Agri- Startups:
Cultivating Ideas, Empowering Futures @MANAGE

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



Startup Agri-Business Incubation Program (SAIP) & Agripreneurship Orientation Program (AOP)
Cohort 3

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Dr. Saravanan Raj

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

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

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

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

(Dr. Saravanan Raj)

Contents

Adrise India Private Limited 05-06

Agrighar Services Pvt. Ltd. 07-08

AgrowSure Products 09-10

Ayurcin Biogenics 11-12

Bariflo Labs Private Limited 13-14

Beanery Foods Pvt. Ltd. 15-16

BudMore Agro Industries 17-18

Crysops BioControl 19-20

Cyrrup Solutions 21-22

NaPanta 23-24

Fishy Farmers 25-26

Forecast Agrotech Innovations Pvt. Ltd. 27-28

FreshOk 29-30

GramWorkX Agrotech 31-32

Greens and More 33-34

I support Farming 35-36

Kaiza Bio Private Limited 37-38

Konkuwan Herbs 39-40

Marsco Nutraceuticals Pvt. Ltd. 41-42

Meher Beverages 43-44

North East Farm Sales 45-46

Nutrivative Foods Pvt Ltd 47-48

Om Bio-fertilizers 49-50

Renuka Bio farms 51-52

Roots Goods 53-54

Sairadhya Organics and Seed Technology Pvt. Ltd. 55-56

Sajaivico India Private Limited 57-58

Sids Farm Pvt. Ltd. 59-60

Shuvoneel Ras System Pvt. Ltd. 61-62

Turfpearl Agritech Private Limited 63-64

Vruksha Kuteeram 65-66

Good & Happy Botanics Pvt Ltd 67-68

Shiva Agriclinic 69-70

Pashushala.com 71-72

Organic Choice @India 73-74

Auric Cosmo 75-76

Aadhiyaran Agrarian Services Private Limited 77

Exotics Farms 78

Ac.Poulty(Automization) 79

Efarm Mandi 80

Anaaj Naturals 81

Farmtruck 82

Ajay Aloe Industries 83

Sri Aadhi Coir Products 84

Stormstack Technologies Private Limited 85

Adrise India Private Limited

Adrise works to address the information gap in farming societies & provides upskilling courses for business enhancement through digital platforms and works in tandem with the government's vision of a digitally empowered society and a knowledge economy.

PROBLEM

Lack of accurate and timely information re-marginalizes the farm community. Lack of time prevents farmers from upskilling. Market to Farmer Gap is a deterrent for farmers in procuring just prices for their produce.

SOLUTION

A kiosk and mobile app providing farmers with info on government schemes (e.g. Soil Health Card, National Food Security Mission), short courses on integrated and organic farming, and 24/7 farm query support

KEY BENEFITS

- Voice-based programs for illiteracy
- Animated programs in local languages (Hindi, Marathi)
- Cloud-based CEC framework
- COCO mode for online and offline content access

Technology/Innovation

More than thirty kiosks were installed in the region of Haryana and Maharashtra. 1.25 Lakh plus farmer's benefitted using kiosks from July 2019-February 2020. Generated Revenue of ₹ 72 Lakh in the Year 2019-2020.

About the Entrepreneur

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Mr.Prasad Kulkarni
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Prasad Kulkarni, the founder, has a Masters in Marketing and more than 20 years of experience in the Media Industry.



Agrighar Services Pvt. Ltd.

Founded in 2019, Agrighar, a social enterprise, is involved in creating livelihood opportunities in rural areas by promoting Agri–entrepreneurship among youth especially women and farmers.

PROBLEM

Rural India's heavy dependence on agriculture and allied activities for livelihood, despite generating meagre income, highlights the need for creating job opportunities in villages to reverse migration and improve livelihoods.

SOLUTION

They offer a low-cost, comprehensive training program for rural entrepreneurs to set up sustainable ventures, operating from Hyderabad with a pan-India online presence, and have supported over 1000 farmers.

KEY BENEFITS

- Practical training in production.
- Financial support.
- Market promotion & sales linkages.
- HR & customer management support.

Technology/Innovation

They recognize the untapped potential in rural areas and address the rural-urban migration issue by mentoring entrepreneurs in agriculture and allied sectors, creating sustainable ventures that generate income and stimulate the rural economy.

About the Entrepreneur

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Dr. Sowmini Sunkara
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Dr Sowmini Sunkara, the founder, is an agricultural professional with a Doctor of Philosophy (PhD) in Biotechnology. She holds immense experience in handling various National & International projects related to rural livelihoods, Agri-Value Chains, FPOs and grassroots innovations.





AgrowSure Products

AgrowSure Products is a startup operating in the Farming as a Service (FaaS) sector and provides cost-effective, affordable farm implements to small and marginal farmers.

PROBLEM

India needs to urgently enhance farm mechanization to address the decline in agricultural workforce, projected to drop to 25.7% by 2050. This will ensure long-term food security and sustainability, addressing the pressing concerns of the country's agricultural sector

SOLUTION

AgrowSure's innovative farm mechanization solutions provide versatile attachments for Power Weeder/Tillers, empowering small and marginal farmers to streamline operations, reduce labor costs, and boost productivity.

KEY BENEFITS

- Significant reduction in labour costs
- 15-20 minutes to change the implements
- More profit for farmers.
- Affordable & accessible for farmers

Technology/Innovation

AgrowSure Products based in Akola, Maharashtra, they serve 25-30 customers monthly, have supported 400 farmers with their farm equipment, employed 10 people, and generated ₹ 25 Lakhs in revenue for the financial year 2019-2020.

About the Entrepreneur

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Akshay Kawale, the Founder, holds a Bachelors in Mechanical Engineering from the University of Pune. He has over six years of experience in farm equipment design and manufacturing. He has been a part of the organizing committee for various symposiums and national level student events like SAEINDIA BAJA, EffiCycle etc.





Ayurcin Biogenics

Founded in 2017,Ayurcin Biogenics works in the health & wellness sector, developing food supplements, fortified drinks with the intent of providing healthy options to people in today's fast track world.

PROBLEM

Commercial health drinks are often loaded with sugar and preservatives, exacerbating micronutrient deficiencies and malnutrition, and are also pricey and unappealing when paired with meals.

SOLUTION

Ayurcin's Ayur-Enzo Power Milk is a nutrient-rich blend of cow, goat, and camel milk infused with natural herbs like Shatavari, Ashwagandha, and Tulsi, providing a delicious and effective solution to combat malnutrition and promote overall well-being.

KEY BENEFITS

- Chemical & preservative-free
- Ready to consume
- 1-year shelf life without freezer
- Provides livelihood opportunities to Adivasis

Technology/Innovation

They are presently operational out of Pune, Maharashtra. To date, they have supported 250 farmers and employed 15 people. They have more than 2000 customers per year. And their revenue for the financial year 2019-20 stands at ₹ 2500000.

About the Entrepreneur

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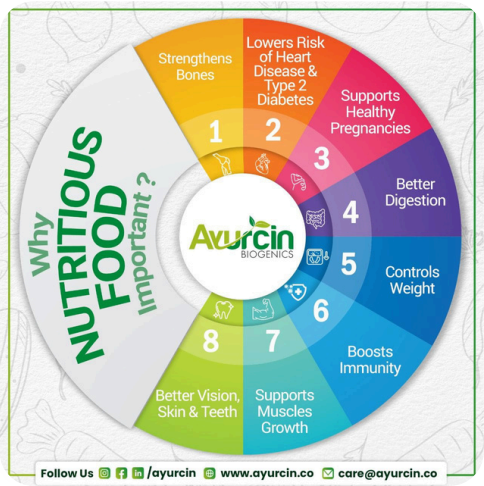


Mr.Abhijeet D Panshikar
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Mr. Abhijeet Panshikar, the founder, is a seasoned professional with 25 years of experience in the Ayurvedic medicines, food, and dairy industry, holding a bachelor's degree in Botany and having worked as a consultant with the Ayush department and My Herbal India







Bariflo Labs Private Limited

Founded in 2018, Bariflo-labs is a start-up working in the aquaculture sector. They have developed an Intelligent and automated aquaculture management system comprising sediment aeration, water column and sediment mobile monitoring and mobile nutrient control module.

