



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

# Manoeuvre Of Innovations



NIAM Agribusiness Incubator (NABI)  
Centre of Excellence for Innovation,  
Entrepreneurship and Skill development  
CCS National Institute of Agricultural Marketing,  
Jaipur, Rajasthan, India  
[www.ccsniam.gov.in](http://www.ccsniam.gov.in)



# Forward FOREWARD



CCS NIAM trusts the startups incubated at NIAM Agri-Business Incubator (NABI) and strongly believes that startups are providing missing links in the Agri value chain and delivering efficient products, technologies and services to the farmers on one hand and the consumers on the other hand.

From ICT apps to farm automation and from weather forecasting to drone use and from inputs retailing and equipment renting to online vegetable marketing, and from smart poultry and dairy ventures to smart agriculture and from protected cultivation to innovative food processing and packaging, its proliferation of all innovations and technology driven powerful startups set to revolutionize the food and agriculture sector.

NIAM Agri-Business Incubator (NABI) has supported startups that are providing relevant and innovative solutions to a number of challenges faced all across in the agricultural value chain. A new wave of budding entrepreneurs and emerging startups in the country are leading the way in disrupting the age old agriculture system with innovative ideas and affordable solutions. These startups have become the missing link between the farmers and consumers connecting each of them and providing strong marketing linkages and quality produce on time.

CCS NIAM hereby presents 12 such startups aiming to give their innovation a platform and are ready to dive into the market with their business models. In the present publication the innovations presented includes technology developed to help connect the spice traders in the country to the international market, innovation to cater a multi-direction market with the help of a user application, arecanut processing machine and business model to help market the various Agri-produce in Jammu& Kashmir.

We wish our game changing startups best wishes to fulfil the milestone set by them on their entrepreneurial journey and to continue bringing the change in agri-startup ecosystem.

**Shri. P.K. Swain**  
**Additional Secretary, MoA & FW and Director General, CCS NIAM, Jaipur**





# PREFACE

Agriculture sector in India is suffering from a variety of problems like the use of outdated equipment, improper infrastructure, and farmers unable to access a wider range of markets with ease while making just limited profits on crop sales. Startups in the field of agriculture aims to target such issues. With improvement in areas of technology, digitization and startup culture growing rapidly, there are many new ones entering the Indian startup ecosystem. The Agri startups in India are providing information, techniques and efficiencies to farmers. With proper mentoring and guidance from subject experts any startups can outshines its market competitor. NIAM Agri-Business (NABI) caters the same through its two month long training cum internship programmes i.e. Agripreneurship Orientation Programme (AOP) and Startup Agri-Business Incubation Programme (SABIP).

CCS NIAM with help of NIAM Agri-Business Incubator (NABI) is aiming to strike a balance between the ecosystem partners and the startups, allowing the startups to collaborate further so that they extend their business into an empire one day. With events like buyer-seller meet and investors meet the entrepreneurial journey of the startups incubated at NABI are given all-around exposure. The incubation support is not just limited to the startups incubated at NABI, CCS NIAM being a Knowledge Partner also hold the responsibility to fulfil the needs of four Partner R-ABIs in four different states including IIT, Kharagpur, Sri Karan Narendra University-Jobner, Bihar Agriculture University, Bihar, National Rice Research Institute, Cuttack, Odisha.

With the 12 startups presented in the book CCS NIAM aims to find solution to issues persisting in Agriculture sector including proper infrastructure and supply chain management as the more pressing concerns. The book present the endeavours of a diversified cohort of startups selected from all across the country who are passionate to transform their innovative ideas into successful business ventures to serve the agri-stakeholders. We wish them best of luck for their future expecting their vision, talent and drive to guide them ahead on this entrepreneurial journey.

**Dr. Ramesh Mittal**  
**Director & Chairman, CCS NIAM, Jaipur**



# | Budding Entrepreneurs |



Kajal Satapathy  
**1**



Sanvali Kaushik  
**3**



Tukaram Sonawane  
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Adnan Ali Khan  
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Vimal Panjwani  
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Venkateswara Rao  
**21**



Anil Sawant  
**23**





## Kajal Satapathy Vaibhav Velumuri

📍 M/s Relentless Foods Pvt Ltd,  
E-508, Falcon Residency,  
KIIT Square,  
Bhubaneswar - 751024

✉ kajal.satapathy@relentless1.in

🌐 vaibhav@relentless1.in

☎ +91 83288 92608  
+91 99087 15958

# RELENTLESS PVT. LTD.

## Connecting Indian Spices to the World

**Business Idea:** eB2B platform that intends to play a catalytic role in eliminating the prevalent trust deficit between buyers and sellers in the spice trade, thereby enabling a seamless business experience for all the players in the ecosystem.

