



December 2025

MANAGE – ICAR-CIAE Agri-Startup Stakeholders Connect

ICAR - Central Institute of Agricultural Engineering (CIAE), Bhopal, Madhya Pradesh

December 12, 2025

MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA)
National Institute of Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad-500030, Telangana, India

MANAGE

The National Institute of Agricultural Extension Management (MANAGE), an autonomous 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 Agri-startups in Agriculture and Allied sectors. MANAGE-CIA is the Knowledge Partner for strengthening, handholding and 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 1100 Agri-startups and incubated 562 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.

MANAGE-Fisheries Innovation and Startup Hub (MANAGE-FISHub)

MANAGE-Fisheries Innovation and Startup Hub is a National level incubation and innovation platform established at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, in 2025 with the support of the Department of Fisheries (DoF), Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD), Government of India. MANAGE-FISHub aims to transform India's fisheries and aquaculture sector through innovation, entrepreneurship, and ecosystem development by mentoring and promoting fisheries startups, creating employment and entrepreneurial opportunities aligned with national priorities and enabling the rapid commercialization of technologies emerging from research, academia, and individual innovators.

ICAR-Central Institute of Agricultural Engineering (CIAE)

ICAR–Central Institute of Agricultural Engineering (CIAE), Bhopal, established on 15 February 1976, is India's premier ICAR institute dedicated to agricultural engineering research and technology development. The institute focuses on farm mechanization, post-harvest processing and value addition, irrigation and drainage engineering and agricultural energy management, along with training, capacity building and technology commercialization. Situated on a 94-hectare campus, ICAR-CIAE hosts four research divisions, four AICRPs, two consortia research platforms, two Centres of Excellence, a Technology Transfer Centre, a Krishi Vigyan Kendra, a regional station at Coimbatore and an ICAR IARI outreach centre to support advanced education in agricultural engineering.

National Agricultural Innovation Fund – Agri-Business Incubation Centre (NAIF-ABIC)

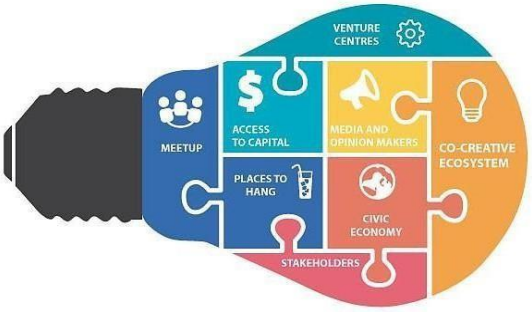
NAIF-ABIC is an incubation centre at ICAR-Central Institute of Agricultural Engineering, Bhopal. The main objective of the ICAR CIAE Agri-Business Incubation centre [ABIC] is to promote entrepreneurship in the field of mechanized pre and post-production agriculture operations, leading to a startup ecosystem that helps in precision farming, minimizes drudgery and adds value to the produce. This is being done by nurturing the ideas of incubatees who are interested in translating their ideas into Prototypes. Support is provided in the form of novel technology, leasing of institute incubation facilities including equipment, pilot-scale plants, laboratories, library, office rooms and meeting/conference rooms. Hand-holding is extended to facilitate incubatees to successfully set up their enterprise based on ICAR - CIAE technologies. The technology-wise details and facilities are available in different Agri Business Incubation Units at CIAE ABIC.

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 on a 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-Startup and Aspiring Agripreneurs
- 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-Start-up Eco-System

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 Ten universities across Ten states, Himachal Pradesh, Chhattisgarh, Uttar Pradesh, Tripura, Tamil Nadu, Maharashtra, Rajasthan, Kerala, Karnataka and M.P. involving a total of around 2,373 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 agricultural ecosystem and fostering a collaborative environment for future growth.

MANAGE-CIAE Agri-StartUp Stakeholders Connect

Background

MANAGE proposed a Collaboration with ICAR-Central Institute of Agricultural Engineering (CIAE) to conduct the Ninth edition of the Agri-StartUp Stakeholders Connect program in Madhya Pradesh. Following the acceptance from the Director of ICAR-CIAE, the program was scheduled to be conducted on 12th December, 2025 at ICAR-CIAE, Bhopal, with coordination from the NAIF-Agri Business Incubation Centre.

The Organizing team for the program included, from MANAGE: Dr. Saravanan Raj, Director (Agricultural Extension), Ms. V. Usha Sree, Manager, and Mr. Bharat Kumar Sirvi, MANAGE-CIA Intern; and from ICAR-CIAE: Dr. C. R. Mehta (Director, ICAR-CIAE Bhopal), Dr. Uday R Badegaonkar (Principal Scientist & I/c TTD), Dr. Subir Kumar Chakraborty (PI, NAIF-ZTMC-ABI) and Dr. V. Bhushan Babu Sr. Scientist & I/c ITMU.

The list of proposed stakeholders from the Madhya Pradesh 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 Madhya Pradesh. Also, the registration link for the program was circulated through MANAGE-CIA social media handles.

The schedule of the program was planned to include an inaugural session, followed by two technical sessions. In the first technical session Agri-startup representatives shared their experiences and entrepreneurial journeys. This was followed by a startup exhibition, where participating startups showcased their products and innovations. In the second technical session, selected promising startups presented and pitched their business ideas. The program concluded with a closing session comprising closing remarks by the dignitaries.

A total of 214 participants registered for the program, including startups, students, faculty and other professionals. Confirmation mails were sent to all the registered participants. Out of the startups that expressed interest in pitching and exhibition, after screening, 11 startups were shortlisted for the pitching session and 10 startups were shortlisted for the exhibition.

The program, conducted at the Silver Jubilee Hall, Block-I, ICAR-CIAE, Bhopal was attended by 160 participants, including 9 dignitaries who graced the dais, 23 members representing different Agri- Startups across Madhya Pradesh, 73 students from various colleges of Madhya Pradesh, and 55 professionals including faculty, officials from state agriculture and industry departments, consultants, managers, engineers, and technicians.

INAUGURAL SESSION

The programme started at 10:00 AM with ICAR invocation song.