PROBLEM

Aquaculture faces challenges with low dissolved oxygen levels, leading to carp mortality. Current systems can't maintain optimal oxygen or monitor crop health. Shrimp farming in brackish water also suffers from high operational and capital expenses, reducing profits.

SOLUTION

Bariflo Labs' LOTUS is an AI-IoT robotic aeration device that monitors and maintains optimal water quality in aqua-ponds, enabling early disease detection and timely action in shrimp farming.

KEY BENEFITS

- Lotus consumes 30-40KW of electricity (i,e 33% of existing solution)
- Thrice efficient in diffusing dissolved oxygen to the sediment-water interface
- Lotus offers 25% better cost-to-value, reduces costs by 25% CAPEX and 15% OPEX, and boosts profitability by 50%.

Technology/Innovation

Their system is for shrimp aquaculture, targeting B2B farmers. They've supported 5 farmers, employed 12 people, and had 1 customer per quarter, with ₹60,000 revenue in FY 2019-2020.

About the Entrepreneur

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Mr.Mrityunjaya Sahu
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Mrityunjaya Sahu, founder of Bariflo Labs, holds a PhD from the University of Canterbury and has worked at the Indian Institute of Sciences. He currently serves as Bariflo Labs' Chief Technology Officer.





Beanery Foods Pvt. Ltd.

Founded in 2016, Beanery Foods, a research-driven food & beverages startup, is working in the health and wellness sector developing food products that are clean label, nutritious and have a longer shelf life.

PROBLEM

Consumers are increasingly seeking all-natural products, driving demand for clean labels. However, the current market for such products is niche and often unaffordable, with shorter shelf life posing a significant barrier to broader market outreach and expansion.

SOLUTION

Beanery Foods came up with affordable, nutritious, all-natural food products like smoothies & spreads that strikes the perfect balance of nutrition and sensuousness to the taste buds without artificial additives.

KEY BENEFITS

- Low on added sugar. Has no refined sugar or synthetic additives
- Derives nutrition from wholesome ingredients: fruits & diary
- Longer shelf life of up to 90 days

Technology/Innovation

They are presently operating out of Hyderabad, Telangana. They have a yearly customer base of 500 people.

About the Entrepreneur

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Ms. Thapasya Vijayaraghavan
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Ms. Thapasya Vijayaraghavan, a passionate entrepreneur, founded Beanery Foods to bring healthy and nutritious products to India. With a background in entrepreneurship from Babson College and experience in marketing roles, she's also a Start-up Leadership Program alumna and lead.



BudMore Agro Industries

Founded in 2018, BudMore is an Agritech company operating in the aquaculture sector and works to support farmers in building sustainable aquaculture industries that will enhance growers profitability, productivity, and customer health.

PROBLEM

India's fisheries and aquaculture industry supports 14 million livelihoods and contributes significantly to agricultural exports, but faces massive losses due to high fish mortality rates (75-85%) caused by infections, poor water quality, and inferior farm management practices.

SOLUTION

BudMore has come up with a smart farming solution. A combination of IoT hardware and a cloud-based Farm Automation application providing automated end-to-end aquaculture operations like monitoring and controlling water quality, aeration, filtration, power management and feeding.

KEY BENEFITS

- Improves productivity per unit area
- Cost-effective products and solutions
- Cost reduction through automation
- Data-driven precision farming practice

Technology/Innovation

They are presently operational out of Kerala. To date, they have supported 30 farmers and employed six people. They have a yearly customer base of 15 people.

About the Entrepreneur

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Website:	http://budmore.com



Mr. Syamlal Sasi
syamlal.sasi@budmore.com

Syamlal Sasi, the founder, holds a B.Tech from Amrita and a marketing degree from IIM Kozhikode, with 12 years of experience in business administration and strategy.





Crysops BioControl

Crysops BioControl is a startup providing complete biocontrol solutions for pest management & waste management in farming founded by Mr. Jayasheelan

PROBLEM

The coconut palms in Kanyakumari, Coimbatore, Tiruppur, Tanjore districts of Tamil Nadu get infested with whiteflies & black-headed caterpillars, causing crop loss and a price hike. Usage of pesticides to tackle the problem leads to environmental degradation & is harmful to the food cycle.

SOLUTION

They effectively employ the predators & parasitoids approach to control the pest. They have proposed insects that decompose waste & utilizing that waste as bio fertilizers. They bring a holistic approach to control pest ineffective and eco friendly manner.

KEY BENEFITS

Eco-friendly solution to control pests

Technology/Innovation

Presently they are operating out of Kerala (Idukki), Karnataka (Raichur) & Tamil Nadu (Kanyakumari, Tirunelveli, Thoothukudi). To date, they have supported 200 farmers and employed two people. They have a yearly customer base of 250 people.

About the Entrepreneur

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Mr. M. Jayasheelan
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Mr. M. Jayasheelan, had completed Master of Science in Agricultural Entomology and passionate in insects. And pursued entrepreneurship in biocontrol agents, using beneficial insects to replace chemical insecticides, after identifying market potential in Tirunelveli, Thoothukudi, and Kanyakumari districts



Cyrrup Solutions

Founded in 2017, Cyrrup Solutions works in the farm value chain to provide traceable premium/organic Agri-products to end consumers.

PROBLEM

Lack of traceability in the present-day supply chain makes customers doubtful about the products & hinders the farmers from procuring just price for their produce. Lack of trust drives away consumers willing to pay a premium price for organic produce.

SOLUTION

They utilize Blockchain and IoT to create a transparent and seamless data set, tracking the entire journey of crops from seed monitoring to endpoint verification.

KEY BENEFITS

- Consumer or Food Processing Companies & premium restaurants can use the device to verify the claims made
- Provides traceability for Horti Products

Technology/Innovation

They use Blockchain and IoT to store & provide all the food quality-related data seamlessly and transparently to their consumers. Their present customer range includes people residing in residential colonies.

About the Entrepreneur

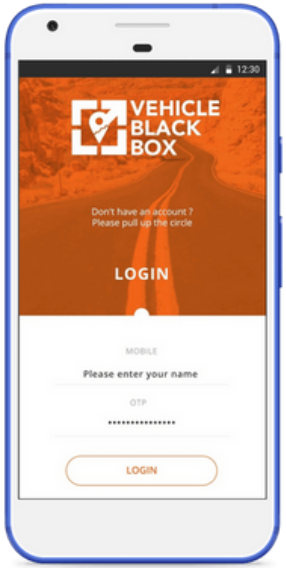
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Mr. Gaurav Kumar
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Gaurav Kumar holds a B.Tech. Degree in Computer science and engineering from the Indian Institute of Technology, Guwahati. Previously he has worked as a Senior Software Engineer with Samsung, Texas instrument & Intel Mobile Corporation.





NaPanta

NaPanta is a digital agricultural platform working to address the inefficiencies in pre-harvest management for residue-free agri produce with superior market linkages across villages in Telangana and AP.

PROBLEM

Lack of real-time information/data makes it difficult for farmers to take a timely decision for crop well being. Farmers have to rely on experience or do guesswork. They end up overspending money on fertilizers, pesticides or are underprepared. And for all these services, farmers go to different stakeholders.

SOLUTION

They offer a one-stop solution for farmers, providing decision-making tools for consistent, reliable, and sustainable agriculture. Their digital platform delivers real-time insights, enabling farmers to make informed decisions, reduce costs, and increase profitability.

KEY BENEFITS

- Vernacular mobile application
- Crop expenditure reduced by 20%
- Increase in yield by 15 %
- Acts as a one-stop service provider

Technology/Innovation

A farmer can get the required service or information in less than a min of turnaround time for all his crop-related issues. Their revenue for the financial year 2019-2020 stands at ₹ 25 Lakhs.
They have 223,271 farmers as subscribers and 104,153 active users.