The startup via its platform aims to improve the market accessibility for the produce of farmers and farmer producer groups leading to their income enhancement and improved socio-economic status. As the startup dis-intermediate the spice trade, the sellers will get benefited as they would get better prices for their produce while the buyers will be 100% assured of the quality of the material supplied to them. The startup is looking to bring in traceability using technology in the spice trading and processing business, as we endeavor to organize the spice industry in India through EB2B platform. The startup believes in the coming days traceability of the food products/ agro commodities sourced, will emerge as a significant value proposition for clients if the B2B companies are able to integrate the same in their business processes.

- Relentless Pvt. Ltd. will create a SaaS based platform for new suppliers and buyers to do the trade and provide the FPOs with features like inventory management and billing, AI enabled Q.C., Agri-advisory services and support for Agri-inputs.







## Sanvali Kaushik

📍 701, Tower - 6, The Close South  
Nirvana Country, SOUTH  
CITY - II Gurgaon HR 122018 IN

✉️ sanvali.kaushik@varibute.com

☎️ +91 85273 10099

🎓 B.Com(Hons) SRCC,  
Delhi University  
PGDBM, Institute of Management  
Technology, Ghaziabad

# VARIBUTE SERVICES PVT LTD

## Community Solutions

**Business Idea: Multi-direction Marketplace with real time integrated services User App and CRM**

Varibute Services is a startup providing digital solutions and tools for community problems. Varibute Services has chosen to work towards disruptive digital solutions which complement, supplement, and contribute to the growth of stakeholders.

The founding team brings a combination of 20 years of agri domain experience and technology solutions domain to lead the technological and business development. Ms Sanvali Kaushik has successfully led the business development of electronic platforms while Ms Preeti Kaushik Kaul has been part of multiple technology solution companies and led more than 25 big technology projects.

Full stack end-to-end agtech supply chain solution including segments of e-distribution, e-aggregation and marketplaces.

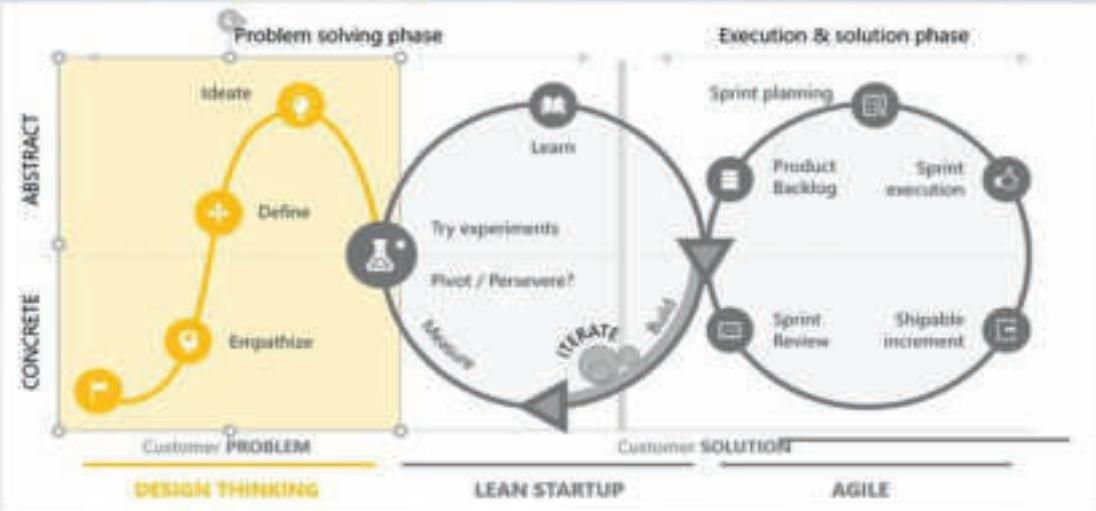
A unique platform which would have multiple sub-marketplaces, predictive automations, multiple user dashboards and reports enabling information, buying, and selling through efficient single window user interface.