"Partnerships turn innovation into impact"

Dr. Uday R. Badegaonkar, In-Charge, Technology Transfer Division, CIAE, Bhopal, welcomed all dignitaries, entrepreneurs, students, and other participants to the Agri-StartUp Stakeholders Connect program. He gave a brief description of the objectives of the program and highlighted the importance of collaboration between research institutions, incubation centers, financial institutions, and Agri-startups. Dr. Badegaonkar apprised about the role of ICAR-CIAE in promoting innovation, technology transfer, and entrepreneurship within agriculture and allied sectors, and he acknowledged MANAGE for its collaborative support in the organization of the program.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad, delivered the keynote address. He stated that while technology-driven start-ups in India are growing rapidly, sectors such as livestock, fisheries, and allied areas remain relatively underexplored and hold significant potential. He noted that organic farming has emerged as an important domain, with a considerable number of Agri-startups engaged in organic production, processing, and marketing. He further stated

that although many start-ups focus on supply chain management and marketing, recent years have witnessed diversification across various thematic areas of the agricultural value chain, supported by sector-specific schemes and government initiatives. He emphasized the need for farmer-centric innovations that not only generate employment but also create meaningful rural impact.

> *"Meaningful innovation grows from farmers' real needs and leads to solutions that create jobs and uplift rural livelihoods"*

He also informed that MANAGE has been organizing weekly webinars for the past six years to support the agri-startup ecosystem and has initiated fisheries innovation programme that provide incubation and grant support. He concluded by thanking ICAR-CIAE and all stakeholders for their collaborative efforts in strengthening the agri-startup ecosystem.

Dr. Subir Kumar Chakraborty, Principal Scientist and Principal Investigator, NAIF-ZTMC-ABI, attended the programme as Guest of Honor. In his address, he emphasized the importance of innovative ideas and noted that well-planned ideas with a long-term vision can attract financial support. He highlighted that ICAR-CIAE has been supporting farmers through research extension activities while nurturing start-ups through its incubation ecosystem since 2016 He informed that around 23 innovations have been matured through the incubation process, including nine in the previous year, and several incubated start-ups showcased their progress during the programme. He also highlighted key facilities such as soybean and soya-tofu processing units, entrepreneurship development programme, and skill development initiatives

Dr. Chakraborty further emphasized the role of the NAIF-Agri Business Incubation Centre (ABIC), ICAR-CIAE, Bhopal, in promoting Agri-entrepreneurship by providing incubation support, technical guidance and infrastructure. He concluded by highlighting the institute's commitment to mentoring young innovators and promoting practical, field-oriented technologies for sustainable rural development and Agri-based start-ups.

> *"When infrastructure, guidance, and innovation come together, startups grow faster and create greater impact"*

Dr. Ranjay Kumar Singh, Principal Scientist and In-charge Head, KVK, ICAR-CIAE, Bhopal, addressed the gathering and highlighted the role of Krishi Vigyan Kendras (KVKs) in strengthening the Agri-startup ecosystem. He noted that although Agri-startups in India are still limited compared to other technology sectors, strong institutional support can bridge this gap. He emphasized that Indian agriculture is undergoing a transition towards innovation-driven systems supported by technologies such as AI, IoT, drones, and smart sensors. In this context, he explained that KVKs function as grassroots institutions and act as catalysts for technology transfer by providing field-level validation of Agri-startup innovations through frontline demonstrations and farmer trials.

Dr. Singh further highlighted the role of KVKs in capacity building, entrepreneurship development, mentoring, and exposure visits, which help nurture local agri-entrepreneurs and service providers. He also underlined KVKs' contribution in strengthening market linkages, reducing post-harvest losses, and promoting climate-resilient technologies. He concluded by calling for stronger collaboration among KVKs, agri-startups, academic institutions, and financial stakeholders to promote sustainable agricultural development.

> *"KVKs act as the bridge between innovators, startups, and farmers - turning new technologies into practical field solutions"*

Dr. Moni Thomas, Chief Executive Officer, JAWAHAR R-ABI, Jabalpur, highlighted the critical role of trust, mentorship, and institutional support in building successful start-ups. He emphasized that incubation centres serve as credible platforms for validating ideas, technologies, and business models by connecting start-ups with recognized institutions.

He stressed the importance of confidence and perseverance in the entrepreneurial journey, encouraging innovators not to be discouraged by failure but to view it as part of the learning process. He underlined the role of mentors in guiding, motivating, and supporting start-ups during challenging phases.

> *A strong startup ecosystem is built on mentorship, trust, and robust institutional support.*

Dr. Thomas also addressed concerns related to intellectual property, noting that incubation centres provide a secure environment for innovators by safeguarding idea ownership and supporting patent filing. He further highlighted the importance of institutional collaborations through MoUs, which enable start- ups to access advanced facilities and expert

support. He concluded by encouraging innovators to actively engage with incubation centres to strengthen their entrepreneurial journey.

Ms. Anwita Surin, General Manager, NABARD, Bhopal, emphasized the importance of consumer trust and behaviour in ensuring the successful adoption of agri-startup innovations. She noted that trust-building among farmers and rural consumers is a gradual process requiring credibility, sustained engagement, and long-term commitment. She highlighted NABARD's initiatives to strengthen the Agri-startup ecosystem, particularly the Rural Business Incubation Centres (RBICs), supported since 2017–18 to nurture Agri-startups, rural entrepreneurs, and FPOs across diverse sectors. These centres provide mentoring, business development, marketing, and financial support to help startups become commercially viable.

NABARD's initiatives are creating a safety net that helps startups cross critical growth stages

Ms. Surin also discussed NABARD's financial support mechanisms, including the Catalytic Capital Fund for early-stage startups, the Technology Facilitation Fund (₹50 crore) promoting digital and precision agriculture technologies, and NABVENTURES Fund–I (₹598 crore) supporting agri-tech and rural enterprises. She further mentioned the AgriSURE Fund (₹750 crore), which provides equity and debt support to Agri-startups and rural enterprises.