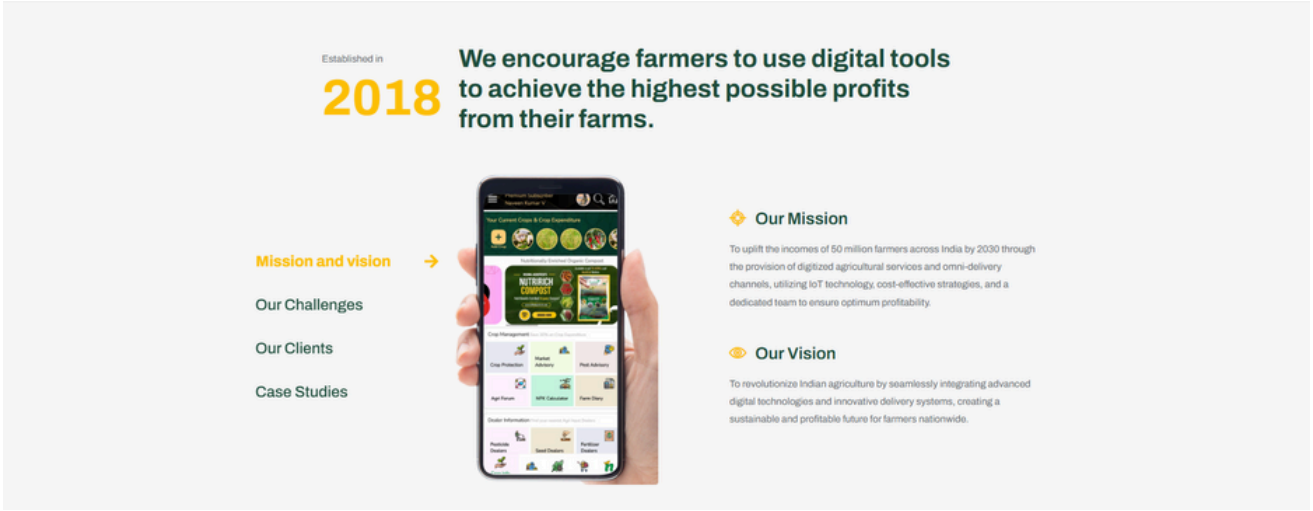
About the Entrepreneur

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Mr. Naveen Kumar Velpula
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Naveen Kumar Velpula, the founder & CEO, holds a Masters in Business administration from Osmania University. He also holds a postgraduate diploma in banking from ICICI Manipal Academy. He has been a fellow at the Startup Leadership Program and founded ApnaLoanBazaar.com.



Fishy Farmers

FISHY FARMERS

Founded in 2018, Fishy Farmers is a startup operating in the aquaculture sector. They design and install re-circulatory aqua cultural units and aquaponics units as per the client's requirements.

PROBLEM

Forty per cent of India's land area is under drought & there is a dependency on imports for having exotic leafy greens from the Nilgiris.
It's problematic to cultivate green leafy vegetables in drought-prone lands.

SOLUTION

They've developed a sustainable system combining horticulture and aquaculture, using fish water to grow leafy greens. Fish waste is converted into fertilizer through an activated sludge process, supporting exotic vegetable growth with 90% water efficiency

KEY BENEFITS

- 35% lower cost for organic, sustainably grown vegetables
- 45% cheaper than hydroponics
- Maximum water efficiency, producing both fish and vegetables using the same water

Technology/Innovation

They are presently operating out of Telangana and intend to expand their services all over India. To date, they have supported 15 farmers and employed three people. Their revenue for the financial year 2019-20 stands at ₹ 3 Lakhs.

About the Entrepreneur

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Mr. T. Sai Krishna
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Mr T Sai Krishna, the co-founder, holds a Bachelors degree in Electrical engineering.





Forecast Agrotech Innovations Pvt. Ltd.

Founded in 2015,Forecast Agrotech Innovations works in organic farming and the waste to wealth sector. They convert bio digested sludge into a solid biofertilizer and liquid bio-slurry.

PROBLEM

The widespread use of agrochemicals degrades soil nutrition, impacting nutrient uptake and crop health, while also being expensive. Furthermore, unmanaged cattle dung releases methane, exacerbating greenhouse gas emissions and environmental concerns.

SOLUTION

Forest Agrotech produces organic biofertilizer from bio digested sludge that greatly enhances soil health. PROM is phosphate-rich organic manure produced by co-composting organic manure with rock phosphate.

KEY BENEFITS

A cost-effective and sustainable solution that:

- Saves electricity expenditure
- Generates free biogas and organic manure
- Reduces greenhouse gas emissions
- Creates local employment opportunities

Technology/Innovation

They are presently operational out of Junnar Taluka, Pune district, Maharashtra State, and they intend to have their presence all over India. To date, they have supported 1000 farmers and employed 15 people. Their revenue for the year 2019-20 stands at ₹ 24 Lakhs.

About the Entrepreneur



Mr. Santhosh H Sahane
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Name of Startup: Forecast Agrotech Innovations Pvt. Ltd.
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Mr. Santosh H. Sahane holds a Master's in Agricultural Entomology and has over 15 years of experience in research, extension, and agro-marketing, consulting farmers in 22 countries globally.







FreshOk

Founded in 2021, FreshOk is a network marketing-based social commerce startup in Agritech. It connects the Farmer directly to consumers via a network of resellers and micro-entrepreneurs.

PROBLEM

The supply chain suffers from a lack of traceability, presence of too many intermediaries & inadequate infrastructure responsible for the delays in delivery of the product, food wastage & price fluctuation.

SOLUTION

FreshOk's mobile app connects farmers directly to consumers, eliminating middlemen and enabling farmers to sell produce, retailers to purchase, and consumers to order online.

KEY BENEFITS

- Reduces food wastage
- Saves farmers, retailers and consumers from spending hours in Mandi
- Sellers procure directly from Farmers/FPOs
- Enhances Farmers income

Technology/Innovation

They are presently operating out of the geographical region of Delhi. They have supported 150 farmers through their services and have employed four people. They have a yearly customer base of 500 people. And their revenue for the financial year 2019-20 stands at ₹ 5 Lakh.

About the Entrepreneur



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Mr. Pawan Joon
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Pawan Joon, the founder, holds a bachelor's degree in Electronics & Communication Engineering from Delhi College of Engineering. Previously he has held the position of coordinator, advisor and executive head at Delhi Technological University.



GramWorkX Agrotech

Founded in 2019, GramWorkX Agrotech is an IOT and AI-based precision agri-tech start-up helping farmers and farm organizations improve yield through accurate weather and water management. They aim to provide more crop with less drop and better income to farmers by bringing predictability to agriculture.

PROBLEM

Farmers lack decision-making support due to limited access to real-time weather insights, leading to struggles with weather uncertainties and inaccurate predictions, ultimately resulting in low yields per hectare.

SOLUTION

GramworkX offers IoT-based farm monitoring and AI-driven decision support, providing farmers with data-driven insights through its Kisan App, covering horticulture crops like potato, tomato, onion, grapes, banana, capsicum, and coffee.

KEY BENEFITS

- Optimized irrigation management and prediction
- Image-based pest detection and reduced inputs/labor
- Increased yield by 20-30% and revenue by ₹10-15,000/crop cycle
- Multilingual app for wider accessibility

Technology/Innovation

In their B2B model, they are targeting FPOs & Contractual Farming companies & in the B2C model, they target small, medium & large farmers

About the Entrepreneur

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K.A. Gopalakrishnan: Expert in tech-driven solutions. Proficient in AI, ML, IoT, and analytics. Experience in enterprise architecture and cross-functional collaboration.





Greens and More

Founded in 2017, Greens and More is operating in the food & wellness sector to provide healthy meals primarily consisting of greens, fruits and vegetables as per the modern food pyramid requirements. Works closely with farmers & nutritionists to serve their customers a healthy platter.

PROBLEM

Lack of readily available healthy food options to the working class often leads to poor dietary habits like indulgence in unhealthy food. The deficiency of nutrients in the body severely affects young workers who end up contracting diseases like Cancer, Diabetes and other Heart disorders.

SOLUTION

They have come up with healthy food outlets in areas like IT Parks & malls where the footfall of the working age(24-45yrs) group will be more. By providing visibility to healthy food options Greens and more promote healthy eating habits among young people.

KEY BENEFITS

- Unprocessed and preservative-free food
- Nutrient-dense meals with 400-500g of whole foods
- Fresh, minimally cooked ingredients from various color families for optimal nutrition

Technology/Innovation

Over 8000 meals served per month. Reach over 2000 customers per year in the region of Hyderabad, Telangana. Helped more than 40 farmers enhance their income. They have positively impacted the health of 5000 plus families

About the Entrepreneur

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Preeti Sinha, the founder, holds a postgraduate degree in Banking Technology Management. Her personal weight loss journey after pregnancy sparked her interest in nutrition, particularly the benefits of raw foods.