The project is at ideation stage.



Technical Development is in progress. The prototype will be pilot launched in Rajasthan for user case development and improvements. This will be followed with launch when the user app prototype will be ready.

The solution is being built with design thinking and shall follow the lean start-up strategy for the customer solution execution.



#### Social impact of business model of start-up will be:

- ❑ Demutualised marketplace platform
- ❑ Improving farm realizations making farming more sustainable by shrinking the value chain and creating direct linkages.
- ❑ New forms of farm and rural employment and engagement through Service marketplace.
- ❑ Encouraging farmer organizations into agile entities which can lead the farmer participation in market technologies as informed, equal market participants.
- ❑ Inclusive markets where the arthiyas get a chance to redefine their role in new markets with greater transparency and fairness.





## Tukaram Sonawane

📍 7/C, Sukhawani Classic,  
CHS, Pimpri, Pune,  
Maharashtra,  
India- 411018

✉ sonawane.yuram@gmail.com

🌐 Krishigati.com

📞 +91 80873 23146

🎓 ME, Mechanical Engineering  
Certified Entrepreneurship  
Educator (NEN)

# KRISHIGATI STUNNING INDUSTRIES LLP

## Empowering Agriculture with Technology

### Business Idea: An innovative vehicle for all kind of intercultural operations

In India, currently most of internal work carried out with help of, draught animal power (DAP) and human power (labour). Even a power tiller and tractor are available but these has limitation to carryout internal work in farm and cannot enter seed is sowed. Mostly in case of seed sowing done with respective 11 inch (eleven) distance between two crops line and as per the survey size of food-grains crop producing under 125 million hectares farm and size of production of food-grains is 265 million tonnes in India.

There are many independent ways to carryout internal work in farming but with the multipurpose and all in one kind device/ machine/ equipment/ vehicle are not available. This lead to financial burden for farmer side. Though there are other options available but they are not sustainable and long-lasting/ permanent solution at farmer level.

Considering this, Mr. Tukaram Sonawane founded Stunning industries, with an aim to provide innovative vehicle for modern agriculture application to carry out all kind of internal work in crop. He and his team developed the multi-utility agricultural device which can enter in field even upto crop growth up to 2.5ft and carry out all kind of internal work operation like seed sowing, weeding, pesticide spraying, fertilizer dropping or spreading and all kind inter-cultivation in focus area of all food-grains crops.

Stunning industries has a vision to empower the marginal farmer with helping them to get double income with reduced expenditure of all food-grain crops. In coming 3 year, they are targeting to provide solution across the India with forecasting revenue of INR 5cr.

Stunning industries provide the solution to the customer with USP as follows:

- Time saving, better work efficiency and less cost for each intercultural operation.
- At a time covers the multiple crop lanes
- No need for special purpose machinery for each operation
- Relief from high expenditure and dependency on labours
- Contribution in doubling the farmer income



Seed sowing and fertilizer dropping attachments for all types food-grains at 9-11 inch crop lane distance



Field Trial of Pesticide Spraying with Intercultural operations



Attachment demonstration for Weeding as intercultural operations in all types of food grains crops



Attachment Demonstration for soil preparation with adding fertilizer



Farmer visit at field trial



Seed sowing attachment tools



Weeding attachments tools



Fertilizer adding and soil preparation attachments tools

Offering @

Base model; Engine Powered- INR: 75,000/-

Base model; Battery Powered- INR: 150,000/-

Attachments cum spare parts; INR: 15,000 to 25,000/-



## Lalbiakzuala Ralte

📍 Y-135A, Ramhlun South  
Aizawl - 796012,  
Mizoram

✉ raltebz@gmail.com

📞 +91 94361 97191

🎓 B.A.

# BI-SONS PRIVATE LIMITED

## Areca-nut Processing Machines

### Business Idea: Manufacturing of arecanut processing machine

Areca-nut/Betel Nut is widely grown in Mizoram and locally it is heavily consumed. However, for the person who sells it the task of de-husking the outer fiber and cleaning the inner nuts is very laborious and time consuming. The traditional method of manually de-husking and cleaning the nuts with a sharp tools is prone to inflicting injury.



As such the task is normally left to the persons adapt in it. Such being the case, in 2009 the Company undertook a research and a new technique for de-husking and cleaning Areca-nut have successfully been developed at a low cost.