She shared that India has several DPIIT-recognized Agri-startups operating across multiple districts, generating significant rural employment. In her concluding remarks, Ms. Surin highlighted key challenges faced by Agri-startups and stressed the need for coordinated efforts among financial institutions, incubators, government agencies, and industry stakeholders to promote sustainable rural development.

Dr. S. P. Singh, Director (In-charge), ICAR-CIAE, Bhopal addressed the gathering by highlighting the pivotal role of the Indian Council of Agricultural Research (ICAR) as the country's premier agricultural research organization, operating through a wide network of institutes across diverse agricultural domains. He emphasized the significance of agricultural engineering in supporting primary, secondary, and post-harvest processes through advanced technologies, machinery, and equipment. He shared that ICAR-CIAE, established in 1975 and currently celebrating its golden jubilee

year, functions through multiple specialized divisions and provides facilities for technology transfer, prototype development, and innovation support. He highlighted that these facilities are accessible not only to researchers but also to students, innovators, and aspiring entrepreneurs.

> *"Real growth happens when innovations reach farmers and make their work easier and more profitable."*

Dr. Singh emphasized that entrepreneurship requires dedication, perseverance, and long-term vision, as start-up journeys often involve unpredictable challenges. He encouraged students and young entrepreneurs to adopt innovative and out-of-the-box thinking, stressing that genuine innovation not merely access to schemes or funding should drive start-up initiatives.

In his concluding remarks, Dr. Singh highlighted the role of incubation centres such as ICAR-CIAE in nurturing the next generation of Agri-entrepreneurs, particularly Generation Z, and encouraged young innovators to align their ideas with national priorities and future agricultural needs while remaining committed and resilient in their entrepreneurial journeys.

Dr. M. Mohanty, Director, ICAR-Indian Institute of Soil Science (IISS), Bhopal Dr. M. Mohanty graced the programme as the Chief Guest and expressed his gratitude to ICAR- CIAE, Bhopal, and MANAGE for the opportunity to share his insights on the agri-startup ecosystem. He extended warm greetings to all dignitaries, scientists, startup founders, incubators, government officials, students, and aspiring entrepreneurs present at the Agri-StartUp Stakeholders Connect programme.

He highlighted that Agri-startups are emerging as key drivers of innovation across the agricultural value chain, including mechanization, soil and nutrient management, digital advisory services, climate-smart farming, supply chains, and value-added processing. He emphasized that startups bring creativity, fresh perspectives, and youthful energy into agriculture, thereby strengthening India's food and nutritional security.

> *Agri-startups are becoming powerful drivers of change across the entire agricultural value chain.*

Dr. Mohanty underlined the program's multi-stakeholder approach as its core strength, noting that agricultural innovation requires close collaboration among scientists, startups, financial institutions such as NABARD, government departments, and industry partners. He stressed the importance of mentorship, hand-holding, and scientific validation, observing that while many startups have strong ideas, sustained institutional support is crucial for their long-term success. He emphasized the role of ICAR institutes in partnering with startups for validation, co-development, and technical guidance, particularly in areas such as soil health, climate-resilient agriculture, IoT-based solutions, bio-inputs, and post-harvest processing. He also highlighted the need for startups

to remain grounded in field realities through farmer feedback, market studies, and grassroots-level validation.

Addressing students and young entrepreneurs, Dr. Mohanty encouraged them to embrace experimentation, learn from failure, and work closely with farmers while focusing on quality, sustainability, and long-term relevance. In his concluding remarks, he reiterated that agri-startups are vital for the modernization and resilience of Indian agriculture and emphasized that platforms like the Agri-Startup Stakeholders Connect play a crucial role in fostering collaboration and partnerships. He congratulated the organizers and wished all participants success in their innovation journey.

Technical Session–I: Experience Sharing

Experience Sharing by Mr. Dinesh Kumar VM
Founder, Vanabandhu Natural Resource Management and Services (OPC) Private Limited

During the Technical Session–I, Mr. Dinesh Kumar VM shared his entrepreneurial journey and explained how he established Vanabandhu Natural Resource Management and Services (OPC) Private Limited with the objective of addressing challenges related to natural resource management and sustainable agriculture. He discussed the initial hurdles faced during the early stages of his startup, including limited resources, field-level constraints, and the need for technical and institutional guidance.

He highlighted the significant role played by MANAGE, Hyderabad, in supporting his startup through mentoring, capacity building, and continuous hand-holding. He emphasized that the guidance received from MANAGE helped him refine his business model, enhance technical understanding, and build the confidence required to scale his enterprise.

Mr. Dinesh Kumar VM encouraged students and aspiring entrepreneurs to pursue their ideas with dedication and patience, emphasizing that entrepreneurship is a gradual learning process.

He motivated participants to actively utilize institutional support systems such as incubation centres and training programme offered by organizations like MANAGE.

In his concluding remarks, he inspired students to consider entrepreneurship as a viable career option and stressed that with proper guidance, institutional support, and commitment, innovative ideas can be transformed into sustainable and impactful enterprises.

Experience Sharing by Mr. Anuj Singhai
Founder, Sajaivico India Private Limited

Mr. Anuj Singhai shared his entrepreneurial journey and discussed the motivation behind starting Sajaivico India Private Limited. He explained the challenges faced during the initial phase of the startup, particularly in developing a viable business model, reaching the target market, and sustaining operations in the early stages.

He highlighted the importance of continuous learning, adaptability, and perseverance in the startup journey. Mr. Singhai emphasized how exposure to platforms such as stakeholder connect programs and interactions with experts helped him gain practical insights and improve decision-making.

While addressing the students and aspiring entrepreneurs, he encouraged them to believe in

their ideas and remain patient during challenging phases. He stressed that failure and setbacks are part of the entrepreneurial process and should be treated as learning opportunities. He motivated students to actively seek mentorship, participate in incubation programs, and make effective use of institutional support to transform innovative ideas into successful enterprises.

