Scaling Agri-Startups:
Promoting Innovations

Rashtriya Krishi Vikas Yojana (RKVY)

Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RAFTAAR)



Startup Agribusiness Incubation Programme (SAIP) - Cohort 1

Centre for Innovation and Agripreneurship (CIA)
(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of RKVY-RAFTAAR)

National Institute of Agricultural Extension Management (MANAGE)
Hyderabad, India
www.manage.gov.in

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Ministry of Agriculture & Farmers' Welfare

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Smt. G. Jayalakshmi, IAS
Director General, MANAGE

Startups play a crucial role in promoting innovations in the entrepreneurial ecosystem. Through innovation, several startups are not only challenging the dominance of established corporates and other traditional actors, but are also providing easier and innovative solutions to several emerging problems. The startups are vibrant with novel ideas and possess practical approach to identify creative ways to solve issues and also to provide better services. These startups, fraught with their innovation, have come to the rescue of afflicted farmers in solving the problems of Indian agriculture. The new breed of entrepreneurs and startups have started to lead the way for disrupting the agricultural sector in India. It has become imperative to blend agricultural strategies with technological innovations to leverage the efforts of agri startups. Big Data analytics, Supply Chain/market-linked model, Internet of Things (IoT), engineering-led innovations are the primary sub-sectors where agri startups are emerging.

The Government of India has taken several initiatives to boost support to the agri startups. From Information Communication Technologies (ICTs), mobile apps, farm automation, weather forecasting, and drone use to inputs retailing, equipment renting and online vegetable marketing, technology is pervasive. Multiple enabling policies have been implemented to support agri startups, their early take-off and successful operations. Agri startups offer a critical solution across the agricultural value chain in the form of a product, service or an application. The growth of startups in India needs a strong impetus for agri-sector to flourish. India has already built a credible name for itself in the global startup community. Now, it's time to make agri startups successful and propel India forward as a leader in the agri-technology sector too. MANAGE-Centre for Innovation and Agripreneurship (CIA) is well-equipped and fully geared up to make this happen for India.

(G. Jayalakshmi)”



Dr. Saravanan Raj
Director (Agricultural Extension), MANAGE &
CEO, MANAGE-Centre for Innovation and Agripreneurship (CIA)

This Coffee Table Book showcases the successful contributions of several agri startups and agripreneurs through their innovations in the agribusiness field, which has made a significant impact on the agribusiness startup community, in particular, and on the agricultural industry, in general. A few of the innovations highlighted in this publication include AgriRain's precision irrigation systems to save water and increase productivity; SPACPT's solar solutions to farmers; Intech Harness' AIdriven and IoT-ready solutions for water conservation and easy farm operations; Eco Agripreneurs' farmer training on scientific cultivation of crops to optimise agro-inputs and improve yield levels; JD Superfoods' direct integration of farms with existing food supply chain; Prakriti O Prakritik's marketing services for Fast-Moving Consumer Goods (FMCG) and processed organically-grown foods; ABY Farmers' solution to ensure better prices to farmers for their produce; Doctor Mushrooms' solutions to turn waste into useful products; Farmers Fresh Zone's services to swiftly deliver farm fresh produce to consumers; EasyKrishi's agribusiness model to ensure better agricultural practices; Farmify's solution to sponsor the cultivation activities of small and marginal farmers; AgWiq's IoT solutions for smart autonomous irrigation; Sri Suvarna Crop Clinic's diagnostic, guidance and consultancy services for pest and disease management; Vraksh Agritech's digital solutions to revolutionise agriculture; and Kultivate's solutions to make Indian agricultural industry data-science ready for 4.0 are noteworthy.

I hope these agri startups and agripreneurs will make it BIG through their innovative ideas and solutions, with the support of MANAGE and other stakeholders.

(Saravanan Raj)



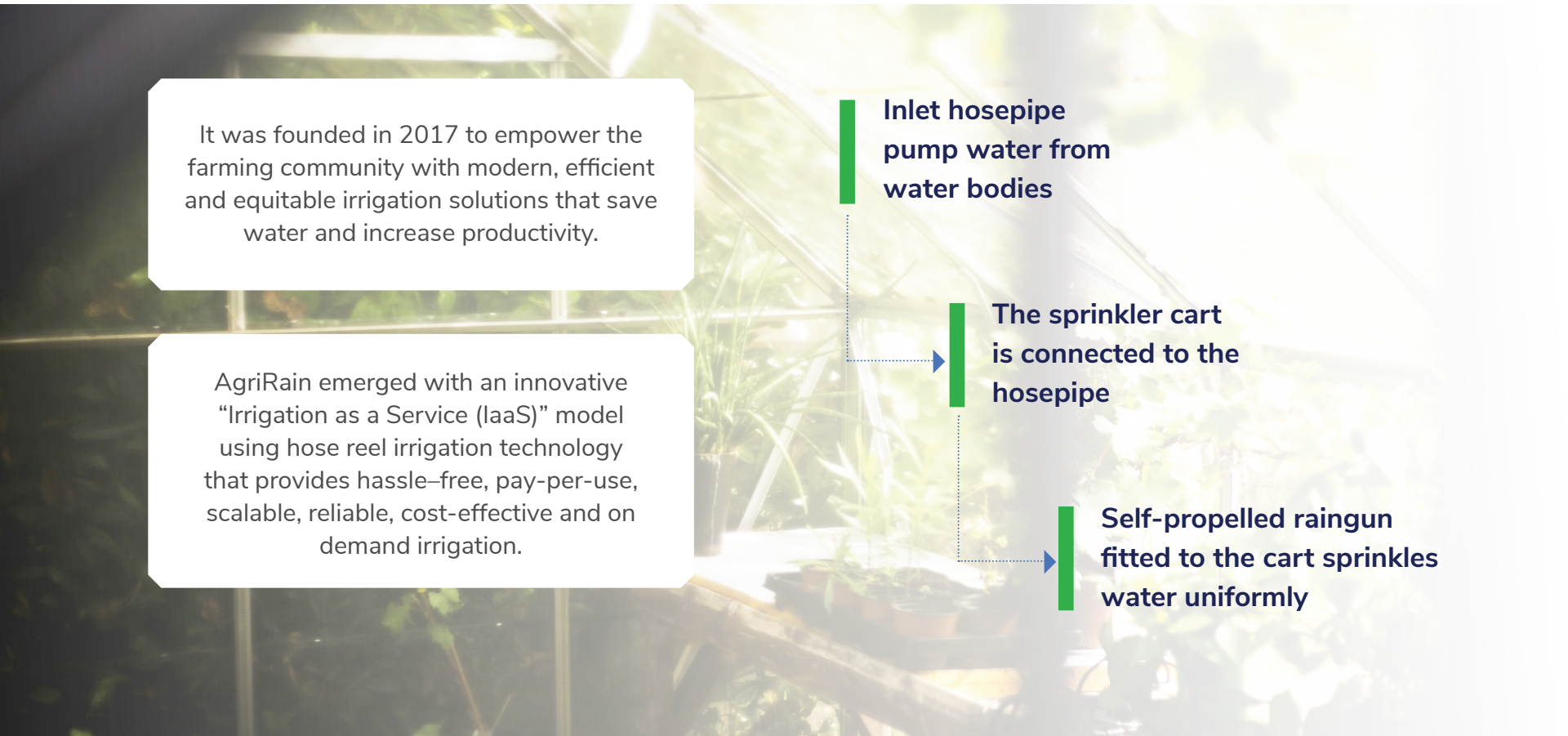


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Rural Entrepreneurship through Social Engineering

AgriRain is a precision irrigation systems company that deals with hose reel irrigators, which gives a complete irrigation package.



It was founded in 2017 to empower the farming community with modern, efficient and equitable irrigation solutions that save water and increase productivity.

AgriRain emerged with an innovative "Irrigation as a Service (IaaS)" model using hose reel irrigation technology that provides hassle–free, pay-per-use, scalable, reliable, cost-effective and on demand irrigation.