I support Farming

I Support Farming, founded in 2016, improves farmers' socio-economic conditions by enhancing production, productivity, and market access through partnerships, technology, and profit-sharing.

PROBLEM

Indian small and marginal farmers struggle with limited financial resources, insufficient agricultural income, and a lack of urban support avenues, threatening their livelihood.

SOLUTION

The startup bridges the gap by providing a platform that covers farmers' end-to-end needs, including capital, scientific methods, marketing, and better prices, while enabling joint farming investments with city dwellers and leveraging technologies like soil sensing and drone sensing.

KEY BENEFITS

- Increases farmers' profitability by 1.75-3x
- Provides zero-cost working capital
- Boosts productivity by 25% through high-end agricultural technologies

Technology/Innovation

They are operating out of Tamil Nadu. To date, they have supported 300 farmers and employed 80 people. They have a customer base of 300 people yearly.

About the Entrepreneur



Mr. Vasanth Kumar Mani
vasanth.kumar@isupportfarming.com

Name of Founder: Mr. Vasanth Kumar Mani
Name of Startup: I support Farming
Address: Tamil Nadu
Email Id: vasanth.kumar@isupportfarming.com
Website: https://www.isupportfarming.com

Mr Vasanth Kumar, the co-founder, is an agriculture degree holder with more than 15 Years of experience in the software industry & more than 12 Years in Digital Marketing and strategies. He is actively involved in Agriculture, Goat & Shrimp culture.



Kaiza Bio Private Limited

Kaiza Bio Private Limited, a 2020 startup, addresses the nutritional gap in market beverages by offering probiotic fermented juice-based drinks and foods to support optimal immune function.

PROBLEM

There is a pressing need for low-sugar, low-cholesterol, non-GMO, immunity-boosting vegetarian drinks and snacks, particularly fruit and vegetable-based, to counter traditional high-caloric options and address the demand for supplements with antimicrobial properties in the COVID-19 era.

SOLUTION

They develop probiotic-based fruit and vegetable juices, beverages, yogurts, and snacks that boost immunity, using antimicrobial peptides from fruits like coconut, strawberry, guava, and avocado, combined with safe probiotic bacteria.

KEY BENEFITS

- Boosts immunity through healthy vegetarian options
- Cholesterol-free, dairy-free, and allergy-friendly
- Rich in plant protein, phytochemicals, and beneficial nutrients
- Provides antioxidants, minerals, vitamins, and dietary fibers

Technology/Innovation

Taking cognisance of the low nutritional levels of beverages available in market they aim to provide nutritional healthy drinks and foods to consumers through the technique of probiotic fermented juice to aid the consumers in keeping their immune system functioning at optimal levels.

About the Entrepreneur

Name of Founder: Dr. Quaiser Alam
Name of Startup: Kaiza Bio Private Limited
Address: Bangalore
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Website: https://www.kaizatech.com/kaizabio



Dr. Quaiser Alam
quaiser@kaizatech.com

Dr. Quaiser Alam, the founder and the Managing Director holds a PhD in Bio Organic Chemistry from Indian Institute of Technology, Bombay. He has previously worked as a Research scientist & Lead Analyst at General Electric.



Konkuwan Herbs

Konkuwan Herbs, founded in 2018, empowers tribal farmers by promoting commercial cultivation of medicinal plants, benefiting over 500 farmers with 100% incremental income opportunities.

PROBLEM

80% of the Herbal industries face a shortage of raw material. And 72% of this herbal raw material is sourced from the wild collection. Lack of regular supply of authentic raw material in bulk quantity limits the production and affects the supply in the market.

SOLUTION

Konkuwan herbs tap into the potential of the tribal farmer by effectively mobilizing them & providing them with end to end technical support in growing medicinal crops/herbs.

KEY BENEFITS

- Effective utilization of wasteland
- Increment in Farmers income
- Support to the Herbal & Drug Industry

Technology/Innovation

Konkuwan Herbs supports 500 farmers, employs 10 people, and serves 500 monthly customers, with a revenue of ₹10 lakhs in FY 2019-2020.

About the Entrepreneur



Name of Founder: Ms. Roopali Dutta Mohapatra
Name of Startup: Konkuwan Herbs
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Website: www.konkuwaherbs.com

Ms. Roopali Dutta Mohapatra
roopalidm@gmail.com

Roopali, CEO & Co-Founder, holds a master's degree in Analytical Chemistry and Agri-nutrition, with 13 years of experience in rural livelihoods, particularly with tribal communities, and serves as a Gender Resource Person to NIRD.



Marsco Nutraceuticals Pvt. Ltd.

Marsco Nutraceutical, founded in 2018, develops research-based, antibiotic-free products for aquaculture and poultry, targeting farmers in 7 states and government hatcheries and laboratories.

PROBLEM

Aquaculture faces challenges from infections, water/soil quality issues, and waste deposition, with antibiotics and chemicals yielding limited results and harming the environment.

SOLUTION

MARSCO Nutraceutical offers multifunctional, natural herbal products leveraging nanotechnology, microbiology, and herbal formulation to improve aquaculture's sustainability, social impact, and environmental footprint, meeting rising food demands.

KEY BENEFITS

- Effective against viral & microbial infections
- Reduces foul smell & organic waste
- Maintains optimal water pH
- Eco-friendly, cost-effective, and reduces mortality

Technology/Innovation

They are presently operating in the region of Andhra Pradesh & Telangana. To date, they supported 1000 Farmers by providing them with essential services. They have nearly 2000 plus regular customers and have employed 150 people.

About the Entrepreneur

Name of Founder: Mr. Mahider Bolem
Name of Startup: Marsco Nutraceuticals Pvt. Ltd.
Address: Andhra pradesh
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Website: www.marsco.in



Mr. Mahider Bolem
shriinidhii@gmail.com

Mr. Mahidhar Bolem, Founder & Director of Marsco Nutraceutical, has 24+ years of experience in aquaculture and poultry, 9 years in ICICI Bank's agri-business department, and holds a PhD with 7+ research publications.



Meher Beverages

Meher Beverages, founded in 2015, offers nutraceutical food and beverages, aiming to promote healthy lifestyles by providing scientifically-backed functional food and drink options.

PROBLEM

Vitamin C is in high demand due to its health benefits. However, extracting it from Amla (Indian Gooseberry) is not economically feasible. Some products falsely claim to contain 25% vitamin C extract from Amla, when in fact they may contain fermented vitamin C mixed with Amla extract.

SOLUTION

Meher Beverages' Functional Buddha is a 100% natural Vitamin C + Zinc mix, using Moringa, Guava Leaves, and Liposomal Technology. They employ a chemical-free water extraction process and offer 23 products, including drinks, soups, and snacks, across five categories.

KEY BENEFITS

- Boosts immune system through the synergistic action
- No synthetic or additives used
- No fermentation in production processes

Technology/Innovation

They are developing nutraceutical foods and beverages that will act as interceptive medicine. They have supported 200 farmers through their work and employed ten people. They have nearly 100-200 customers monthly. And their revenue for the financial year 2019-2020 stands at ₹10 Lakhs.

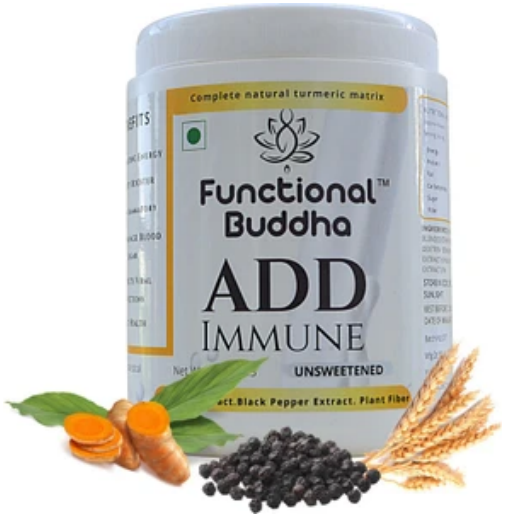
About the Entrepreneur

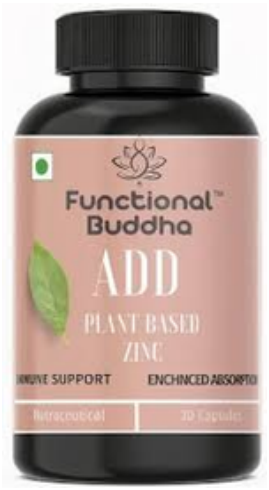
Name of Founder: Mr. Pandu Simharaju
Name of Startup: Meher Beverages
Address: Hyderabad
Email Id: simharaju@yahoo.com
Website: www.functionalbuddha.com



Mr. Pandu Simharaju
simharaju@yahoo.com

Pandu Simharaju, founder of Meher Beverages, holds a degree in Agricultural Science and an MBA from Dublin Business School, with 17 years of strategy consulting experience in Ireland, spanning health, high-tech, and other industries.