This new machine save times for the seller and avoid drudgery. Even disabled person, elder people and women can operate the machine at ease and make earning.

As has been mentioned, this new machine abolished the traditional monotonous and risky work of cleaning Areca-nut and brings about an enjoyable and risk free method for the task. The machine can clean 20-30 nuts per minute.

Around 1700 machines have been sold out. generating self-employment for large numbers of jobless populations thereby relieving the sufferings of the people of the state. People in their feedback have reported that the immense benefits they have earned and are much more profitable from Areca-nut processing machine. Heavy demand of this new technology is anticipated particularly in North Eastern Region of India, Myanmar and



Presentation at Lal Bahadur Shastri National Academy of Administration (LBSNAA) 2019



With former President of India Dr. APJ Abdul Kalam



Third Batch Innovation Scholar In Residence Programmed with President Pranab Mukherji at Presidents' Cabinet Room



### Achievements:

1. In 2011 the founder name was listed in India book of Records.
2. In 2012 received Best Bamboo Product Award (State)
3. In 2013 he was awarded the r National Grassroots Technological Innovation and Traditional Knowledge Award. This Prestigious Award was presented by the then President of India at Rashtra pall Bha van.
4. In 2014 he was selected among the four Innovators as a delegates fow Base of Pyramkf wo6d Convention held in Singapore.
5. Then in 2016 he was selected for the Third Batch of Innovation Scholar In Residence Programmed at Rashtrapati Bhavan for 2 weeks. My ks bags a place at the Rastrapati Bha van Permanent Exhibition Hall among the veily few others.
6. First Pnze in Idea Category (Aizawl District) of the indigenous Grassroots Technology & Innovation cvompetition in 2016.
7. Second Prize in Prototype Category (Aizawl Distnct) of the indigenous Grassroots Technology & Innovation cvompetition in 2016.
8. T Prize in State Local Innovation Exhibition 2016
9. Winner 2 Micro Start-up competition.
10. Panelist at International Conference on Creativity arid Inriovation at JIM Ahmedabadin 2018
11. In 2019 he was invited to present Lecture at Lal Bahadur Shastri National Academy of Administration (LBSNAA) Mussoo4'ie to IAS 2018 Batch
12. His story was written in Business Entrepreneurship in North east Region of India published by Department of Education in Social Sciences, National Council of Education Research Md Training.
13. First Pnze in State Level Idea Categor,' Indigenous Grassroots Technology & Innovation Competition 2020.
14. Second Pnze in Slate Level Woiking Model Category Indigenous Grassroots Technology & Innovation Competition 2020.

# SMJ SMART PRODUCTS PVT. LTD

## Grow Smart Live Better

**Business Idea:** "Arockiallai" aims to support human intelligence with machine intelligence for early and effective detection of infections in cotton leaves to decrease the burden and to increase the income of the farmer community.

Since the launch of the Technology Mission on Cotton by the Government of India in February 2000, significant achievements have been made in increasing yield and production through the development of high yielding varieties, appropriate transfer of technology, better farm management practices, an increased area under cultivation of BT cotton hybrids etc. But the cultivation of the "white gold" comes with a lot of challenges. Our farmers face various constraints concerning climatic conditions such as unexpected rain, an outbreak of pests/diseases, seed related problems including adulterated seeds, high cost of seeds and non-availability of seeds. But as every lock has its key, this problem too has a solution.

Mr. S. Mohamed Jaleel, having spent several years in rural India and a passionate agriculturist himself with several acres of organic farming, was driven to do something for the farmers' community. He along with his dedicated team ideated to build a smart device that would help farmers identify the diseases that hit the cotton plant leaves at an early stage. The proposed idea involves continual capturing of leaf images and usage of artificial intelligence to study the leaves. It also conveys the information to the concerned farmer using a communication module if any abnormality is found.

### How innovative is it?

- A novel low-cost device for the early detection of cotton leaf disease.
- Various kinds of diseases can be classified and communicated to the farmers along with the affected leaf image automatically.
- A Uni/Omnidirectional camera can be fixed at different locations of cotton land to capture leaf images.
- A minimum of 1000 leaf samples can be captured in all directions to detect the minute details of the cotton leaves.