Inlet hosepipe pump water from water bodies

The sprinkler cart is connected to the hosepipe

Self-propelled raingun fitted to the cart sprinkles water uniformly



Srinivas Malladi
Founder, AgriRain

Mr. Srinivas Malladi (Malladi) is the founder of AgriRain and has been in the irrigation industry for over nine years as a Director of Business Development. His experience in Strategy and Marketing helped navigate complex markets and he was the first to introduce Irrigation as a Service (IaaS) in Rwanda and India. Prior to working in the irrigation industry, Malladi has had over 10 years of experience in IT Consulting, Corporate Strategy, Business Development, Business Process Improvement and managing large enterprise projects. He graduated with a Bachelor of Technology (Electrical Engineering) from Jawaharlal Nehru Technological University, India. He completed his MS Physics from Alabama A&M University in Huntsville and Executive Master of Business Administration from University of Nebraska, Omaha, U.S.

AgriRain's intervention in the region with IaaS through hose reel irrigator has led to precision irrigation with less use of water and labour. Hose reel can irrigate one acre of field at the rate of 20 mm in four hours. The cost of hose reel irrigation is less than the current cost incurred by farmers and is more convenient to operate. Using AgriRain's IaaS, 292 farmers irrigated their sugarcane crop across 19 villages in Bihar.

AgriRain wants to expand IaaS reach to 80,000 acres in one year.

Solar Solutions for Farmers

SPACPT Pvt. Ltd., & Consultancy Centre has invented machinery, viz., push-type high-clearance Solar Sprayer, Solar-operated Hydroponic Machine, Solar- operated Flourmill-cum-Mixer, Solar-operated Portable Cold Storage and Solar-operated Weeder.

The height of the Solar Sprayer boom can be adjusted depending on the crop height. The spray angle can be changed by varying the direction of nozzle fitted over the boom. The spacing between the nozzles can be adjusted according to the row spacing of crop.

The solar operated hydroponic machine collects solar radiation, which is then converted into electrical energy and stored in batteries.

SPACPT Pvt. Ltd.

- Push-type High-clearance Solar Sprayer
- Solar operated Hydroponic Machine & Weeder
- Solar operated Flourmill cum Mixer
- Solar operated Portable Cold Storage



Sangappa Sankanagouda
Founder, SPACPT Pvt. Ltd.

Mr. Sangappa Sankanagouda (Sankanagouda) graduated in Agricultural Engineering from University of Agricultural Sciences, Raichur, Karnataka. He showed keen interest in learning and embracing novelty. Knowledge of agricultural models and identifying the agricultural problems led to the innovation of affordable machineries in the sector.

After graduation, Sankanagouda underwent AC&ABC training in Bangalore, organised with, (MANAGE-Hyderabad) in 2014.

SPACPT Pvt. Ltd., & Consultancy Centre (SPL&CC) won the MANTHAN-2014 award and INR 1.5 lakh cash prize from Federation of Karnataka Chambers of Commerce & Industry (FKCCI), Bangalore. It also won the 'Green Summit' award from FKCCI, Bangalore, and 'Best Innovator Award' and 'Best Stall Award' from National Institute of Rural Development and Panchayati Raj (NIRDPR), Hyderabad. In 2018, SPL&CC won the 'Village Entrepreneur Award' from Y4D Foundation, New Delhi. It also won the 'National Entrepreneurship Award-2018'.

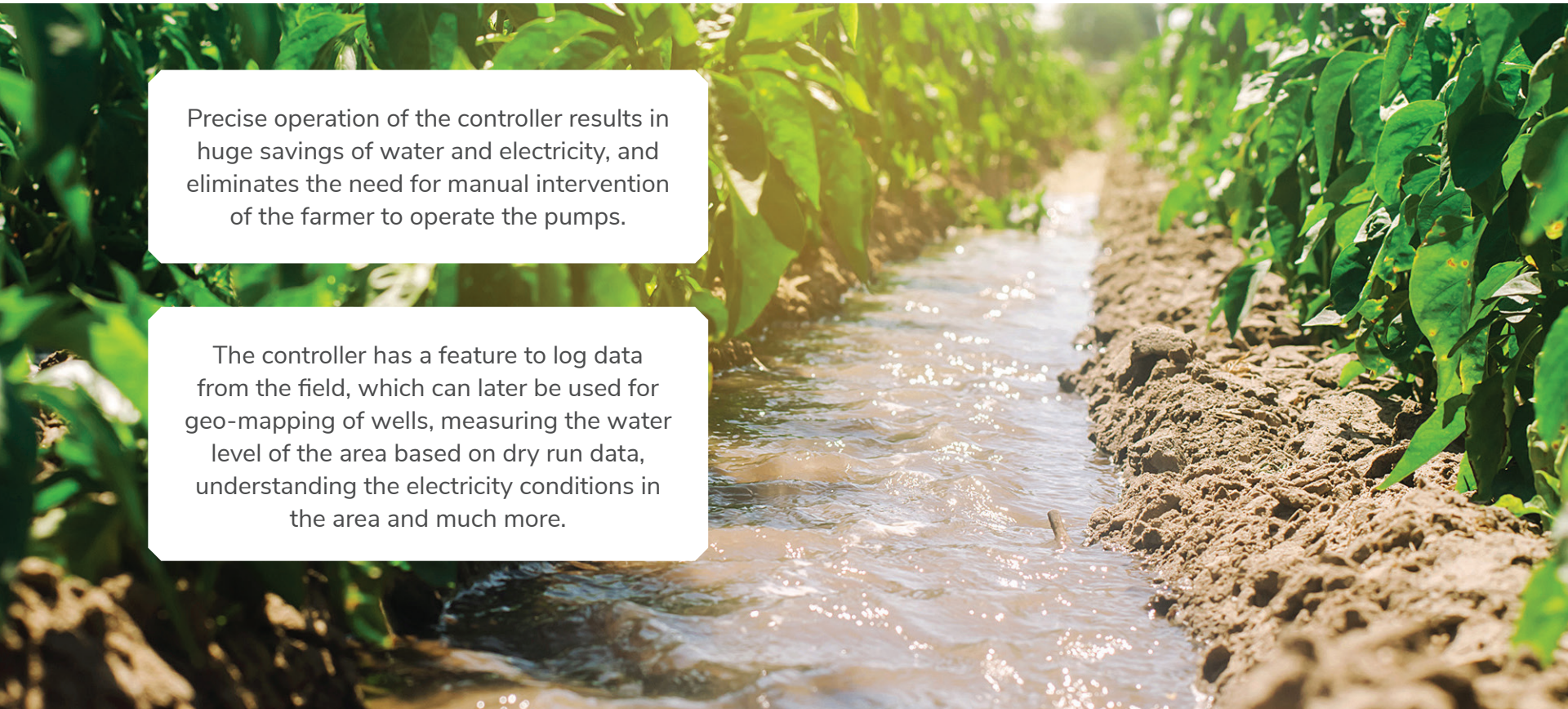
SPL&CC aspires to create employment opportunities to Indian farmers by creating innovations in agricultural and farm mechanisation sector.



AI Driven - Motor Controller

Technology for Easy Farm Operations and Water Conservation

Intech Harness Pvt. Ltd. is an agritech company that developed and Patented a AI-driven and IoT-ready Farmer Obedient Motor Controller for electric water pumps used for irrigation of agriculture farms.



Precise operation of the controller results in huge savings of water and electricity, and eliminates the need for manual intervention of the farmer to operate the pumps.

The controller has a feature to log data from the field, which can later be used for geo-mapping of wells, measuring the water level of the area based on dry run data, understanding the electricity conditions in the area and much more.



Tarang Patel
Founder, Intech Harness Pvt. Ltd.

Mr. Tarang Patel (Patel) is a highly experienced sales and business development professional and Market Analyst with broad–based expertise in Finance. Patel has proven ability to quickly analyse key business drivers and develops strategies to grow the bottom line.

At the onset, Patel's project was selected by the United Nations Industrial Development Organisation (UNIDO), where they evaluated the startup's product / technology based on Social Impact as well as contribution towards Sustainable Development Goals in the agriculture/ irrigation field.

Later, the startup was selected by UNIDO for Accelerator Programme. Patel was also selected by MANAGE as incubatee. His startup was the finalist of 'Startup India Maharashtra Yatra' and won the first prize at WE School Mashup Competition.

Patel aspires to make his startup a world leader in Digital Irrigation.