North East Farm Sales

North East Farm Sales, founded in 2019, is a social startup promoting North East India's agri, horticulture, and allied products globally, while uplifting women and farmers' livelihoods through processing, packaging, and innovation.

PROBLEM

The North-eastern Region faces challenges in processing and packaging agricultural products, resulting in limited marketing, investment, innovation, and shorter shelf life, ultimately affecting customer base.

SOLUTION

North East Farm Sales provides end-to-end processing, packaging, logistics, investment, marketing, and accounting support to farmers, offering innovative value-added products and eco-friendly packaging solutions to enhance product value.

KEY BENEFITS

- Innovative value-added products
- Generates market-ready products
- Easy-to-open seal and vacuum packaging
- Increases shelf life
- Prevents bug issues

Technology/Innovation

Presently they have scaled up their operations pan India. To date, they have supported 1000 farmers and employed nine people. They have a monthly customer base of 10 people. Their revenue for the financial year 2020-21 stands at ₹ 11 Crore.

About the Entrepreneur

Name of Founder: Mr. Bhanu Pratap Singh
Name of Startup: North East Farm Sales
Address: Guwahati (Assam)
Email Id: ednortheastsales@gmail.com
Website: www.northeastsales.in



Mr. Bhanu Pratap Singh
ednortheastsales@gmail.com

Mr. Bhanu Pratap Singh has Completed EPGDIM, International & Industrial Marketing from Indian Institute of Foreign Trade



Nutrivative Foods Pvt Ltd

Nutrivative Foods, founded in 2016, offers natural, organic, and wholesome superfoods to cater to India's growing demand for nutritious food options, addressing poor dietary habits amidst changing lifestyles.

PROBLEM

The fast-paced lifestyle limits healthy food options, leading to processed food consumption and poor dietary habits. Additionally, farming is often a low-paying profession, affecting farmers' livelihoods.

SOLUTION

They promote the growth of food grains like Quinoa, Chia, Teff, and Amaranth, Millets, etc., among the farming community. These grains have superior nutritional value and will add value to the diet of consumers. At the same time, these are highly remunerative crops for farmers.

KEY BENEFITS

- Crops are grown in India instead of importing from outside
- Higher nutrition than regular staple foods
- Low fertilizer usage
- No Pesticide usage
- Less irrigation requirement

Technology/Innovation

Nutrivative Foods operates in India and 5 international countries, supporting 1,500+ farmers, employing 30 people, serving 1,500 monthly customers, with a revenue of ₹3.8 Crore in FY 2020-21.

About the Entrepreneur

Name of Founder: Mr. Rakesh Kilaru
Name of Startup: Nutrivative Foods Pvt Ltd
Address: Hyderabad
Email Id: krakesh@nourishyou.in
Website: https://www.kaizatech.com/kaizabio



Mr. Rakesh Kilaru
krakesh@nourishyou.in

Rakesh. K, the founder, has a graduate degree in Biotechnology from VIT Vellore and a Master's degree in Technology Entrepreneurship from NTU Singapore.





Om Bio-fertilizers

Founded in 2016, Om Bio-Fertilizers, a startup based out of Nagpur, Maharashtra, manufactures & markets biofertilizers to promote organic agriculture.

PROBLEM

Excessive use of chemical fertilizers damages crops, soil, and water, causing issues like impeded seed germination, nutrient absorption problems, soil acidification, and increased cultivation costs.

SOLUTION

They've developed bio-fertilizers, which are live microorganisms providing nutrition, enriching soil and atmosphere, and indirectly supplying nutrients to plants, offering a sustainable alternative to chemical fertilizers.

KEY BENEFITS

- Improves soil health
- Low-cost product
- Better produce & income for farmers.

Technology/Innovation

They operate from Maharashtra, plan to expand nationwide and export soon, having supported 1,200 farmers, employing 3 regular staff and 15-20 daily wage workers, serving 400-500 farmers monthly, with a revenue of ₹15 lakhs.

About the Entrepreneur

Name of Founder: Mrs. Priti Sonkusare
Name of Startup: Om Bio-fertilizers
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Email Id: pritissonkusare@gmail.com
Website: https://www.ombiofertilizer.com/



Mrs.Priti Sonkusare
pritissonkusare@gmail.com

Mrs. Priti Sanjay Sonkusare, the founder, holds a Masters in Sciences in Agriculture and has prior business experience. She is also a certified organic farming Farm Advisor.



Renuka Bio farms

Renuka Bio Farms, founded in 2017 by S. Rajendra Nath Reddy, aims to strengthen the agricultural value chain and enhance small farmers' income through better post-harvest management solutions.

PROBLEM

India faces significant post-harvest losses of 12-16 million metric tons of food grains annually, valued at over ₹50,000 crores, which could feed one-third of India's poor population.

SOLUTION

They offer research-driven dry chain solutions to farmers that help them to reduce post-harvest losses. They also give low-cost & efficient seed and grain storage solutions.
All in all, this greatly aids in enhancing the incomes of small and marginal farmers.

KEY BENEFITS

- Low-cost instruments to monitor grain moisture
- Hermetic grain storage to reduce post-harvest losses
- Devices to test-control the grains

Technology/Innovation

Presently they are operating in Andhra Pradesh, Telangana, and Tamil Nadu. In the future, they aim to expand their work pan India. To date, they have supported 600 plus farmers and employed six people.

About the Entrepreneur

Name of Founder: Mr. Rajendranath Reddy Sanadi
Name of Startup: Renuka Bio farms
Address: Andhra Pradesh
Email Id: srajanpavani@gmail.com
Website: www.rootsgoods.com



Mr. Rajendranath Reddy Sanadi
srajanpavani@gmail.com

S. Rajendra Nath Reddy, the founder, is a Graduate in Agriculture. He holds a Postgraduate degree in Environmental Sciences and has over 25 years of experience in Agriculture and Allied Projects.



Roots Goods

Roots Goods, founded in 2018, is a platform that connects maize and moringa farmers to wholesale buyers in India and Europe, ensuring fair prices for their produce through its specialized hardware and services.

PROBLEM

Farmers lack access to grading devices, relying on experience to determine quality, while buyers must travel to inspect produce in person, resulting in under-evaluation and reduced negotiating power for farmers.

SOLUTION

Their AI device and mobile app enable farmers to grade crops from their farms, setting accurate prices and reducing travel and transportation costs for both farmers and buyers, who can now assess quality remotely.

KEY BENEFITS

- AI for pest/disease management
- IoT for water management
- Warehouse/billing management for direct sales
- Intelligent sorting machine for quality processed food

Technology/Innovation

They are presently operating out of Bengaluru, Karnataka. To date, they have supported 1200 farmers and employed 12 people. They have a yearly customer base of 500 people.

About the Entrepreneur

Name of Founder: Mr. Sachin Hegdekudgi
Name of Startup: Roots Goods
Address: Bengaluru
Email Id: hegdekudgi@rootsgoods.com
Website: https://rootsgoods.com/



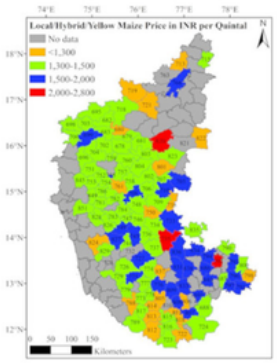
Mr. Sachin Hegdekudgi
hegdekudgi@rootsgoods.com

Sachin Hegdekudgi, CEO of Roots Goods, holds a Master's in Energy and Resource Economics from the Technical University of Munich, Germany, and has prior experience as a consultant in asset management, electrical engineering.









Sairadhya Organics and Seed Technology Pvt. Ltd.