## S. Mohammed Jaleel

📍 477, First Floor,  
10th East Cross Street,  
Annanagar,  
Madurai - 625020

✉ smjsmartproducts@gmail.com

🌐 smjsmartproducts.in

☎ +91 95009 02886  
0452 - 2532215



- The proposed device can be applied to all kind of cotton varieties.
- 24x7 monitoring and communicate the abnormality in leaves along with the geolocation point.
- As a text/voice message the abnormality of leaf data can be communicated via smartphone.

#### Why use Arockiallai?

- Simple, automatic and farmer-friendly product.
- Smart leaf detection device at an affordable cost.
- Early disease prediction and necessary action on time will reduce the usage of more fertilizers which in turn increase the cotton production
- Lower the pesticides, higher the quality of cotton, which doubles the income of the farmers.
- Reliable and sustainable product with minimal power requirement.
- It is portable and easily fixed at any location.
- The device can sustain in any severe atmospheric conditions.
- The device can also be customized to detect the condition of any crops or plants other than cotton.
- The product can be powered by both electricity and solar energy

The main motive behind ideating to build Arockiallai's to make farmers' living easy. With abundant technological amenities, the start-up aims at reducing the burden of the farmers' community.

SMJ Smart Products Pvt. Ltd will be employing 20 people with an estimated annual turnover of Rs. 40 Lakhs in the next year.





## Raunak

📍 184/23 DLF Colony,  
Rohtak

✉ info@betadairy.com

📞 +91 93282 22223

🎓 B Tech in Food Technology and  
Management (FTM) from  
National Institute of Food  
Technology Entrepreneurship  
And Management (NIFTEM)

## BETA DAIRY (ALT BASKET PVT LTD)

### Creating a sustainable dairy

**Business Idea:** Plant-based dairy company with an aim to revolutionize the way people are consuming dairy.

India is the world's largest producer of milk and has produced 198.4 million tons of milk in 2019-20 which accounts for 22% of the global production. Majority of Indians love milk and depend on dairy-based milk for their nutritional nourishments. With the increasing population, the demand for dairy is growing rapidly. To fulfill this increased demand, the average incremental of 5 million tons of milk is estimated by NDDB. To increase the production of Milk, animals are induced with hormones and antibiotics which can contribute to the development and spread of drug-resistant bacteria, which is a potential risk for human life. By 2050, some researchers have even predicted that antibiotic resistance will kill 10 million death every year worldwide.

Beta Dairy was founded by Raunak, a food technologist from NIFTEM, with the aim to revolutionize the way people are consuming dairy by providing healthy and tasty plant-based alternatives to them. He believes, "By buying meat, eggs and dairy products you are paying for cruelty."

Coming from the land of milk, Haryana, he went to dairies and found that the animals are not treated properly. The incident changed his life and he started working on alternatives to Dairy. During his research he discovered a shocking fact that 66% of the Indians are Lactose Intolerant i.e. people can't digest milk sugars and decided to cater the market with alternative options.



SECTOR 23, GURGAON, HARYANA 122002





## Our Story

As implied by its name, Plant-based dairy is water-based beverages made from plant extracts. They are consumed as an alternative to dairy milk and have a similar textural and nutritional profile..

### Need of alternative in the country:

- ❑ In India 66% of Indians are lactose intolerant, i.e. they can't digest milk, so they need a milk alternative in their daily life.
- ❑ People in India are becoming aware of climate impact and animal cruelty of dairy industry and have started to follow vegan lifestyle.
- ❑ After doing lot of research he found that Oat milk is the best and nearest alternative available, but unfortunately in India everyone is selling milk as a plant-based beverage with infused flavours but not as a functional milk. We aim to provide an alternative to milk in terms of nutrition as well as taste.
- ❑ During his internship at Product Development Innovation Center (PDIC), Tetra Pak, he decided to take this as a challenge and formulate a process flow and recipe from the scratch. This is how Beta Dairy was born.