Towards a Pesticide Residue–free Farmer's Produce

Eco Agripreneurs are a network of agricultural professionals who focus on training farmers on scientific cultivation of crops to improve yield levels, optimising use of agro-inputs, and reducing pollution.

Eco Agripreneurs supply necessary agro-inputs to farmers and markets residue-free rice called "Eco Rice" to customers, which makes it a unique innovation, benefitting all stakeholders.

By developing 'Eco Farms', which are more resilient to climate change, this startup aims to produce pesticide residue-free healthy foods as per global standards.





M. Nagana Gouda
Founder, Eco Agripreneurs

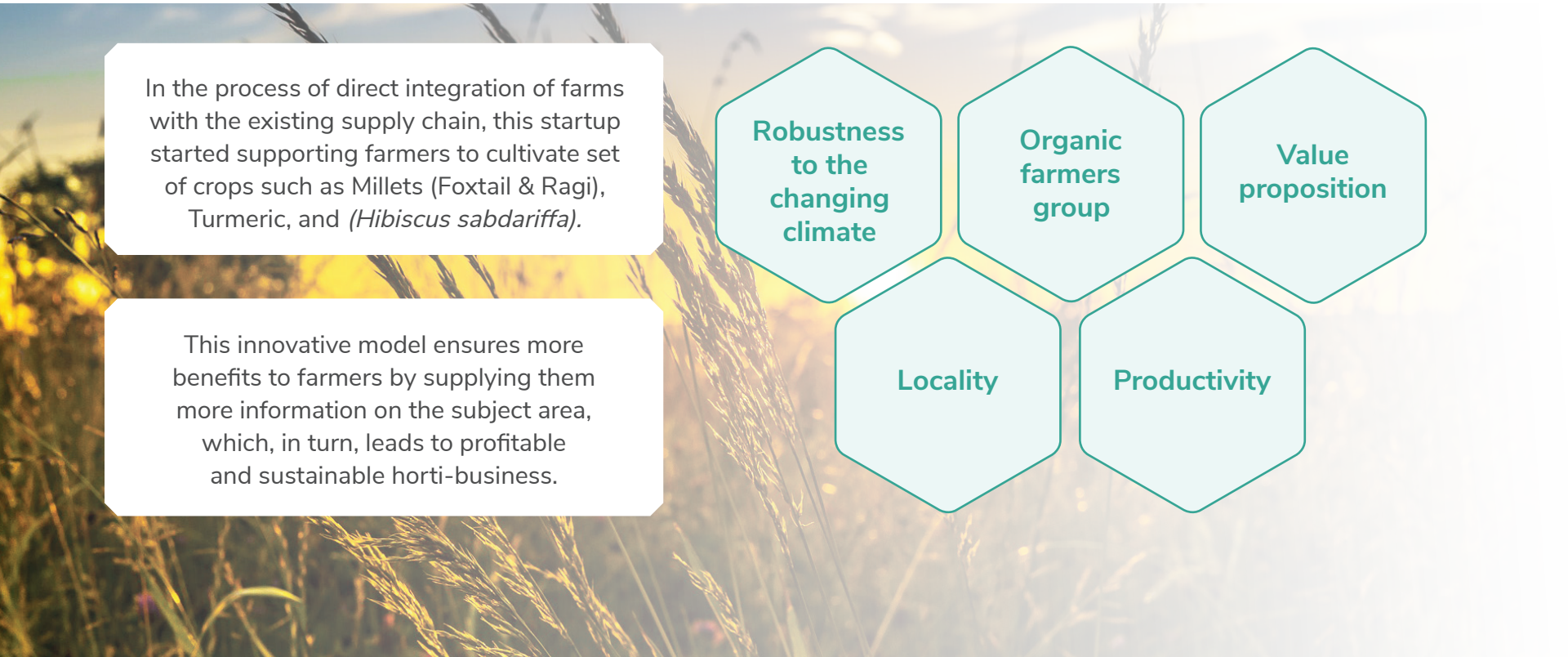
Mr. M. Nagana Gouda (Gouda) M.Sc. (Agri) is the Co-founder and Technical Director of Eco Agripreneurs, with more than 17 years of experience in agricultural sector. He worked for several national and international projects across India for seven years. He received certification as a Master Trainer by Food and Agricultural Organization (FAO) on Integrated Pest Management and Farmers Field Schools. He also conducted several trainings on sustainable agriculture for farmers, NGOs, and department officers across India. His current focus is to help hundreds of farmers produce residue–free fruits, grains and vegetables, and develop EcoFarms.

Eco Agripreneurs Pvt. Ltd., is a startup company founded by Gouda and a few other agriculture professionals during 2017. Rice is a staple food for more than 65% of Indians. More than 90% rice growers use pesticides, some of them being extremely hazardous such as Phorate, Carbofuron, Monocrotophos, etc. The pesticide residues have a long lasting negative effect on consumers, animals and environment. Looking at this, Gouda and six others started this model through which they train farmers to produce “Eco Rice”, a chemical pesticide–free produce, and market the same to ensure farmers obtain a better price.

Eco Agripreneurs aspire to become the leader in the production and marketing of pesticide residue–free Eco Rice in India.

NYOU for Happy and Healthy Customer Lifestyle

JDP Superfoods Pvt. Ltd. was established with the primary objective of ensuring direct integration of farms with the existing food supply chain by making farmers cultivate more profitable crops compared to conventional crops.



In the process of direct integration of farms with the existing supply chain, this startup started supporting farmers to cultivate set of crops such as Millets (Foxtail & Ragi), Turmeric, and *(Hibiscus sabdariffa).*

This innovative model ensures more benefits to farmers by supplying them more information on the subject area, which, in turn, leads to profitable and sustainable horti-business.

- Robustness to the changing climate
- Organic farmers group
- Value proposition
- Locality
- Productivity



Dhawal K. Popat
Founder, NYOU

Mr. Dhawal K. Popat (Popat) is the Founder and Director of JDP Superfoods Pvt. Ltd. After graduating from college and gaining professional experience in Product Management at the age of 25, Popat established his company in Chikhli, Maharashtra.

The achievements of JDP Superfoods include launching of entire NYOU portfolio that comprise high protein, detox beverages and child nutrition products. They have online presence on Amazon.com and Qtrove.com. Popat was successful in developing decortication mechanism for hibiscus seeds. He started his first franchise kitchen in March 2019.

Through NYOU, Popat hopes to see not only happy, rich farmers, but also wants to inspire millions of Indians to take up healthy eating and provide them a platform to fulfil that need.

His next pit stop will be to impact one million lives in the next five years and make NYOU a household brand in the market.