Sairadhya Organics, founded in 2020, offers organic seed coating and stimulating products/services for the seed/agriculture industry, providing chemical-free solutions to enhance farmers' income, targeting B2B (seed industries, corporate farms) and B2C (rural farmers) segments.

PROBLEM

India's seed industry faces significant losses (15-20%) due to inefficient chemical seed treatment, which harms farmers, consumers, and the environment, highlighting the need for safer, organic alternatives.

SOLUTION

They've developed an innovative, eco-friendly Organic & Biological Seed Coating technology, applying a customized blend of bio-fungicides, bio-insecticides, bio-stimulants, and micronutrients to seeds for enhanced protection and growth.

KEY BENEFITS

- Improves soil fertility
- No health risks to laborers
- Healthy crops & higher yields

Technology/Innovation

Under the B2B segment, their target is Seed Industries, Corporate farming industries, and organized FPOs & NGOs. Under the B2C segment, they are targeting rural-level farmers.

About the Entrepreneur

Name of Founder: Mrs. U Sandhya Yadav
Name of Startup: Sairadhya Organics and Seed Technology Pvt. Ltd.
Address: Hyderabad
Email Id: kavali.raghavendra@rediffmail.com
Website: www.sairadhya.com



Mrs. U Sandhya Yadav
kavali.raghavendra@rediffmail.com



Sajaivico India Private Limited

Sajaivico India, founded in 2019, is a startup focused on dairy farming and food processing, promoting sustainable rural development through a native cow-centric approach, benefiting rural and urban populations, agriculture, environment, and preserving native cow breeds.

PROBLEM

Modern agriculture's high input costs and low output returns drive farmers to migrate to urban areas, living in poor conditions. To address this, it's essential to create livelihood opportunities in rural areas, tackling the root cause of migration.

SOLUTION

Sajaivico India developed a natural herbal formula to improve cow health and milk quality, while providing farmers with additional income sources beyond agriculture. They bridge the rural-urban divide, benefiting both parties.

KEY BENEFITS

- Uses natural herbs
- Provides farmers with extra source of income
- Quality milk for urban consumers

Technology/Innovation

Presently their reach is all over India. They have 100 customers every month. To date, they have supported 50 farmers and employed eight people. Their revenue for the financial year 2019-20 stands at ₹ 1200000.

About the Entrepreneur

Name of Founder: Mr. Anuj Singhai
Name of Startup: Sajaivico India Private Limited
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Email Id: anujsinghai1989@gmail.com
Website: http://www.sajaivicoindia.com/



Mr. Anuj Singhai
anujsinghai1989@gmail.com

Dr. Anuj Singhai, the founder, holds a Ph.D. degree. He holds a Bachelor's degree in Pharmacy & a Master's in Business Administration and has more than four years of work experience.



Sids Farm Pvt. Ltd.

Sid's Farm (est. 2016) promotes health and wellness by providing pure, adulterant-free milk and milk products sourced from local farmers using sustainable dairy practices. They also offer training and farm tours to educate farmers and customers.

PROBLEM

The dairy market is severely adulterated, with widespread use of antibiotics and detergents. FSSAI surveys reveal most milk brands fail quality tests. Health-conscious consumers seek unadulterated milk products, but few reliable options exist.

SOLUTION

Sids Farm ensures quality through advanced technology, rigorous lab testing, and chilling/pasteurization processes, even providing customers with free testing kits for added transparency.

KEY BENEFITS

- 100% tested milk & products
- No preservatives, antibiotics, or hormones
- Easy ordering via app or partner stores (bbdaily, SUPRdaily, Qubag, etc.)

Technology/Innovation

Sids Farm operates in Hyderabad, employing 100 people, supporting 1000 farmers, serving 15,000 daily customers, and generating ₹24 Crore in revenue for 2019-2020.

About the Entrepreneur

Name of Founder: Mr. Indukuri Kishore Kumar
Name of Startup: Sids Farm Pvt. Ltd.
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Website: www.sidsfarm.com



Mr. Indukuri Kishore Kumar
kishore@sidsfarm.com

Dr. Kishore Indukuri, Founder & Director of Sid's Farm, holds degrees from IIT Kharagpur and University of Massachusetts. He started Sid's Farm after returning to India, driven by the need for organic food options, leveraging his 12+ years of experience in milk production and dairy processing.



Shuvoneel Ras System Pvt. Ltd.

Founded in 2019, SNRAS SYSTEMS is a startup operating in the aquaculture sector and working to increase the production of aqua farmers through a cost-effective nano aquaculture system.

PROBLEM

The global fish supply is declining by 50% due to overfishing, while freshwater ponds face low production output due to unavailability of quality fingerlings and ineffective farming technologies. This results in a high crop loss rate of 300% and decreased production by 3-4 times.

SOLUTION

BLUEBOX, a nano-aquaculture system, integrates with existing aquaculture infrastructure to maintain optimal water quality, boosting fish productivity by 30x and reducing mortality by 4x.

KEY BENEFITS

- More cost-effective
- Power effective-runs on solar power
- Cost-effective parts & easily serviceable locally

Technology/Innovation

Nano Aquaculture system BLUEBOX. BLUEBOX operates in Maharashtra, West Bengal, and Madhya Pradesh, supporting 25 farmers, employing 10 people, and generating ₹60 Lakhs in revenue (FY 2019-20).

About the Entrepreneur



Mr. Suvadeep Sarkar
snrassystems@gmail.com

Name of Founder:	Mr. Suvadeep Sarkar
Name of Startup:	Shuvoneel Ras System Pvt. Ltd.
Address:	Maharashtra
Email Id:	snrassystems@gmail.com
Website:	www.snrassystems.com

Mr. Suvadeep Sarkar is the CEO of SNRAS SYSTEMS and inventor of the Blue Box, holding a degree in Electrical, Electronics & Communication Engineering, with prior experience as Business Development Manager and Director at various firms.







Turfpearl Agritech Private Limited

Turfpearl Agritech, founded in 2018, supports farmers in growing aromatic, medicinal, and spice crops, providing them an additional income source while supplying raw materials to the Flavour, Fragrance & Pharmaceuticals industry

PROBLEM

The essential oil industry suffers from a supply of quality raw materials. Another issue is adulterated raw materials. Both of these cause a demand-supply imbalance.

SOLUTION

Turfpearl tackles the issue by promoting model and contractual farming of essential herbs, guiding farmers from seed procurement to harvest, and connecting them to FMCGs and pharmaceuticals. This provides farmers with a stable alternate income source and saves them from distress sales.

KEY BENEFITS

- Quality checks for adulteration & composition
- Best prices for customers & fair prices for farmers
- Sustainable farmer income with minimal market fluctuations

Technology/Innovation

Tackling demand supply gap in essential oil industry by getting farmers involved in contractual & model farming of essential herbs.Turfpearl Agritech operates pan-India, supporting 1000 farmers, employing 9 people, with a monthly customer base of 10, and a revenue of ₹11 crore in FY 2020-21.

About the Entrepreneur

Name of Founder: Dr. Vishwa Priya
Name of Startup: Turfpearl Agritech Private Limited
Address: Andhra Pradesh
Email Id: smtangutooru@gmail.com
Website: www.turfpearl.com



Dr. Vishwa Priya
smtangutooru@gmail.com

Dr. Vishwa Priya Podduturi, the founder, has a doctorate in Engineering and Sciences from Louisiana Tech University, USA. She has three years of experience in the Agri Industry.



Vruksha Kuteeram

Vruksha Kuteeram is a startup operating in the field of landscaping along with Agriculture and Allied services. They also undertake projects of eco-scaping

PROBLEM

Addressing the lack of green spaces and parks in urban areas of Hyderabad due to overpopulation and excessive pollution.
The other problem they address is the lack of chemical-free food & milk products leading to poor health among the consumers.

SOLUTION

Solution is providing landscape design & gardening services in urban areas.

KEY BENEFITS

- Creates green spaces in urban settings
- Help to provide farmers with better incomes

TECHNOLOGY/INNOVATION

Ability to serve multi-locational clients with good facilities. Right plant as per the location/land, good ethical business policies, highly qualified and professional team members, well-trained labour for farm maintenance.

About the Entrepreneur

Name of Founder: Anil Konduti
Name of Startup: Vruksha Kuteeram
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Email Id: vrukshakuteeram2017@gmail.com



Mr. *Anil Konduti*
vrukshakuteeram2017@gmail.com

Anil Konduti, the founder, holds a Masters in Agri-Business Management.