Startups Exhibition and Networking

After the conclusion of Technical Session–I, a Startup Exhibition was organized at the venue, wherein selected Agri-startups showcased their innovative products, technologies, and business models. The exhibition was actively visited by all the dignitaries, speakers, officials, experts, and participants present at the programme. The startups displayed a wide range of innovations covering areas such as Agri-mechanization, precision farming, digital agriculture, livestock management, value addition, nursery development, beekeeping, waste-to-energy solutions, and farmer-centric advisory services.

During the exhibition, dignitaries and stakeholders interacted directly with the startup founders, appreciated their innovations, and provided valuable feedback and suggestions for further improvement and scaling. The exhibition provided an effective platform for startups to demonstrate their solutions, gain visibility, and explore potential collaborations, partnerships, and market linkages. The interactive nature of the exhibition enhanced knowledge exchange and strengthened connections among startups, researchers, incubation centres, financial institutions, and other ecosystem stakeholders.

Startup Pitch – Technical Session II

1. Varsha & Ankit Vyas (Samyprash Farms LLP)

- **Company:** Samyprash Farms LLP – an agri-based startup focusing on residue-free and regenerative farming
- **Activity:** Integrated residue-free farming involving cereals, pulses, vegetables, and value-added food products
- **Major Products:** Pulses, grains, millet-based food mixes, sprout mixes, multi-grain flour, and desi cow ghee
- **Market Strategy:** Direct-to-consumer model through closed customer groups, online platforms, and limited B2B channels
- **Actions:** Expanded residue-free cultivation area, launched D2C brand, and established a loyal customer base across multiple cities
- **Innovativeness:** Residue-free farming approach with lab-tested produce and farm-to-table traceability
- **Concern:** High certification costs and price sensitivity among consumers
- **Challenges:** Scaling residue-free farming, farmer adoption, market awareness, and maintaining affordability

2. Pradeep Kurmi (Rashail Agro – Fasalam Agriculture Ecosystem)

- **Company:** Rashail Agro – Fasalam Agriculture Ecosystem, a digital agri-tech platform connecting farmers, retailers, and manufacturers.
- **Activity:** Development of an AI/IoT-enabled agri ecosystem through a mobile- based super app and retail network.
- **Major Products:** Fasalam Super App, Fasalam Bazaar (e-commerce platform), Fasalam Dukaan retail model, and agri tools & machinery.
- **Market Strategy:** Multi-sided platform approach targeting farmers, retailers, FPOs, and agri-input companies across multiple states.
- **Actions:** On boarded 6,000+ farmers, analyzed 600+ hectares through satellite monitoring, and built a retail network of 300+ outlets.
- **Innovativeness:** AI/ML-based advisory, satellite monitoring, IoT device integration, multilingual support, and data-driven farm management.
- **Concern:** Building farmer trust and increasing digital adoption in rural areas.
- **Challenges:** Scaling operations, managing diverse stakeholders, and ensuring affordability and reliability of digital solutions.

3. Emmanuvel Ramaraj (Green Cattle City)

- **Company:** Green Cattle City – a livestock-based agri-enterprise operating an investment-driven sustainable animal husbandry model.
- **Activity:** Livestock investment and management involving goats and cows, including dairy and meat production.
- **Major Products:** Livestock investment plans (goat and cow), dairy milk, meat products, and value-added by-products.
- **Market Strategy:** Direct investor engagement supported by digital marketing, events, and direct sales outreach.

- **Actions:** Managing over 3,000 goats and 370+ cows across 65 acres of farmland with more than 650 active investors.
- **Innovativeness:** Livestock Investment Model offering managed farming operations with assured periodic returns and transparent MoU-based engagement.
- **Concern:** Ensuring long-term sustainability and regulatory compliance while offering assured return models.
- **Challenges:** Scaling livestock operations, managing operational risks, and maintaining investor trust and transparency.

4. Sana Ismail (UPL – Unimart)

- **Company:** UPL–Unimart, a crop advisory and agri-input service model supported by UPL, focused on farmer-centric solutions.
- **Activity:** Crop advisory services, extension support, input supply, soil and plant health diagnostics, and market linkage facilitation.
- **Major Products:** Crop advisory services, productivity enhancement kits, seed treatment services, soil testing, plant tissue analysis, and farm input solutions.

- **Market Strategy:** Franchise-based Unimart Centres providing last-mile services to farmers across multiple states.
- **Actions:** Established 200+ Unimart centres across 10 states, onboarded 50,000+ farmers, and serviced over 2 lakh acres of farmland.
- **Innovativeness:** Integrated crop advisory model combining technical know-how, on- field services, quality inputs, and digital forecasting support.
- **Concern:** Ensuring consistent service quality and farmer trust across geographically diverse regions.
- **Challenges:** Scaling operations sustainably, training field staff, and increasing adoption of advisory-based farming practices.

5. Praveen Raghuwanshi (Bees World India)

- **Company:** Bees World India – a beekeeping-based agri-enterprise promoting indigenous honey bees and natural honey production.
- **Activity:** Training rural farmers in indigenous beekeeping, honey production, and pollination-based farming systems.
- **Major Products:** Raw natural honey, comb honey, and beekeeping training services.
- **Market Strategy:** Institutional sales to hospitals, yoga centres, gyms, wholesalers, and direct customer outreach.

- **Actions:** Trained rural farmers in forest-based beekeeping, promoted low-cost beehive preparation, and enabled income generation through honey production.
- **Innovativeness:** Indigenous honey bee conservation model combined with low-cost farmer-led beekeeping and natural honey extraction.
- **Concern:** Decline of indigenous honey bees due to exotic species and limited resources among poor rural farmers.
- **Challenges:** Farmer adoption, scaling training programs, and market awareness for raw and natural honey.