### Future of the Startup:



- ❑ Registered Pvt Ltd firm
- ❑ FSSAI certification
- ❑ Started operations in Jan and crossed a revenue of 53k
- ❑ Aim to achieve 30 lakhs revenue in FY 2021-22
- ❑ In talks with third-party manufacturing units to scale up
- ❑ Banana milk, rice hazelnut milk, ice-cream, yoghurts are in R&D pipeline





## Chidambar Joshi

📍 Jnana Sindhu, 3rd Cross  
Venkatesh Nagar, Near Basava  
Kendra, Shivamogga -577201

✉️ joshi@nisargadhaatu.com

🌐 nisargadhaatu.com

📞 +91 98450 61149

🏆 Engineering Graduate  
Recipient of National  
Award from President of India

# NISARGA DHAATU HEALTH LLP

## Armor of God for Natural Healthcare

**Business Idea: Culturing/cultivating medicinal mushroom Cordyceps Militaris and developing value added health supplement products.**

This is an endeavor with noble focus on Public Health and Welfare of Farming Community. Majority corporate professionals, and as well many in urban areas, suffer with chronic health issues. This food supplement can be a solution to many such issues and even COVID19 like issues. The startup business model has inclusiveness of farming community, through entrepreneurial and employment opportunities.

Mr. Chidambar Joshi founder as a handicapped person is honored with National Award from former President of India Dr. Abdul Kalam in 2006 for professional excellence. He has desire to setup his own venture especially in rural environment, and wanted to contribute to society with unique solutions. In this journey he got inspiration and support from IIHR, NIAM, Coffee Board and UAHS and ventured into mushroom cultivation and development of innovative healthy value added food supplement products.

Cordyceps are originated in the Tibetan Himalaya region and are strong immunity herbal adaptogens. They have got hundreds of years of medicinal usage history to treat issues such as Diabetes, Cholesterol, Immunity, Energy/Stamina Loss, Cancer, Kidney, Libido and Fertility issues with number of successful researches and lab trials done across the world. The startup company Nisarga Dhaatu Health LLP further takes this journey to develop highly effective value added products through combination of Cordyceps and valuable Herbs and Nutrients.

Currently the startup has researched and developed few vital value-added products such as CordyTea, CordyCafe, CordyProtein, CordySoup, CordyEnergy Drink,





CordyNoodles, CordyJackyRotis.

CordyCafe's formulation is being fine-tuned with help of Central Coffee Research Institute and already well received by customers in pilot phase.

The startup has 250+ current retail customer base and 2 bulk buyers and a dealer network. They have marketing hub in Bangalore and have piloted a corporate outlet at MNC Ionidea, and planning to extend pilot success to giants such as Infosys and IBM.

There is large market demand for Cordyceps upto 100 tons/annum in India. The startup would further expand the business horizon through pool of farms setup by entrepreneurial famers under their umbrella Centrally Controlled Farm (CCF Model).

The startup is mentored and guided by premier institutes such as IIHR, CCRI, USAD and NIAM in terms of technical, business development and marketing aspects.

## Business Model

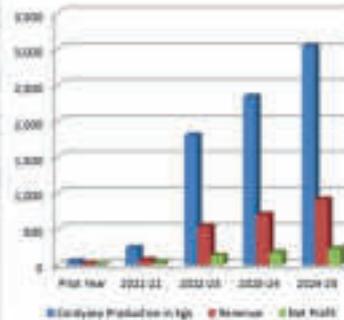


## Pilot Year Results Summary

Pilot Customer Effective Responses – Total Number Customers - 245

Customer ID	Age	Gender	Complaint	Duration	Response	Health Weight Gain
<b>NO OF CORDYCEPS RESULTS</b>						
10	45	Male	Diabetic Gangrene	10	Improved	15kg
11	55	Female	Hair Growth	5	Improved	10kg
12	60	Female	Weight Loss	15	Improved	12kg

Very Recent Miracle : Brain Tumor  
Path to Recovery!



## Financial Dashboard

Rs in Lacs

Pilot Year	2021-22	2022-23	2023-24	2024-25
Cordyceps Production in kgs	30	240	1,800	2,340
Revenue	25	72	540	992
Net Profit	6	29	135	176
Farm Expenses to Capacity of 30kgs/men		CCF Model Fully Established (30 Farms) 550 kgs/men	80% Growth	90% Growth



## Rizwana Syed

📍 Head Office: # 25/E,  
2nd Floor, HHS & HMS  
Complex (Near Corp. Circle),  
Cubbonpet Main Rd,  
Bangalore 560002 KA