Good & Happy Botanics Pvt Ltd

G & H Food Co is operating in the health and wellness sector. The startup got founded in the year 2020. Their product focuses on solving the nutrition problem in the country and the world over by bringing the knowledge of modern agriculture to consumers.

PROBLEM

Address the non-availability of nutritious leafy green vegetables for the consumers.

SOLUTION

A revolutionary solution for combating malnutrition and promoting a healthy lifestyle home microgreens kit. With eco-friendly chambers and customized seedbeds, growing nutrient-dense vegetables at home . Hydroponic process, coupled with natural materials, ensures optimal conditions for seed growth without the need for electricity.

KEY BENEFITS

- Supports year-round growth of sprouts & microgreens
- The use of natural products in the seed bud and seed pod promotes a healthy lifestyle

TECHNOLOGY/INNOVATION

Use the hydroponic system to grow plants. Designed an innovative eco-friendly bud pod to grow sprouts & microgreens.

About the Entrepreneur

Name of Founder: Babu Paul
Name of Startup: G&H FOOD Co.
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Email Id: babupaulin@gmail.com



Mr. *Babu Paul*
babupaulin@gmail.com

Mr Babu Paul is the founder and CEO of G & H Foods Co.





Babu Paul

Shiva Agriclinic

Shiva Agriclinic operates in the health and wellness sector. They focus on providing food and health products which give the health benefits and standard by our natural oilsThe startup got founded in the year 2020.

PROBLEM

Address health issues caused due to the consumption of contaminated oil.

SOLUTION

They are in the business of producing healthy oils namely groundnut, coconut, sesame oil. They extract pure, natural chemical free oil.

KEY BENEFITS

- Directly extraction of oil from oil seeds
- Providing good health benefits
- Decreasing the body fat
- And weight loss of body with health immunity
- No allied chemicals organic way

TECHNOLOGY/INNOVATION

Supply the oil extracted directly from the extractor machine.
Use the wooden extracting machine to derive oil from oilseeds and pack it and sell it to customers.

About the Entrepreneur

Name of Founder: G Shiva Kumar
Name of Startup: Shiva Agriclinic
Address: Nagarkurnool,Telangana
Email Id: deekshithshiva5555@gmail.com



Mr. G Shiva Kumar
deekshithshiva5555@gmail.com

G Shiva Kumar, the founder, holds a polytechnic degree in Agriculture and has over three years of experience in agriculture.



Pashushala.com

Focus area of Pashu Shala is animal husbandry and trade. Working toward creating an alternative source of reliable income for farmers through animal husbandry and trade. Startup got founded in the year 2018.

PROBLEM

Address the knowledge gap in the livestock business; lack of access to the reliable seller, lack of knowledge about market rates, financial aid, logistics & transportation etc. making it easy for both the buyers and the sellers to do quality and assured purchases.

SOLUTION

Pashushala.com is an integrated one-stop marketplace (Web portal + App) for trade of livestock and livestock-related products and other services. This platform breaks the geographic barriers, fills in the knowledge gap, provides access to quality stock, takes care of transportation, ensures secure money transactions, and provides veterinary support for livestock.

KEY BENEFITS

- Channel of trade of Livestock
- Advanced technological and user-friendly solution
- Transportation and Insurance Facility.

TECHNOLOGY/INNOVATION

An integrated eCommerce platform to promote livestock trade.
A mobile app and web portal as the interface. They utilize intelligent cognitive and machine learning algorithms to harness data and support buyer, seller, and ecosystem partners like Veterinary Doctors, Feed Agencies, Insurance Agencies, and Transport Agencies.

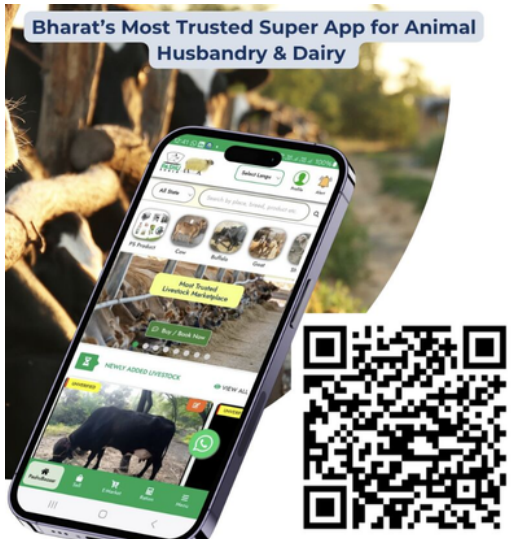
About the Entrepreneur

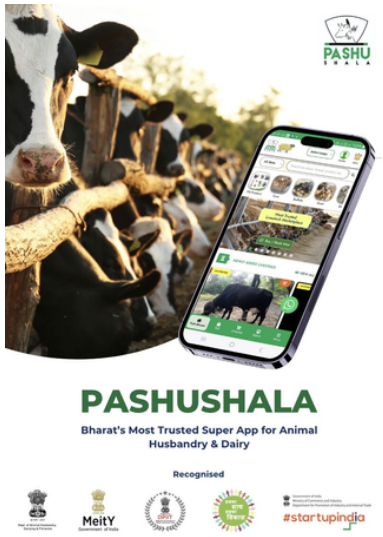
Name of Founder:	Gaurav Chaudhary
Name of Startup:	Pashushala.com
Address:	Bangalore, Karnataka
Email Id:	gaurav@pashushala.com
Website:	www.pashushala.com



Mr. Gaurav Chaudhary
gaurav@pashushala.com

Gaurav Chaudhry, the CEO, holds a Masters in Business Administration.







Organic Choice @India

Organic Choice is a startup operating in post-harvest values addition and value addition. The startup got founded in the year 2020.

PROBLEM

Address the inefficiencies in present-day agriculture due to the length of the agri value chain; high cost of cultivation, huge post-harvest food loss, poor logistics & transportation facilities, hike in price at the consumer's end

SOLUTION

Work to develop a chain of organic farms across India to provide consumers with locally grown vegetables. Sustainable agricultural practices among farmers and connect the farmers directly with the consumers. Consumers get locally grown fresh vegetables at reduced cost with complete traceability
Plan to generate employment for local people through local processing units.

KEY BENEFITS

- Promotes sustainable agriculture
- Local employment generation
- Fresh & healthy food options for consumers
- Farmer's get fair money for their produce

TECHNOLOGY/INNOVATION

Reengineering agri value chain through sustainable farming and local employment generation.Focus on providing daily kitchen products such as Grains, Pulses, Milk, Vegetables, Fruits, Spices, Honey, Mushroom etc. healthy products from farms directly to the end consumers.

About the Entrepreneur

Name of Founder: Jayaprakash Giri
Name of Startup: Organic Choice @ India
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Mr. *Jayaprakash Giri*
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AURIC COSMO

AURIC COSMO founded in 2021, The technology ensures the welfare of the snails while producing high-quality mucin for skincare and cosmetic products, addressing ethical concerns in the industry.

PROBLEM

Limited availability of cruelty-free, ethically sourced snail mucin in skincare and cosmetic industries

SOLUTION

Innovative snail farming techniques and ethical extraction technology provide a sustainable and cruelty-free source of high-quality snail mucin.

KEY BENEFITS

Access to premium quality snail mucin for skincare and cosmetic products, promoting ethical practices in the industry, and contributing to sustainable farming methods.

TECHNOLOGY/INNOVATION

Development of a cruelty-free technology prototype for culturing, rearing, and ethically extracting snail mucin.

About the Entrepreneur



Mr. Vikram Singh S
invitrovikramsingh@gmail.com

Name of Founder:	Mr. Vikram Singh S
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Mr. Tejas Ashok Ladkat is the founding-partner of Axis Agrotech.





Aadhiyaran Agrarian Services Private Limited



Name of Founder: Silambarsan
Name of Startup: Aadhiyaran Agrarian Services Private Limited
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The focus of Aadhiyarn Agrarian Services is to provide small & marginal landholding farmers with regular income through sustainable agricultural practices like bio-fencing,intercropping,integrated pest management,integrated weed management,micro irrigation etc. The startup was founded in the year 2020.