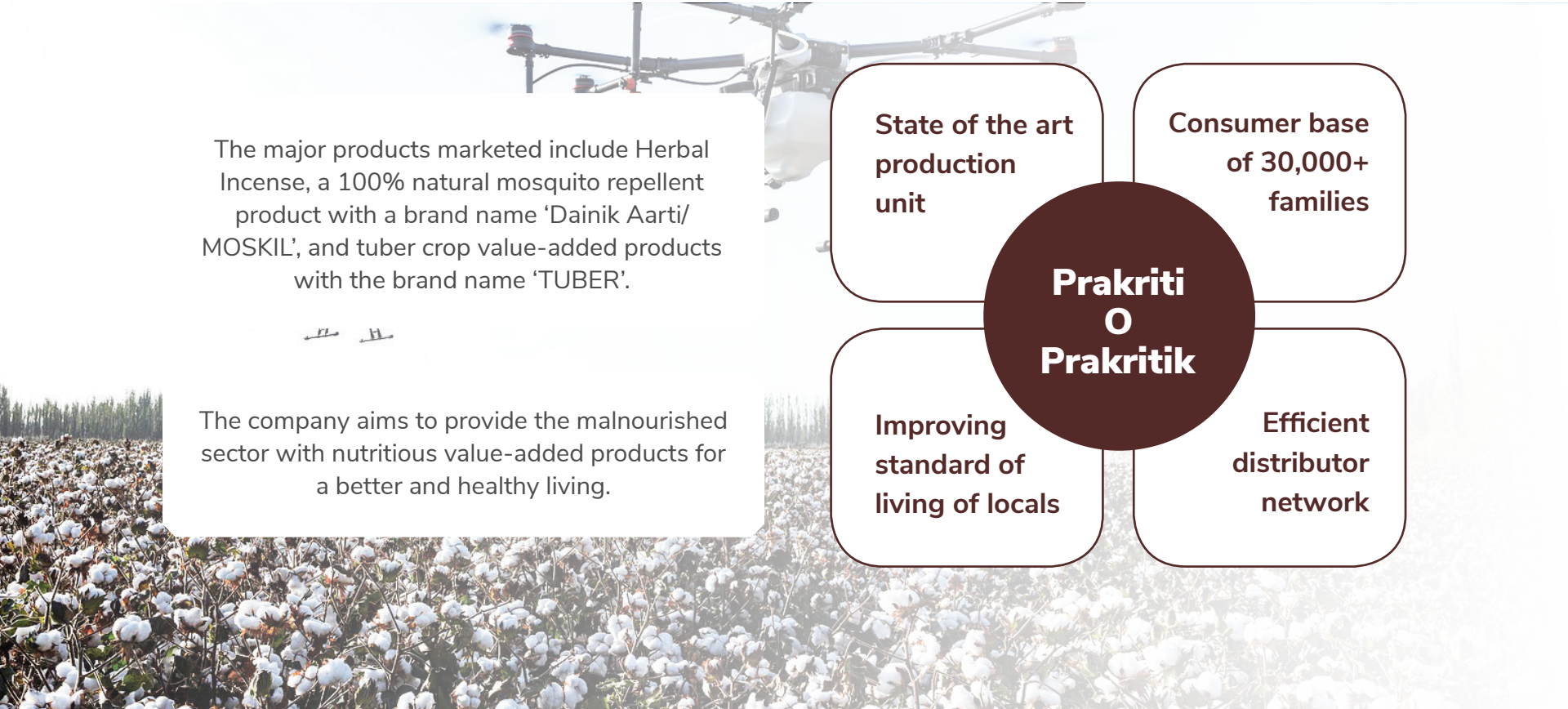
Prakriti O Prakritik
Purity Our Pride

Value – added Consumer Goods from Farm Produce

Prakriti O Prakritik manufactures and provides marketing services for various Fast-Moving Consumer Goods (FMCG) and processed organically-grown foods.

The major products marketed include Herbal Incense, a 100% natural mosquito repellent product with a brand name 'Dainik Aarti/ MOSKIL', and tuber crop value-added products with the brand name 'TUBER'.

The company aims to provide the malnourished sector with nutritious value-added products for a better and healthy living.



Prakriti O Prakritik

- State of the art production unit
- Consumer base of 30,000+ families
- Improving standard of living of locals
- Efficient distributor network



Durga Prasad Mishra
Founder, Prakriti
O Prakritik

Mr. Durga Prasad Mishra (Mishra) is a Management graduate with 15+ years of rich experience in Food & Nutrition industries. He gained core competencies and expertise in marketing food supplements and value-added products. He has a deep understanding of the market and consumer needs.

Prakriti O Prakritik Consumer Products Pvt. Ltd., is currently operating largely in the state of Odisha, with an objective of manufacturing and marketing various FMCG foods and also processing organically–grown foods. The company has an experienced management team, with an accrued customer base of more than 30,000 families over a short span of three years.

The company aspires to become a national brand in the area of producing Tuber Crop Process Food and its value-added products. With the rise in global demand for tuber crop value–added products and Odisha being a state producing the highest tuber crops in India, the scope and opportunity of establishing the automated food processing unit with a capacity of 500MT/annum will have a huge impact on farmer-industries-consumer.

With this sustainable business model, Mishra aspires to make this organisation one of the leading food processing industries, nationally, in the future.

Increasing Income of Farmers

Agri Business Yuva (ABY) Farmers is a social enterprise established for farmers with the objective to ensure better price to farmers for their produce.

ABY procures commodities from farmers at the village level and pays them the prevailing market price at the village, thereby eliminating expenses of farmers related to the marketing of their produce.

ABY processes the commodities into value-added products and markets them under registered brands (Green Royals, Milees, Quick Make). ABY pays 50% of the profit to farmers as a price difference.

- Ensuring better price for farmers
- Supports FPC's/ SHG federations in establising processing units
- Creating local markets for value added products
- Creating employment opportunities



Satya Dev
Founder, ABY

Mr. Satya Dev (Dev) is a Rural Management Professional with 20 years of experience in working with community–owned collective institutions. He conducted capacity–building programmes for various stakeholders on livelihood promotion and micro enterprise development. Dev worked with development organisations, government departments at state and central levels, and coordinated large livelihood projects. He gained experience in design and implementation of collective enterprises for increasing the income levels of marginalised people. He worked on the entire value-chain of commodities such as red gram, soyabean, groundnut, milk and established market linkages at various levels.

ABY Farmers achieved a turnover of Rs. 88 lakhs in FY 2018-19 and procured Rs. 65 lakhs worth agri-commodities from 500 farmers. ABY Farmers LLP has been appointed as an exclusive agency by Sara Engineers for marketing of 'Save Grain' bags in Andhra Pradesh and Telangana state. This startup has got the Recognition Certificate from Startup India.

The vision of ABY Farmers LLP is to serve at least one lakh active farmers in the country with 100 Farmer–Owned and Managed Organisations (FOMOs) as partners by 2025 with a turnover of Rs.500 crores.

Turning Waste into Useful Products

Doctor Mushroom Centre recycles waste generated in the process of cultivation and processes it into useful products that are economically viable.

The company trains rural women, unemployed youth, and Self-Help Groups (SHGs).

It provides services to monitor the activities involved in mushroom cultivation and processing technology from setting-up of the farm to the market.





Humera Nausheen
Founder, Doctor Mushrooms

Doctor Mushrooms Center (DMC) was established in 2018. The unit engages in the business of mushroom cultivation, processing and manufacturing of food products. The company purchases mushrooms from growers trained by DMC from rural areas and supplies them to distributors from the warehouse to ensure income generation.

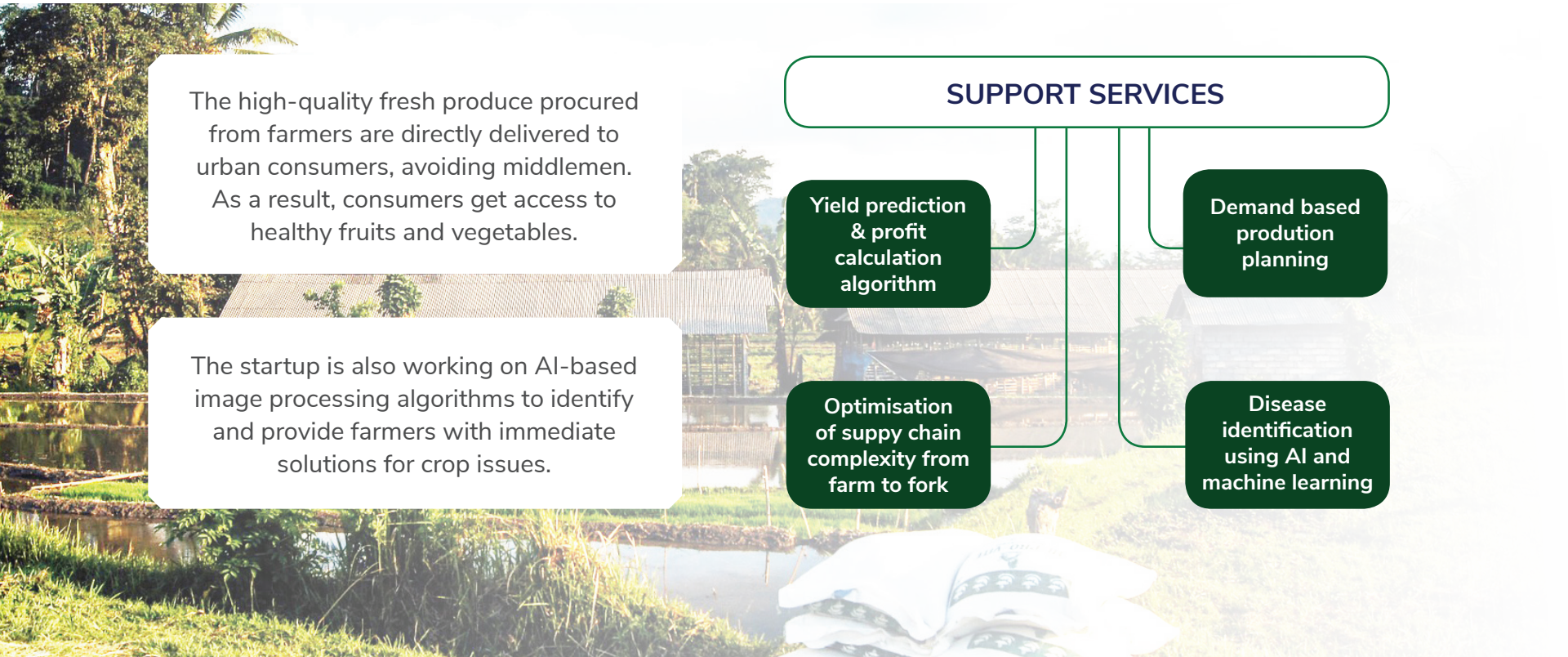
Doctor Mushrooms is operated by Dr. K. Amanullah Khan, Ex-Commissioner, Family & Welfare Department, who has been growing mushrooms for over 30 years. His daughter, Humera Nausheen, an entrepreneur and Software Developer, along with Mohammed Omar Khan, an entrepreneur and Technologist, are a part of the Doctor Mushrooms team.