6. Ankit Upadhyay (AQUATIC Nature Private Limited)

- **Company:** AQUATIC Nature Private Limited – a rural digital marketplace startup promoting direct market access for rural producers.
- **Activity:** Development of a mobile-first e-marketplace connecting FPOs, SHGs, and rural entrepreneurs with consumers and institutional buyers.
- **Major Products:** GaonGlow Mart – a multilingual digital marketplace platform with logistics, digital payments, and branding support.
- **Market Strategy:** Pilot implementation in Madhya Pradesh with phased expansion to multiple states through partnerships with NABARD, NGOs, and agri-cooperatives.
- **Actions:** Designed a mobile-based platform, identified target producer groups, and initiated onboarding of FPOs and SHGs.
- **Innovativeness:** Integrated digital ecosystem offering product listing, inventory management, logistics support, digital payments, and analytics for rural producers.
- **Concern:** Digital adoption challenges and limited awareness among rural producers.
- **Challenges:** Scaling the platform, ensuring last-mile logistics, reducing the digital divide, and building trust among producers and buyers.

7. Kishan Mourya (Krishak Vatika Nursery, Lambakheda, Bhopal)

- **Company:** Krishak Vatika Nursery – a horticulture-based enterprise specializing in polyhouse nursery and exotic vegetable cultivation.
- **Activity:** Polyhouse nursery development, exotic vegetable farming, and farmer training on modern cultivation practices.
- **Major Products:** Exotic vegetable seedlings, tomato seedlings (modern techniques), microgreens, rocket leaf, asparagus, and ornamental plants.
- **Market Strategy:** Direct sales to farmers through offline channels, social media outreach, and online platforms.
- **Actions:** Established polyhouse nursery, conducted field visits, and promoted modern nursery practices among local farmers.

- **Innovativeness:** Adoption of polyhouse-based nursery systems and promotion of exotic vegetables and microgreens for higher farm income.
- **Concern:** High initial investment and limited awareness among farmers about exotic crops.
- **Challenges:** Scaling polyhouse infrastructure, market demand stability, and capacity building of farmers.

8. Prashant Mishra (GreenVayu Innovations Pvt. Ltd.)

- **Company:** GreenVayu Innovations Pvt. Ltd. – a clean-tech startup working on sustainable waste-to-energy and circular economy solutions.
- **Activity:** Conversion of agricultural and organic waste into value-added energy and eco-friendly products.
- **Major Products:** Bio-energy solutions, sustainable fuel alternatives, and waste-to- resource technology-based products.
- **Market Strategy:** B2B engagement with industries, institutions, and government bodies focused on sustainability and clean energy adoption.
- **Actions:** Development and demonstration of innovative waste conversion technologies with pilot implementations.

- **Innovativeness:** Circular economy- based model integrating waste management with renewable energy generation.
- **Concern:** High capital requirements and regulatory clearances for scaling clean-energy technologies.
- **Challenges:** Technology scaling, commercial adoption, policy alignment, and long-term financial sustainability.

9. Mridul Shrivastava (Agridoot by Novos Edge Pvt. Ltd.)

- **Company:** Novos Edge Pvt. Ltd. – an agritech startup offering a comprehensive precision farming solution under the brand AgriDoot.
- **Activity:** Development of AI, IoT, ML and GIS-based precision agriculture solutions for real-time farm monitoring and advisory.
- **Major Products:** AgriDoot IoT devices, AgriDoot VYOM (GIS-based satellite monitoring), AgriDoot AI (crop advisory, disease detection, mandi price information), and farmer-friendly mobile application.

- **Market Strategy:** Freemium and SaaS-based subscription model targeting progressive farmers, horticulture growers, FPOs, and agri-service providers.
- **Actions:** Conducted field trials across multiple crops, installed IoT devices,
- onboarded farmers, and validated solutions through reputed institutions.
- **Innovativeness:** One-stop precision farming platform providing plot-level insights from sowing to harvesting using AI, IoT sensors, satellite data, and agronomy intelligence.
- **Concern:** Need for continuous farmer engagement and affordability for small and marginal farmers.
- **Challenges:** Scaling technology adoption, expanding IoT deployment, and sustaining growth in diverse agro-climatic regions.

10. Chintu Kinger (Satat Gram Last Mile Mobility LLP)

- **Company:** Satat Gram Last Mile Mobility LLP – a rural-focused startup working on farm mechanization and financial inclusion.
- **Activity:** Providing last-mile farm mechanization services, equipment rental, and digital financial solutions for farmers.
- **Major Products:** Farm equipment rental services, Custom Hiring Centre (CHC) management, digital credit facilitation, and rural service delivery through e-Mitra kiosks.

- **Market Strategy:** Partnership-driven model aligned with government platforms, FPOs, CHCs, banks, and NBFCs to reach farmers at the village level.
- **Actions:** Integration with government-backed digital infrastructure, deployment of mechanization services through rural kiosks, and engagement with farmer groups and FPOs.
- **Innovativeness:** Use of digital platforms to combine farm mechanization, credit access, and market linkages under a single last-mile delivery ecosystem
- **Concern:** Dependence on large-scale coordination with institutions and infrastructure partners.
- **Challenges:** Scaling operations across regions, ensuring affordability for small farmers, and managing operational logistics in rural areas.

Closing Remarks

Dr. Subir Kumar Chakraborty, Principal Scientist and Principal Investigator, NAIF- ZTMC-ABI, ICAR-CIAE Dr. Subir Kumar Chakraborty delivered the closing remarks and highlighted the overall significance of the Agri-StartUp Stakeholders Connect programme. He emphasized that such platforms play a crucial role in bringing together research institutions, incubation centres, financial organizations, startups, and students on a common platform to strengthen the agri-startup ecosystem.

He noted that the programme successfully showcased diverse innovations, entrepreneurial journeys, and startup pitches, reflecting the growing potential of agri-entrepreneurship in addressing real-world challenges faced by farmers and rural communities. He appreciated the active participation of startups, speakers, and students, and acknowledged the valuable insights shared during the technical and pitching sessions.

In his concluding remarks, he expressed his gratitude to MANAGE, ICAR-CIAE, all dignitaries, speakers, startup participants, and organizing team members for their contributions, and wished continued success to all stakeholders in their entrepreneurial journey.