✉ rizwana@kaizatech.com

🌐 kaizatech.com

☎ +91(80) 4126 7502,  
+91 80951 99786,  
+91 95380 26388

🎓 MPhil

# KAIZA BIO PRIVATE LIMITED

**'Ditch Your Sugary Soda, Oily Snacks; Embrace the Healthy KAIZA Drinks & Bites'**

**Business Idea: Unique Immunity Boosting Probiotic Vegetarian Drinks and Snacks.**

- KAIZA BIO is a new-age biotechnology company with special focus on food-nutrition, health-wellness, green-tech and agri-tech. The company has unique expertise in fermentation technology and developing biobased and bioinspired products containing nutraceutical, supplement, adjuvant and immunity boosting food products (including PROBIOTIC based fruit or vegetable juices, etc. for immunity boosting), with back-integration in agri-biotech process and agriculture descriptive supply chain picture (including organic, greenhouse, high-density farming/ agriculture, etc.).
- Kazia Bio is led by experienced industry experts and mentored by global diverse industry leaders in biotech, agriculture and healthcare industries. Well known experts in agriculture, Dr.R.Kalpana Sastri, Ph.D. and Dr. Venkata Reddy Tamilnadu, PhD are gracing the Board of the company.
- The startup aims to target the customers looking for improving or boosting immunity with the help of probiotic vegetarian drinks and snacks. These probiotic based juicies, beverages and snacks are derived from naturally occurring useful anti-microbial peptides or phyto-chemicals found in fruits and vegetables



**CURRENT PRODUCTS: Probiotic Green Coconut; Coconut-Lime-Mint; Coconut-Strawberry, and Coconut-Milk-Almond.**

. . the finding is extended to other known bio-active fruit and vegetable-based juices, beverages and snacks to develop various PROBIOTIC JUICE, BEVERAGES & SNACKS with different taste and properties!

## AL KAREEM SOUQ PVT LTD

### Value Addition Branding and Marketing of Kashmiri Products

**Business Idea:** Value addition, branding and marketing of premium Kashmiri products like apple, walnut, almond, honey, saffron, kahwa, masala tiki wer, lavender oil, apple jam, dry apple and shirmal.

Vision and Mission of AL KAREEM SOUQ PVT.LTD is to empower farmers in Jammu and Kashmir and give them platform to brand and market their products Pan India and across the world. Income of farmers to be double by 2022, maximum benefit should go to the farmers in the price spread. Quality Product is made available to the end Customer.

The problems were that all these products are sold without any value addition and on very low rates. AL KAREEM SOUQ tried to solve this problem by introducing small retail packs of apple and test run was done in local market. It was a huge success and people liked the product as pack size was reduced to six, five, four, three and even one single pack apple. Later on, other products were also introduced like Kahwa, Walnut, Almond, Saffron, Honey etc. which received huge response from customers



### Adnan Ali Khan

📍 270, Pinjura Shopian  
J&K 192303

✉ adnanalikhan26@gmail.com

📞 +91 77808 69532

🎓 BE, MBA



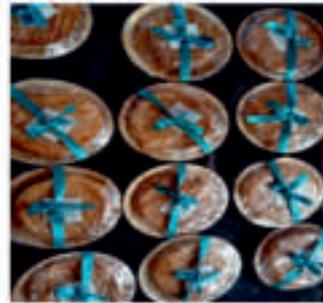
Stall at Buyer Seller Meet at Department Of Horticulture Kashmir.  
Award received from Hon'ble Lt. Governor Shri Manoj Sinha Ji

# AL KAREEM SOUQ PVT LTD

in J&K and outside. Farmers are getting benefit from this model as they are receiving 20% to 30% more price in this format.

Mr. Adnan Ali Khan was awarded by Hon'ble Lt. Governor Shri Manoj Sinha Ji, Director Horticulture Kashmir Jinab Ajaz Ahmad Bhat Shab, Hon'ble Vice Chancellor SKAUST, Jammu Shri J.P.Singh Shab for this Innovation and farmer driven Initiative. This success story was widely covered by all leading news channels in the country and story was published in Hindustan Times, Rising Kashmir, The Print,ANI and many other regional newspapers.

Online and offline platform is used to sell these products, total sales till 20-March-2021 is Rs.2.0 Lakh and it is growing day by day. AL Kareem Souq has generated employment for 4 people and once business will grow 7 to 10 Persons will get employment on regular basis.