Doctor Mushrooms has won several awards including the First Prize in the Horticulture Show 1994 and First Prize in 53rd All-India Industrial Exhibition, 1993.

Your health, Our Satisfaction
farmersfz.com

Quick Delivery of Farm Fresh Produce to Consumers

Farmers Fresh Zone is an Agri-Tech startup connecting rural farmers with urban consumers. It aims at resolving the issues faced by farmers such as marketing, lack of production planning, and need for easy access to technology.



The high-quality fresh produce procured from farmers are directly delivered to urban consumers, avoiding middlemen. As a result, consumers get access to healthy fruits and vegetables.

The startup is also working on AI-based image processing algorithms to identify and provide farmers with immediate solutions for crop issues.

SUPPORT SERVICES

- Yield prediction & profit calculation algorithm
- Demand based prodution planning
- Optimisation of suppy chain complexity from farm to fork
- Disease identification using AI and machine learning



P.S. Pradeep
Founder, Farmers Fresh Zone

Mr. P.S. Pradeep (Pradeep), an MBA graduate, holds rich experience of 10 years in the field of farming and three years in software industry. He is a passionate leader who makes sincere efforts to uplift the farming community using the combined potential of technology and agriculture. Farmers Fresh Zone Pvt. Ltd., is an outcome of his passion that resides primarily in these two elements.

Through this startup, Pradeep offers farmers the tools required to solve issues in production planning, technology usage, marketing of their produce. His model won the 'Best Startup Award' from Kerala Youth Welfare Board in 2018 and, 'Vijayee Bhava Navarathna Award' in 2019.

Since the startup's founding in 2018, Pradeep has created 600+ profitable farmers by connecting them to 12,000 customers. He aspires to create 15,000 profitable farmers by 2023 by connecting 15 lakh customers in seven cities of India.

Kisan Saathi
A Farmer's Companion

One-Stop Supply-Chain Solution for Farmers' Needs

KisanSaathi is a one-stop solution to farmers across the supply chain. KisanSaathi works on farmer-to-wholesaler model in marketing farm produce.



KisanSaathi primarily aims to improve farmers' standard of living. It also provides back-end support to farmers by supplying inputs at much economical prices than the ones offered by local retailers and wholesalers.

KisanSaathi advises farmers on technological know-how, the type of crop to sow, whether to stock or liquidate, and when to sell based on statistical, fundamental and technical analysis of historical prices of commodities.

Farmer to Wholesaler

- Economical Prices
- Back end Support
- Improved Standard of living



Prem Rathod
Founder, KisanSaathi

Mr. Prem Rathod (Rathod) is an Agribusiness Management professional hailing from an agricultural family, with rich working experience with ITC and Nagarjuna Fertilizers Company. This gave him exposure to farming and farmers' pain points at various stages from land preparation to post-harvest and also marketing the farm produce. It further motivated Rathod to work on farmers' woes and offer best solutions to the farming community.

In 2017, the Karnataka Startup Cell awarded KisanSaathi for its unique business/service model.

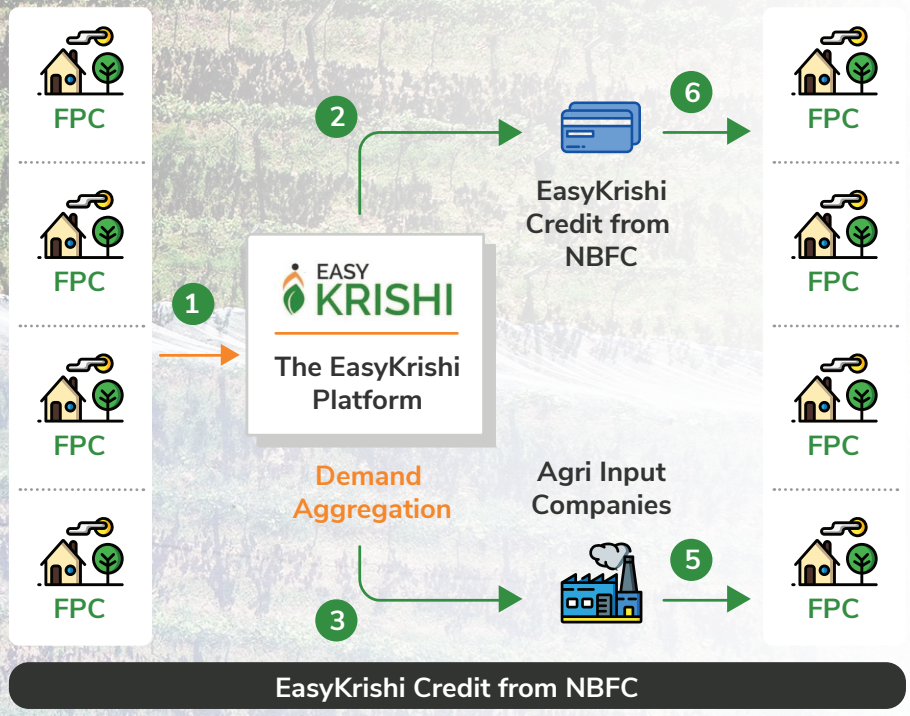
KisanSaathi aspires to provide quality inputs to farmers at economical prices to ensure the end consumer gets quality output at minimal cost.

Agri-Business Model for Better Agricultural Practices

EasyKrishi was created as a tech-enabler to assist small–scale rural farmers double their income through local aggregation and build a reliable market by bringing technology to every rural door step.

It is an agri-tech startup working towards bridging the agri-info gap in rural India. The startup provides tech-based aggregation platform and entrepreneurial interventions to help small and marginal farmers.

This innovative model employs digital interventions, which aims to change agricultural practices from 'reactive mode' to 'proactive mode'.