Vote of Thanks

Dr. Uday R. Badegaonkar, Principal Scientist & In-Charge, Technology Transfer Division (TTD), ICAR-CIAE proposed the vote of thanks and expressed sincere gratitude to all dignitaries, speakers, and participants for their valuable presence and contributions to the Agri-StartUp Stakeholders Connect programme.He conveyed special thanks to the Chief Guest, Guest of Honour, and distinguished speakers for sharing their insights and experiences, which greatly enriched the deliberations.

He acknowledged the support and collaboration of MANAGE, Hyderabad, in successfully organizing the programme and thanked all startup founders for their active participation, pitching sessions, and experience sharing. He also appreciated the enthusiasm and engagement of students, researchers, and aspiring entrepreneurs.

Dr. Badegaonkar extended his appreciation to the organizing team, coordinators, and staff members of ICAR-CIAE for their dedicated efforts in ensuring the smooth conduct of the programme. He concluded by thanking all stakeholders once again and expressed hope for continued collaboration to strengthen the agri-startup ecosystem.

Media Coverage

The Agri-StartUp Stakeholders Connect "Fostering Collaboration & Partnerships" programme received positive media coverage through leading newspapers. The coverage highlighted the objectives of the programme, participation of dignitaries, and the role of MANAGE and ICAR- CIAE in strengthening the agri-startup ecosystem.

प्रादेशिक दैनिक मालव क्रान्ति उज्जैन, शनिवार , 13 दिसंबर, 2025 5

भाकृअनुप - केंद्रीय कृषि अभियांत्रिकी संस्थान, भोपाल में आयोजित एग्री-स्टार्टअप स्टेकहोल्डर्स कनेक्ट कार्यक्रम ने युवा एग्री-उद्यमियों को किया प्रोत्साहित

भोपाल । एग्री-स्टार्टअप स्टेकहोल्डर्स कनेक्ट कार्यक्रम, जिसका संयुक्त आयोजन मैनेज, हैदराबाद तथा केंद्रीय कृषि अभियांत्रिकी संस्थान, भोपाल द्वारा किया गया । कार्यक्रम का उद्देश्य युवा उद्यमियों, विद्यार्थियों, किसानों और नवाचारकर्ताओं को एक मंच पर लाकर एग्री-स्टार्टअप्स के विकास को बढ़ावा देना और उन्हें नवाचार आधारित अवसरों से जोड़ना था। कार्यक्रम के मुख्य अतिथि डॉ. एम. मोहंती, निदेशक, आई.आई.एस.एस.,भोपाल ने युवाओं को कृषि क्षेत्र में नवाचार अपनाने और ग्रामीण विकास को मजबूत करने की आवश्यकता पर बल दिया। डॉ. सरवनन राज, निदेशक (कृषि विस्तार), मैनेज ने राष्ट्रीय स्तर पर उपलब्ध इन्क्यूबेशन सुविधाओं और स्टार्टअप समर्थन पर प्रकाश डाला, जबकि नाबार्ड की महाप्रबंधक श्रीमती अन्विता सुरिन ने एग्री-स्टार्टअप्स के लिए उपलब्ध वित्तीय सहायता, ऋण योजनाओं और सरकारी कार्यक्रमों की जानकारी दी।

कार्यक्रम का स्वागत भाषण डॉ. उदय आर. बडेगांवकर (प्रभारी, टीटीडी) द्वारा दिया गया, जिसके बाद निदेशक (कार्यभार) डॉ. एस. पी. सिंह ने प्रतिभागियों को संबोधित किया। तकनीकी विशेषज्ञों–डॉ. सुबीर चक्रवर्ती, डॉ. मोनी थॉमस, डॉ. रंजन कुमार सिंह (प्रभारी, केवीके) तथा डॉ. भूषण बाबू ने तकनीक हस्तांतरण, इन्क्यूबेशन अवसरों और क्षेत्रीय नवाचारों पर महत्वपूर्ण जानकारी साझा की।

कार्यक्रम में स्टार्टअप स्टॉल और प्रदर्शनी का भी आयोजन किया गया, जहाँ प्रतिभागियों ने नवीन तकनीकों, व्यावहारिक समाधानों और संभावित व्यावसायिक मॉडलों के बारे में प्रत्यक्ष जानकारी प्राप्त की। साथ ही, आइडिया पिचिंग सत्र में युवा उद्यमियों को अपने स्टार्टअप विचार प्रस्तुत करने, विशेषज्ञों से सुझाव लेने और सहयोग के अवसर तलाशने का मंच मिला।

यह कार्यक्रम युवाओं और उभरते एग्री-उद्यमियों को उपयोगी मार्गदर्शन, तकनीकी जानकारी, नेटवर्किंग अवसर और विशेषज्ञ परामर्श प्रदान करते हुए उन्हें सतत और प्रभावी कृषि-आधारित उद्यम स्थापित करने के लिए प्रेरित करने में सफल रहा।

द्वारा, राधेश्याम चौऋषिया

दैनिक निर्णायक, 13-12-2025, पेज/02

भाकृअनुप - केंद्रीय कृषि अभियांत्रिकी संस्थान, भोपाल में आयोजित एग्री-स्टार्टअप स्टेकहोल्डर्स कनेक्ट कार्यक्रम ने युवा एग्री-उद्यमियों को किया प्रोत्साहित

भोपाल, राधेश्याम चौऋषिया। एग्री-स्टार्टअप स्टेकहोल्डर्स कनेक्ट कार्यक्रम, जिसका संयुक्त आयोजन मैनेज, हैदराबाद तथा केंद्रीय कृषि अभियांत्रिकी संस्थान, भोपाल द्वारा किया गया । कार्यक्रम का उद्देश्य युवा उद्यमियों, विद्यार्थियों, किसानों और नवाचारकर्ताओं को एक मंच पर लाकर एग्री-स्टार्टअप्स के विकास को बढ़ावा देना और उन्हें नवाचार आधारित अवसरों से जोड़ना था। कार्यक्रम के मुख्य अतिथि डॉ. एम. मोहंती, निदेशक, आई.आई.एस.एस.,भोपाल ने युवाओं को कृषि क्षेत्र में नवाचार अपनाने और ग्रामीण विकास को मजबूत करने की आवश्यकता पर बल दिया। डॉ. सरवनन राज, निदेशक (कृषि विस्तार), मैनेज ने राष्ट्रीय स्तर पर उपलब्ध इन्क्यूबेशन सुविधाओं और स्टार्टअप समर्थन पर प्रकाश डाला, जबकि नाबार्ड की महाप्रबंधक श्रीमती अन्विता सुरिन ने एग्री-स्टार्टअप्स के लिए उपलब्ध वित्तीय सहायता, ऋण योजनाओं और सरकारी कार्यक्रमों की जानकारी दी।

