionals. I found the inaugural session and interactive session the most useful because I gained insights into startup struggles and challenges while also focusing on networking opportunities. During the program, I learned more about the nuances of taking an agri-product to end customers and understood how scaling is crucial for viability. I feel that such programs are very important because they allow startups to learn faster from collective experiences rather than reinventing the wheel."

- Mr. Prem Thudia, CEO, Varsapradaya Pvt. Ltd













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