Prabhav G Dhwajan
Founder, EasyKrishi

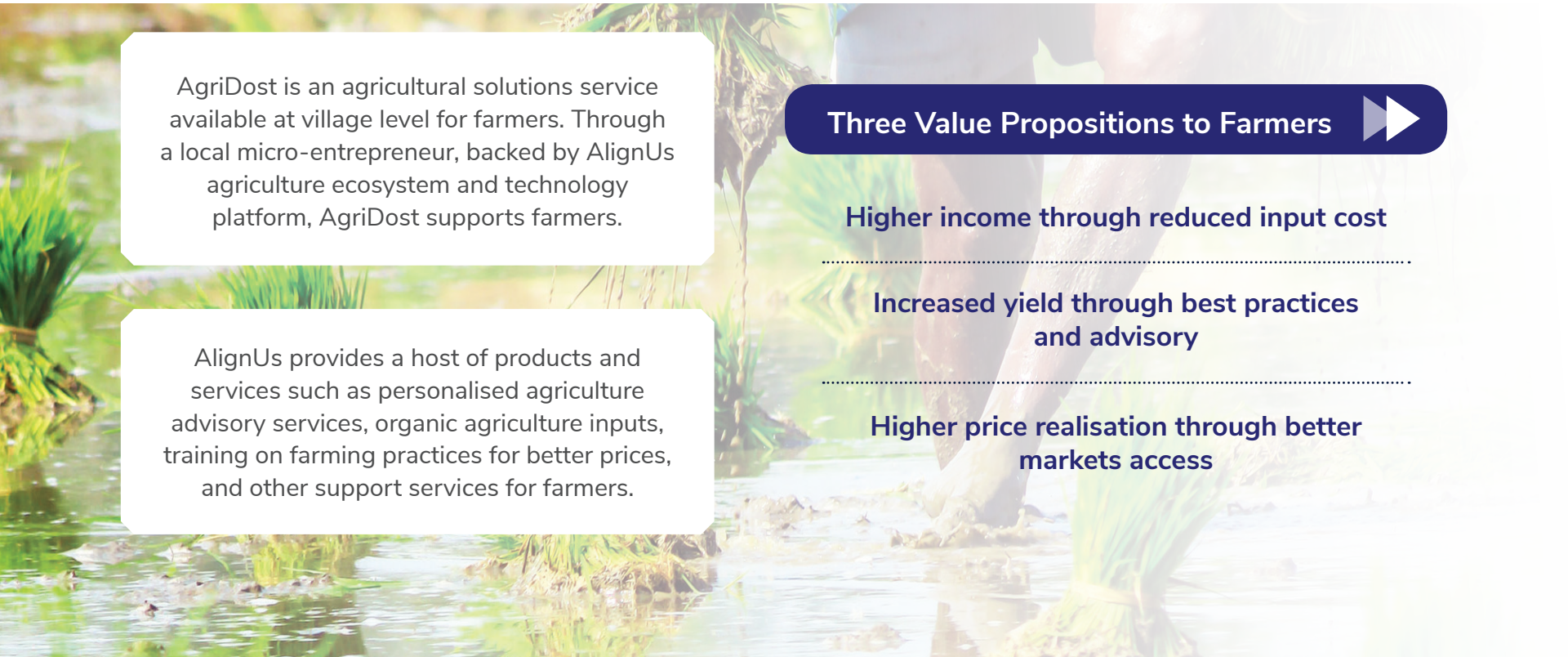
Mr. Prabhav G Dhwajan (Dhwajan) is a grassroot–level activist-turned-entrepreneur, who has dedicated his life to resolving the issue of farmers' suicide crisis in India. His efforts started off as a humanitarian aid for the farmers of rural Karnataka. The more time he spent on the field with farmers, the more he was convinced to find solutions to the aggravating farming crisis.

This agri-business model facilitates farmers by aggregating their demand of inputs from individual Food Processing Centres (FPCs), which is sent to input companies and each FPC's aggregated credit requirement is sent to Non-Banking Financial Companies (NBFCs). Easy Krishi enables credit provision to F PCs, which is later used to procure inputs at a highly discounted price. His model, Easy Krishi, won awards in Village Capital in 2015, GreenBusiness Challenge in 2017, Global Impact Challenge in 2018, and New Age Incubation Network (NAIN) grant in the Department of IT.

Easy Krishi aims to be a partner for all FPOs and FPCs in India.

The last mile solutions in Agriculture

AlignUs was registered in 2017 to provide products and services within the domains of Rural Micro Enterprise Development, Agriculture, Financial Inclusion, Software Development, Skill Development, Supply Chain Management.



AgriDost is an agricultural solutions service available at village level for farmers. Through a local micro-entrepreneur, backed by AlignUs agriculture ecosystem and technology platform, AgriDost supports farmers.

AlignUs provides a host of products and services such as personalised agriculture advisory services, organic agriculture inputs, training on farming practices for better prices, and other support services for farmers.

Three Value Propositions to Farmers

- **Higher income through reduced input cost**
- **Increased yield through best practices and advisory**
- **Higher price realisation through better markets access**



Deependra Singh Solanky
Founder, AlignUs



Tarun Arya
Founder, AlignUs

Mr. Deependra Singh Solanky (Solanky) completed Masters in ComputerApplication (MCA) and has more than 14 years of experience in Operations, Programme Management, and Technology Developmentroles in the development sector. He has strong background inInformation Technology, Business Analysis, and Process Improvement. Mr. Tarun Arya (Arya) is also from the same background and has over 19 years of professional experience. He has involved himself in various projects in Skill Development, Rural BPO, Micro Finance, FinancialInclusion, e-Governance, Rural Supply Chain and IT–based technology projects.

AlignUs is the culmination of their dream to set up an organisation that would harness the entrepreneurial energy of India's masses to improve their overall financial health through a win-win model for all stakeholders.

AlignUs has partnered with agriculture input companies, soil testing labs and other service providers, and has achieved sales of INR one lakh in a span of three months. It has appointed AgriDost in more than 30 villages. Solanky and Arya aspire to create a network of 200 AgriDost and enrollment of 2,000 farmers to provide end-to-end solutions for the financial year 2019-20.

farmify
Grow Green Money

Agriculture as an Investment Option for Investors

Farmify is an agri-fintech platform that gives an opportunity to investors to sponsor the cultivation activities of small and marginal farmers. The investors would get returns after the sale of the produce.





Sai Prasad Chirivirala
Founder, Agri Fintech

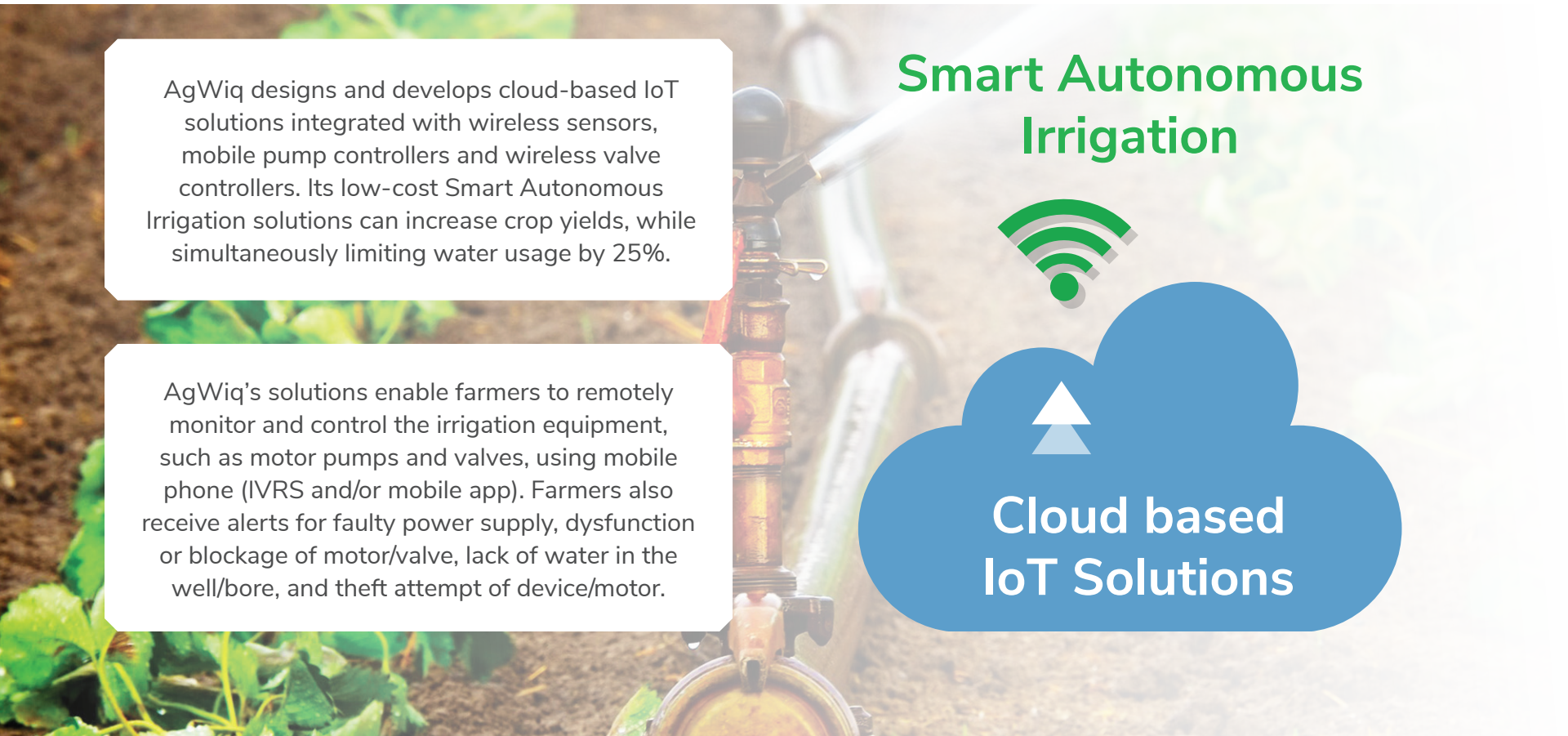
Mr. Sai Prasad Chirivirala (Chirivirala), is a Product Manager-turned-Entrepreneur, and has more than five years of hands-on experience in building products, especially integration products, e-commerce, FinTech, Customer Support, Customer Relationship Management (CRM), and Marketing Automation Software. Being an Electronics and Communications Engineer, he spends time to think, create, innovate and bring a solution that solves the real problems.