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3 / लोकलक्ष्य 13-12-2025 उज्जैन

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राधेश्याम चौऋषिया

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यह कार्यक्रम युवाओं और उभरते एग्री-उद्यमियों को उपयोगी मार्गदर्शन, तकनीकी जानकारी, नेटवर्किंग अवसर और विशेषज्ञ परामर्श प्रदान करते हुए उन्हें सतत और प्रभावी कृषि-आधारित उद्यम स्थापित करने के लिए प्रेरित करने में सफल रहा।

मजबूत हो, अलग-अलग नहीं, इस बात पर जोर दिया। उंगलियों ने अपनी गलती का एहसास किया और अपनी सामूहिक शक्ति का प्रदर्शन करने के लिए एक साथ जुड़ गईं। दर्शकों ने ताली बजाई जब छोटे कलाकारों ने एकता की शक्ति का प्रदर्शन किया। यह लघु नाटिका मंचित बी के छोटे बच्चों ने अंगुलियों और हथेलियों के माध्यम से यह विचारोत्तेजक लघु नाटिका प्रस्तुत की और दर्शकों को मंत्रमुग्ध कर दिया। एकता में शक्ति नामक इस प्रदर्शन ने एक टीम के रूप में मिलकर काम करने व्यक्ति अपने मतभेदों को अलग रखकर एक साथ काम करते हैं, तो वे महान चीजें हासिल कर सकते हैं। केजी 2-बी के छात्रों ने अपनी रचनात्मकता, टीम वर्क और इस मूल्यवान सबक की समझ का प्रदर्शन किया।

एग्री-स्टार्टअप स्टेकहोल्डर्स कनेक्ट कार्यक्रम ने युवा एग्री-उद्यमियों को किया प्रोत्साहित

दैनबन्धु, भोपाल।
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एग्री-स्टार्टअप स्टेकहोल्डर्स कनेक्ट कार्यक्रम, जिसका संयुक्त आयोजन मैनेज, हैदराबाद तथा केंद्रीय कृषि अभियांत्रिकी संस्थान, भोपाल द्वारा किया गया । कार्यक्रम का उद्देश्य युवा उद्यमियों, विद्यार्थियों, किसानों और नवाचारकर्ताओं को एक मंच पर लाकर एग्री-स्टार्टअप्स के विकास को बढ़ावा देना और उन्हें नवाचार आधारित अवसरों से जोड़ना था। कार्यक्रम के मुख्य अतिथि डॉ. एम. मोहंती, निदेशक, आई.आई.एस.एस.,भोपाल ने युवाओं को कृषि क्षेत्र में नवाचार अपनाने और ग्रामीण विकास को मजबूत करने की आवश्यकता पर बल दिया। डॉ. सरवनन राज, निदेशक (कृषि विस्तार), मैनेज ने राष्ट्रीय स्तर पर उपलब्ध इन्क्यूबेशन सुविधाओं और स्टार्टअप समर्थन पर प्रकाश डाला, जबकि नाबार्ड की महाप्रबंधक श्रीमती अन्विता सुरिन ने एग्री-स्टार्टअप्स के लिए उपलब्ध वित्तीय सहायता, ऋण योजनाओं और सरकारी कार्यक्रमों की जानकारी दी। कार्यक्रम का स्वागत भाषण डॉ. उदय आर. बडेगांवकर (प्रभारी, टीटीडी) द्वारा दिया गया, जिसके बाद निदेशक (कार्यभार) डॉ. एस. पी. सिंह ने प्रतिभागियों को संबोधित किया। तकनीकी विशेषज्ञों–डॉ. सुबीर चक्रवर्ती, डॉ. मोनी थॉमस, डॉ. रंजन कुमार सिंह (प्रभारी, केवीके) तथा डॉ. भूषण बाबू ने तकनीक हस्तांतरण, इन्क्यूबेशन अवसरों और क्षेत्रीय नवाचारों पर महत्वपूर्ण जानकारी साझा की। कार्यक्रम में स्टार्टअप स्टॉल और प्रदर्शनी का भी आयोजन किया गया।

LIST OF THE STARTUPS PARTICIPATED IN THE PROGRAM

S. No.	Startup	Founder	Location	Focus Area
1.	Hand in hand India www.hihindia.org	Abubacker Siddick	Kanchipuram	Millet processing
2.	Dharyon Haritron Agritech	Aditya Kumar	Gorakhpur, Uttar Pradesh	High-tech agriculture solutions focusing on vertical farming using aeroponic, hydroponic, and aquaponic prototype models.
3.	Clever fish foods pvt ltd	Aditya Pandre	Mandla, Madhya Pradesh	Clever Fish Foods Private Limited develops innovative value-added fish products by converting low- value small freshwater fish into high-value, ready-to-eat and ready-to-cook healthy snacks. Along with manufacturing, the company supports fish farmers through technical guidance, value chain development, and market linkages to enhance incomes and reduce post- harvest losses. Its mission is to promote sustainable aquaculture, strengthen the rural fisheries economy, and provide affordable, hygienic, and protein-rich fish-based food products.
4.	Agronico farmer producer company limited	Anand patel	Harda	The organization works in the grains and pulses value chain and is recognized as a leading Farmer Producer Company in Madhya Pradesh, with a strong network of over 300 member farmers.
5.	Aquatic Nature Pvt. Ltd.	Ankit Upadhyay	Bhopal	Aquatic Nature Pvt. Ltd. is developing an integrated online marketplace platform to empower rural producers, including FPOs, SHGs, and FFPOs. The platform enables seamless market access from the block to national level by