PROBLEM

Low horticulture productivity stems from poor planting material availability. Quality is key for high yield. We provide sourcing info for authentic, affordable materials to boost productivity and yields.

SOLUTION

Solution involves providing small & marginal farmers with inputs, free agriculture extension services, technologies, knowledge about govt schemes and policies, effective utilization of available resources. They get farmers involved in three ways:

1.Partnership Farming
2. Employment Farming
3. Self Farming

KEY BENEFITS

- No financial crisis of farmers & Improving quality life of farmers family
- Preserving indigenous crops, livestock & biodiversity in the rural area
- Producing indigenous chemical-free nutrients food for consumers.

TECHNOLOGY/INNOVATION

Promotes sustainable location-specific integrated farming practices among the small and marginal scale farmers to support them to obtain a secure monthly income of 12-22k from their 50 Cents of land through services like employment farming, self-employment farming and partnership farming.

Exotics Farms

Name of Founder: Vishnupriya
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Exotic Farms is a startup operating in the post-harvest and value addition field. The startup was founded in the year 2019.

PROBLEM

Working to address post-harvest losses in the agri supply chain due to a lack of storage facility.

SOLUTION

Have to build a technology that will turn the vegetables and fruits into value-added products in less time. Thus they can save many products before the end of their shelf life. They are targeting all small and middle scale farmers so far.

KEY BENEFITS

Provide consulting services to the farmers on procuring the crop from the farm, converting it into value-added products and marketing and selling them.

TECHNOLOGY/INNOVATION

Technology will convert the vegetables and fruits into value-added products before the end of their shelf life

Ac.Poulty(Automization)

Name of Founder: Devkar Akshay Ganesh
Name of Startup: Ac.Poulty(Automization)
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Focus is on the production of high-quality chicken to meet the daily nutrition requirement of the customer with the help of AC atomization. The startup got founded in the year 2021.

PROBLEM

Address the lack of automation in feeding & temperature maintenance in poultry farms

SOLUTION

Solution automates the feeding system and requires minimum human intervention.

KEY BENEFITS

- Disease-free birds
- Early weight gain of birds

TECHNOLOGY/INNOVATION

Automation of the feeding system;automated water supplies to birds & temperature control.

Efarm Mandi

Name of Founder: Aman Raj
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Intend to provide training to farmers on modern techniques to help them in farming, right from cropping to selling the farm produce. The startup got founded in the year 2020.



PROBLEM

Address the issue of high input costs for small landholding farmers. They also intend to resolve the wastage of farmland & wastage of gobar, urine etc.



SOLUTION

Farmer groups, train them to establish manufacturing units for crop refinement and vermicompost. Provide step-by-step guidance and a marketplace to sell products. E-Farm Mandi creates a platform for buying agricultural supplies, offers training on value addition, and facilitates vermicompost production.

TECHNOLOGY/INNOVATION

Provides training to farmers on farming and connecting them to the market.

Anaaj Naturals

Name of Founder:	Arjun Majhi
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Anaaj Naturals is operating in the natural & organic farming food ecosystem. Their objective is to promote and develop an organic food ecosystem for a healthy lifestyle among customers. The startup was founded in the year 2019.



PROBLEM

Address the lack of clean, healthy & nutritious foods for customers, a cause of many diseases. They also address the lack of price realization at the farmer's end despite supplying natural/organic products and investing heavily on inputs.



SOLUTION

Solution is to provide a platform for farmers where they learn, collaborate & become aware of all aspects of farming like inputs, market rates,chemical-free food etc. And decide for themselves



KEY BENEFITS

Equip the farming community with A to Z help and support to promote sustainable agriculture and provide the consumers with low-cost natural/organic food products.

TECHNOLOGY/INNOVATION

Sell the perishable and organic food products procured from the producers (Individual farmer, FPOs, SHGs) directly to the consumers through an order placed on WhatsApp, after labelling them under their brand name.

Farmtruck

Name of Founder: Ramakrishna Devisetty
Name of Startup: Farmtruck
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Focus area of Farmtruck is the Agri-Tech Supply chain of perishables fruits. FarmTruck is a B2B digital marketplace that uses technology to help bridge the gap between millions of Indian farmers and buyers.

PROBLEM

Address the inefficiency in supply chain management of fresh produce & the lack of trustworthy market linkages for farmers to sell their produce for a better price.

SOLUTION

India's pioneering fruit marketplace. Our web application connects buyers, sellers, and service providers seamlessly. Farmers can list their produce for sale, while buyers can post their specific requirements. Transactions are completed when demands align, with the option for buyers to use Logistics or their own. Simplifying fruit trading for everyone.

KEY BENEFITS

- 25% more profit for farmers
- 20% fewer prices for buyers
- Transparent Supply chain
- Food Traceability
- Real-time market updates
- No Middlemen

TECHNOLOGY/INNOVATION

An online platform to connect farmers and farm produce to the customers and the market.Objective is to provide Market linkages for farmers, Nationwide visibility and demand for fruits, a Technology-driven supply chain for perishables & Employment creation for rural youth.

Ajay Aloe Industries

Name of Founder: Macherla Ajay Kumar Goud
Name of Startup: Ajay Aloe Industries
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Focus area of Ajay Aloe Industries is the harvesting and processing of aloe vera. The startup was founded in the year 2020.

PROBLEM

Address the demand and supply gap of aloe vera gel. The presence of few players in the market creates a monopoly over the aloe vera business.

SOLUTION

Solution is chemical-free cultivation of aloe vera and providing extracted peel as raw material to customers, saving their time to worry about procurement. Their raw material is used in hair care, skincare and oral care products.

KEY BENEFITS

- High-quality product (hands-free)
- Grown organically without any chemicals.

TECHNOLOGY/INNOVATION

Extraction of aloe vera gel from the leaf through simple peeling machinery.

Sri Aadhi Coir Products

Name of Founder: K R Nigil Gunal
Name of Startup: Sri Aadhi Coir Products
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Focus area is post-harvest services of coconut husk including production of coir ropes and decomposed coir pith blocks from coconut husk. Presently in the ideation stage.

PROBLEM

The use of soil substrate as a medium to grow plants in urban terrace gardening calls for an alternative as the soil as a medium has much weight and less water retention capabilities. Soil media leads to seepage and infiltration in buildings causing problems.

SOLUTION

Offer coir pith plant growing media for urban terrace gardening. Local coir pith mixed with cow-dung slurry, decomposed, and formed into 5kg blocks, individually packed or delivered according to customer requirements.

KEY BENEFITS

- Source of income to rural women by making coir making activity
- Alternate to soil substrate for terrace gardens
- Promotes organic cultivation
- Coir piths can be used in dry conditions & demands less water.

TECHNOLOGY/INNOVATION

Technology-based production of decomposed coir pith blocks using cow dung.

Stormstack Technologies Private Limited

Name of Founder: Aryapalli Sivasena Reddy
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Stormstack Technologies works to address the key issues of WIWA clients like the prediction of RSSC, Analysis of the Spatio-temporal aspects of land use and climate change. The focus of Stormstack is irrigation management, ICT in Agriculture, Natural Resources Management, Water Resources Conservation & Precision Agriculture. Stormstack got founded in the year 2020.

Problem

Water infrastructure companies and agencies face challenges due to data scarcity. Our solution analyzes land use and climate change effects on ungauged watershed hydrology, aiding in timely project execution.

SOLUTION

Introducing Deplorable Technical Solutions (DTS) for ungauged catchments. User-friendly application utilizes AI, soft computing, and spatial tech to generate discharge/runoff/streamflow data, addressing hydrological data anomalies for effective water project planning.

KEY BENEFITS

The unique competitive advantage is that there is no specific technology vendor for irrigation solutions in ungauged catchments.

TECHNOLOGY/INNOVATION

Usage of Deplorable Technical Solutions (DTS) to address the critical scarcity of data in ungauged catchments/watersheds.

RKVY-RAFTAAR

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

The objective of RKVY-RAFTAAR is to support incubation of agribusiness by tapping and harnessing the innovations and technologies for creating new ventures in agriculture. Under regular RKVY-RAFTAAR scheme, 70% of the annual outlay is allocated among States according to the given criteria under three heads, viz.,
(1) Infrastructure & Assets;
(2) Valueaddition- linked Production Projects (Agribusiness Models); and
(3) Flexi Funds.

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

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

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

MANAGE–CIA

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

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

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

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



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