Research on the subject and interaction with farmers has made him realise the need to end the vicious cycle of poverty in farming community. Hence, Farmify started as a solution to their poverty issues. Chirivirala, as an individual, came up with the framework of the algorithm by speaking with multiple farmers and institutions. He created a software that generated thousands of dollars of revenues in his previous stint. He initiated and executed the Farmify project on pilot basis, which led the way to create an MVP.

Chirivirala currently focusses on a disruptive and innovative solution that can bring financial stability to farming households in rural India.

IoT Solutions for Smart Autonomous Irrigation

AgWiq Technologies is a pioneer in delivering IoT products and solutions for Smart Autonomous Irrigation.



AgWiq designs and develops cloud-based IoT solutions integrated with wireless sensors, mobile pump controllers and wireless valve controllers. Its low-cost Smart Autonomous Irrigation solutions can increase crop yields, while simultaneously limiting water usage by 25%.

AgWiq's solutions enable farmers to remotely monitor and control the irrigation equipment, such as motor pumps and valves, using mobile phone (IVRS and/or mobile app). Farmers also receive alerts for faulty power supply, dysfunction or blockage of motor/valve, lack of water in the well/bore, and theft attempt of device/motor.



Vijay
Founder, AgWiq Technologies

Mr. Vijay (Vijay) is a passionate and seasoned professional with core expertise in Data Networking, Routers, Embedded Software, Deep Packet Inspection and Ethernet Switching. His passion for agriculture stems from the fact that he is a farmer first and a technocrat later. Vijay invested all his experience of understanding the domain in the current venture. He is an alumnus of IIT Madras, and has been an achiever since his schooldays, having been the recipient of scholarships awarded by the state government for his outstanding academic brilliance. The same brilliance was carried forward from IIT campus to the corporate corridors of IT majors in Wipro, Intel and Cisco. Vijay's corporate stint of 20 years was fraught with awards for his innovation and technology solutions before his entrepreneurial journey commenced.

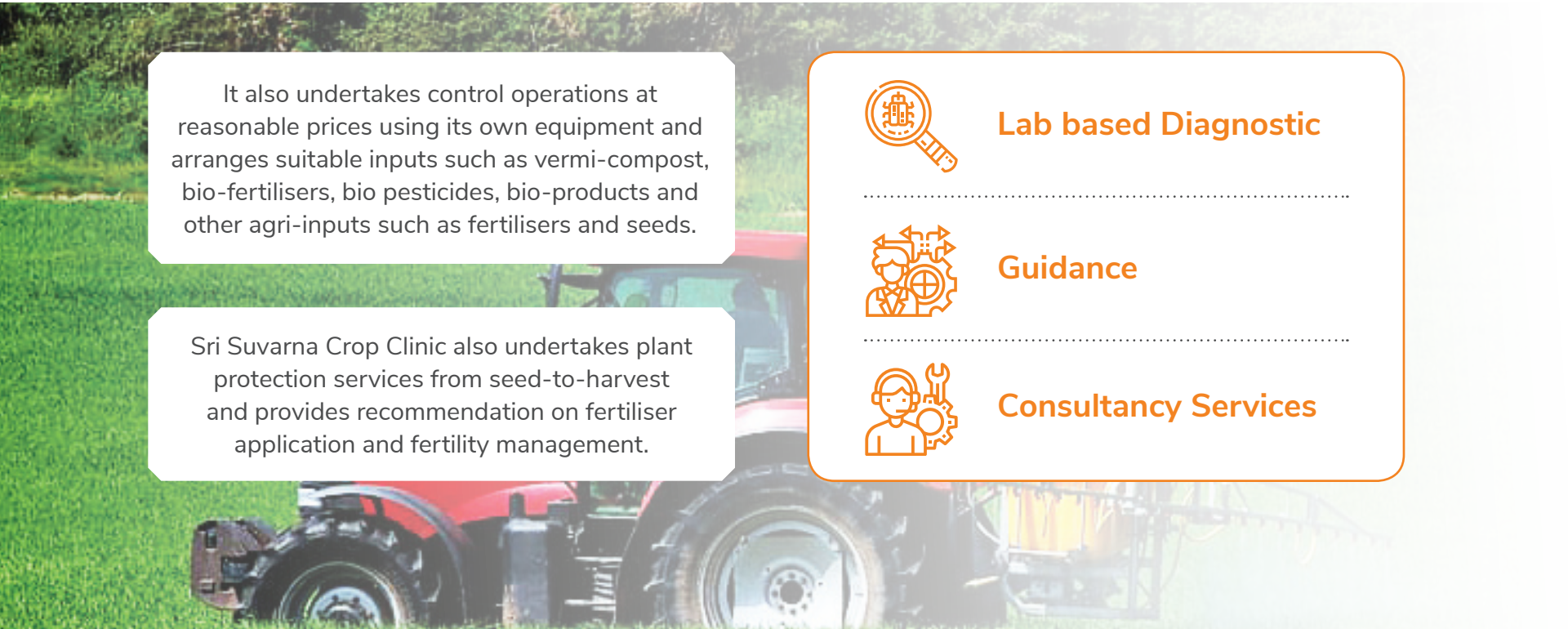
Vijay won the 'AI for Good' award from NASSCOM and 'Digitising India Award' from CISCO and CNBC TV18. He also won the 'Sankalp Award for Best Agri-Startup,' regarded as India's most prestigious social enterprise award. He was also a winner in 'iDiya', ISB's social venture competition.

Vijay aspires to impact the lives of one million farmers by 2025 and save one trillion litres of water annually. He also aspires to create 1,000 entrepreneurs at village level, with each of them serving 1,000 farmers.

Sri Suvarna CROP CLINIC
Working with Nature

Diagnostic, Guidance and Consultancy Services for Pest and Disease Management

Sri Suvarna Crop Clinic provides lab-based diagnostic, guidance and consultancy services for control of various pests and diseases, weeds at reasonable cost.



It also undertakes control operations at reasonable prices using its own equipment and arranges suitable inputs such as vermi-compost, bio-fertilisers, bio pesticides, bio-products and other agri-inputs such as fertilisers and seeds.

Sri Suvarna Crop Clinic also undertakes plant protection services from seed-to-harvest and provides recommendation on fertiliser application and fertility management.

- Lab based Diagnostic
- Guidance
- Consultancy Services



Mohana Kumar Raguthu
Founder, SSCCL

Mr. Mohana Kumar Raguthu (Raguthu) holds PG degrees in Biotech (M.Sc.) and Management (MBA), and has 13 years of research and industrial experience. He has a vision to be an agripreneur.

After completion of training, Raguthu conducted market survey in surrounding areas of Srikakulam, Vizianagaram, Visakhapatnam in AP and collected feedback from farmers and marketing experts, and launched Sri Suvarna Crop Clinic Laboratory (SSCCL) and microbial production unit simultaneously.