				offering digital identity, product listing, buyer seller connectivity, transparent pricing, e-logistics, secure payments, and branding support. This integrated system helps rural producers achieve better price realization, reduce intermediary dependence, expand market reach, and ensure sustainable income growth.
6.	Green Cattle City Pvt Ltd	Emmanuvel	Chennai	Investment and Asset Management in the Livestock Sector
7.	Satat Gram Last Mile Mobility LLP	Chintu Kinger	Guna & Jaipur	At Satat Gram Services, we aim to digitally empower small and marginal farmers through farm mechanization, rural retail credit, and data-driven solutions, ensuring technology truly serves farmers' needs.
8.	Vanabandhu Naturals Private Limited	Dinesh Kumar VM	Bhopal	Vanabandhu Naturals Private Limited, established in 2017, is a Bhopal based agribusiness committed to bridging the gap between rural producers and modern consumers. Our products are Wild Honey, Cow ghee, Millets, Oil seeds and Oil.
9.	Kashmir Agro Exports	Dr SAJJAD UL AKBAR	Ujjain	Production and Value Addition of Spices and Aromatic Crops
10.	Aai ji Honey	Dr Sitaram Seervi	Rajasthan	Natural Raw Honey Production and Marketing
11.	Beak & Break farms Private limited	Ishtneet Bhatia	Mohali	Beak and Break Farms is a tech- enabled poultry and meat distribution platform that aggregates smallholder supply through decentralized micro- hubs and ensures cold-chain integrity using IoT-based monitoring. The platform delivers traceable, lab-verified protein products to institutional and consumer markets through B2B and

				B2C channels. By integrating cold-storage hubs, real-time analytics, and value- added ready-to-cook products, the company improves farmer incomes, reduces spoilage, ensures food safety, and promotes sustainable protein supply chains.
12.	Krishak vatika nursary	Kishan mouray	Bhopal	Krishak Vatika Nursery is a horticulture-based enterprise specializing in polyhouse nursery development and exotic vegetable cultivation. The enterprise is engaged in polyhouse nursery production, exotic vegetable farming, and farmer training on modern and protected cultivation practices.
13.	AgriDoot By NovosEdge Pvt. Ltd	Mridul Srivastava	Bhopal	AgriDoot is an integrated agritech ecosystem that leverages AI, IoT, and GIS to deliver smart, data-driven solutions for farmers, institutions, and agri-businesses. Through its platforms GYAN AI, Vyom GIS, and AgriDoot Smart Devices it offers real-time field insights, crop advisories, disease alerts, and soil and moisture monitoring. By enabling precision farming at scale, AgriDoot helps reduce input costs, improve crop health, increase yields, and strengthen transparency across the farm-to- factory value chain.
14.	Uzhavar Sandhai Private Limited	Prabu D	Ariyalur	Technology Enabled Precision Livestock Contract Farming Mechanism
15.	Rashail Agro - Fasalam	Pradeep Kurmi	Indore, MP	Rashail Agro delivers an integrated Agri-IoT ecosystem with smart devices and digital services for efficient, data-driven farming. Supported by the

				Fasalam App, its solutions enable remote irrigation, crop advisory, and real-time farm insights, helping farmers improve productivity across the agricultural value chain.
16.	Greenvayu Innovations Private Limited	Prashant Mishra	Bhopal	Greenvayu Innovations Private Limited has developed "Mr. Gogo," an animal repellent machine designed to protect agricultural fields safely and effectively. The device serves as a non-harmful alternative and backup to electric shock fencing, ensuring safety for both animals and humans. Operating semi-automatically, Mr. Gogo uses 360-degree rotating blinking lights and varied sound patterns to deter different types of animals from entering farm fields.
17.	Bees World India	Praveen Raghuwanshi	Betul	We provide a One-Window Solution for beekeeping across the country, offering training, technology support, market linkage, and quality production assistance. Our key innovation is Comb Honey Production, which delivers pure, natural, and high- value honey. Along with this, we support beekeepers with modern equipment, technical guidance, and value-addition services to help them achieve better quality production and higher income.
18.	Bharat certis agriscience ltd.	Rahul Choudhary	Ujjain	Significant crop losses during the harvesting stage occur due to unseasonal rainfall, temperature extremes, cold waves, and animal or bird damage, affecting fruits,

				vegetables, and traditional crops. To mitigate these risks, an all-in-one automated, movable open–close protection system has been developed, operable by a single person via remote or mobile phone and capable of covering an entire acre of farmland.
19.	AliRajpur farmer producer comapny limited	Rakesh Kirad	Alirajpur, M.P.	The FPO operates in the dehydration and fruit pulping segment, focusing on value addition to agricultural produce.

Organizing Team

Dr. Saravanan Raj
Director (Agricultural Extension)
MANAGE, Hyderabad
saravananraj.manage@gmail.com

Ms. V. Usha Sree
Manager
MANAGE-CIA
fmrkvy.manage@gmail.com

Mr. Bharat Kumar Sirvi
Program Coordinator, MANAGE
MANAGE-CIA
bharatsirvi484@gmail.com

Dr. C. R. Mehta
Director
ICAR-CIAE
Bhopal, Madhya Pradesh

Dr. Subir Kumar Chakraborthy
Principal Scientist
PI, NAIF-ZTMC-ABI
subir8275@gmail.com

Dr. Uday R. Badegaonkar
Principal Scientist & I/c TTD
Phone- +91957550305
udayrb65@gmail.com

Dr. V. Bhushan Babu
Sr. Scientist & I/c ITMU
Phone- +919407199222
bhushanciae@gmail.com

Prepared By: Mr. Bharat Kumar Sirvi, MANAGE-CIA Intern, National Institute of Agricultural Extension Management – Centre for Innovation & Agripreneurship, Rajendranagar, Hyderabad – 500030.

MANAGE-Centre for Innovation and Agripreneurship (MANAGE-CIA)
National Institute of Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad-500030, Telangana, India