In 2018, SSCCL was selected for ICAR – Agri-Startup and Entrepreneurship Conclave, UPAYA (Unleashing Potential in Agriculture for Young Agripreneurs) as top-100 startups. In 2016, Raguthu was selected as an ABI incubatee by ICAR-IIOR, Hyderabad, under National Agriculture Innovation Fund.

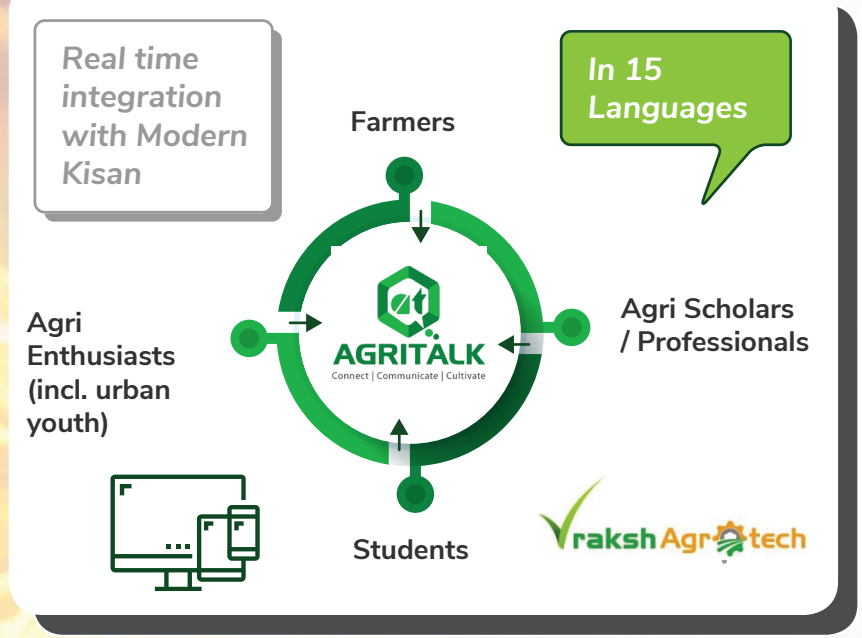
SSCCL aspires to promote chemical residual-free farming produce to save health of mankind and nature.

Revolutionising Agriculture through Digital Solution

Vraksh Agrotech aims to revolutionise the agriculture industry by building an efficient, farmer-centric ecosystem by means of a dual product-based digital solution, viz., AgriTalk and Modern Kisan.

AgriTalk integrates government, private organisations, education institutions and students to discuss and share information and knowledge about agriculture and farming practices.

Modern Kisan, will bring efficiency and transparency in the entire agri-value chain including buying, selling, financing, research, education, information dissemination, and job creation.





Vaibhav Sharma
Founder, AgriTalk

Mr. Vaibhav Sharma (Sharma) is an MBA in Marketing & International Business, with extensive experience in Sales & Marketing. Apart from this, Sharma possesses all-round experience in different domains such as Information Technology (IT), Travel & Tourism, and in agricultural practices. Son of an engineer and a farmer, Sharma believes that adoption of IT and emerging technologies are essential and can revolutionise the Indian agriculture industry. He was recognised as the 'Best Team Manager' while working with Just Dial during 2014-15.

Vraksh Agrotech aspires to work with all regional governments at the grassroot level to promote farmers' wealth and public health. It aims to evolve into India's first global agriculture platform, which will help in to evolve into India's first global agriculture platform, which will help in improving global farm practices and building sustainable agricultural eco-systems worldwide.



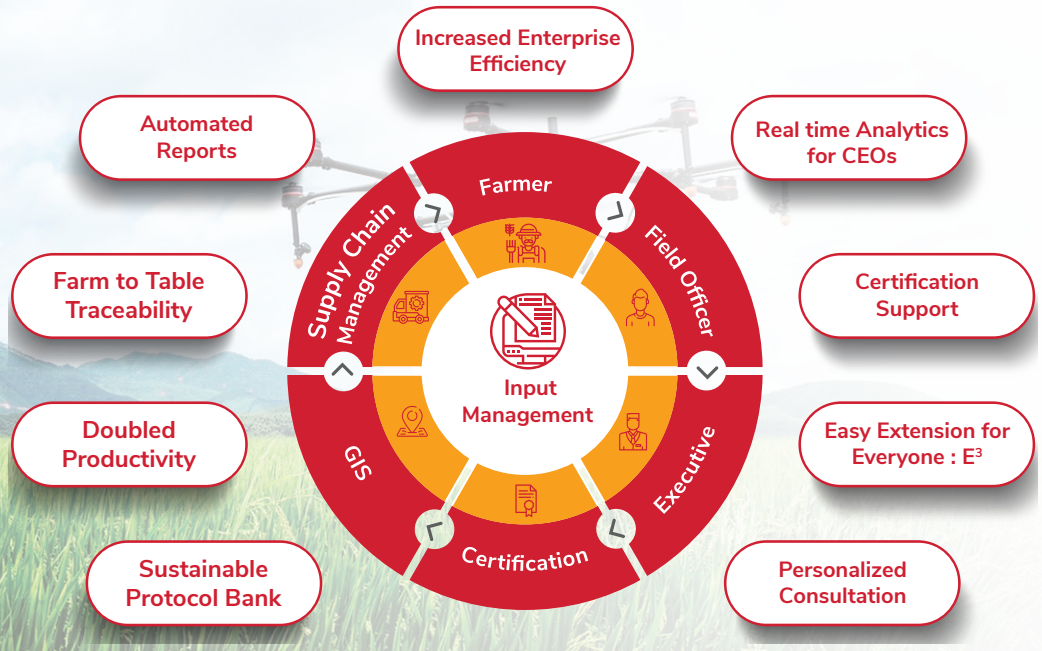
kuLtIVatE

Making Indian Agricultural Industry Data-Science Ready for 4.0

Kultivate is an agri-data collection company, with a mission to collect granular, structured data related to farmers, farm-holds, season, crop and cultivation on a national scale.

The state-of-the-art custom software tools provided by Kultivate will help agri-enterprises work efficiently, make their business scalable and profitable. It enables agri-enterprises to do e-extension, data collection and data science to create actionable intelligence.

It works with Govt. departments, State Agricultural Universities, ICAR Institutes, and FPOs to digitise their farmers, farm-holds and operations.





Gowthaman Ramasamy
Founder, Kultivate

Dr. Gowthaman Ramasamy (Ramasamy) graduated in B.Sc. Agriculture from Tamil Nadu Agricultural University (TNAU). He later completed his M.Sc. Biotech from IARI, Pusa, and Ph.D. in Biochemistry from ICGEB, New Delhi. He worked as a scientist at SBRI, University of Washington, Seattle, U.S., in various capacities for 11 years.

Ramasamy published several research articles, including in worlds' third-ranking journal, 'Cell'. He has been ranked amongst the top 20% of scientists around the world by Research Gate. He has offered consultancy services to teams at Microsoft Research and Amazon USA.

In a span of just 18 months, Kultivate digitised four lakh households in Tamil Nadu, amounting to 10% of the state's cultivators. Kultivatereceived the SISA 2018 Award for 'Aspiring Agri-Startup of the Year inSouth India'. Ramasamy received the 'Phenomenal Person of the Year2018' award from BNI International.

Kultivate aspires to digitise one percent of the public and private agri-enterprises and also every Indian farm holdings.

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) Value-addition-linked Production Projects (Agribusiness Models); and (3) Flexi Funds.

The Innovation and agripreneurship development comes under RKVY-RAFTAAR special sub-schemes. Under this, 10% of the annual outlay is allocated for encouraging innovation and agri-entrepreneurs through skill development and financial support. It will support incubatees, incubation 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 agri startups. In this process, incubation facilities and expertise already available with participating academic, technical, management and R&D institutions in the country shall be utilised on an individual or collective basis to harness their synergies.

www.rkvy.nic.in

MANAGE–CIA

MANAGE - Centre for Innovation and Agripreneurship (CIA) is a Centre of Excellence (CoE) in Agribusiness Incubation and Knowledge Partner for strengthening, hand-holding and demonstrating best practices to the RKVYMANAGE 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 ofIndia, as an autonomous Institute. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name, i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector.

MANAGE strives to nourish agritech startups at every stage and reinforces its unflagging support to all such 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.

www.manage.gov.in

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