Branded Shirmal



Retail Apple Packs



Apple Packs at Super Market



Premium Honey



Premium Kahwa



## Vimal Panjwani

📍 B-11, Mantri Avenue-1, Pashan,  
Pune, Maharashtra - 411008

✉ support@agrivijay.com

🌐 agrivijay.com

☎ +91 96070 60006

+91 96070 80008

# AGRI VIJAY

## Empowering Farmers For Tomorrow

**Business Model:**  
Platform to provide renewable energy products to reduce consumption of non-renewable energy sources in Agriculture.

AgriVijay is an offline & online curated solutions platform bringing all the possible renewable energy products that are meant for agriculture or farmers making them energy independent by reducing their

dependency on fossil fuels such as diesel, firewood etc. ,increasing their savings & contributing to the climate change as well. AgriVijay interacts with farmers & rural women with their omni-channel touch points such as user friendly e-commerce website, mobile app, field teams, call center & village/block level franchisee model known as 'AgriVijay renewable energy stores' which is a one stop store of renewable energy products meant for agriculture & farmers. AgriVijay coupled with their experienced energy advisory & recommendation on renewable energy where they understand energy needs of farmers along with the waste availability at their end they are penetrating the knowledge & usage of 'renewable energy products' to bring disruption in the lives of thousands of farmers & their families as a direct social impact along with an indirect impact on environment by increasing use of renewable energy & reduction of usage of fossil fuels & chemical fertilizers by the farmers.

AgriVijay™  
कृषि संचयन प्रणालीय कर्मा उत्पाद

Biogas Slurry Pump, Biogas Compost, Biogas Digestion System, Biogas Manure - Soil Fertilizer, Solar Water Heater, Solar Dryer - For Storage of MS & other Products, Solar Water Pump

एक एकोण-चरण ३ दिवस  
कॉल या व्हाट्सएप करें  
📞 96070 80008

**AgriVijay™**  
WE ARE IN  
**TOP 100**  
Startups

**FICCI Summit & Awards for Agri Startups**  
Virtual 3rd Edition (19 - 20 February 2021)

**AgriVijay™**  
has WON  
FICCI Agri Start up Award  
**Best**  
**"AGRI-INNOVATOR IN COVID TIMES"**

Chief Guest  
**SHRI B. C. PATIL**  
Hon'ble Agriculture Minister  
Government of Karnataka

Strategic Partners: TAPSC, AgriVijay, Osham, psc

*Hearty Congratulations*

AgriVijay

AgriVijay received FICCI Startup Award for 2021 as 'Top Agri Innovator in COVID times' along with Indian Achievers Awards for 2020. The vision of Agri Vijay has also received appreciation from Renewable Energy Industry veterans such as Mr. Gautam Adani, Chairman & Founding Director of Adani Group.



AgriVijay currently has commercial operations in the states of Maharashtra & Rajasthan with 2 branch offices and 15 AgriVijay Renewable Energy Stores at Village level with a strong 12 member team within 9 months of the inception in June '20



## Venkateswara Rao Mannem

📍 D.No.16-35-S9-400-G,  
Khadi Colony, Beside  
Sai Baba Temple, Tirupati - 517501,  
Chittoor District, Andhra Pradesh

✉️ prof.raomannem@gmail.com

☎️ +91 8985999000

🎓 M.B.A., M.Phil., Ph.D

## LAURELS & PLAUDIT FARMING

### Empowering the Agri-Stake holders

**Business Idea :** Facilitating the organized farmers in communicating with the potential buyers in their own language and to sell their produce directly to the consumers of different states , circumventing the intermediaries.

The startup initiative is driven by the agenda of facilitating the organized farmers to sell their agricultural produce directly to the consumers, circumventing the intermediaries. This will facilitate the farmers to achieve economic empowerment.

The Promoters & Directors of the Company are from Andhra Pradesh & West Bengal –the two agricultural intensive states. They have witnessed the problems of the farmers in marketing their produce. Out of empathy for the farmers, the company has been formed. Its intention is to facilitate the farmers in executing direct marketing

Dr. Venkatesra Rao Mannem (Professor in HRD and Facilitator to Extension workers) & Mr. Supratim Ghosh (Social Communicator & Co-founder of the initiative ) are the founders of the startups

The FPOs shall carry out trading with the direct consumers through a strategic marketing apps having a language converter system that will translate the language of the farmers into that of consumers and vice versa

**TARGET-CUSTOMERS :** FPOs & Food Processing Entrepreneurs  
**VALUE-PROPOSITION:** The startups Marketing App with language





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converter mechanism will facilitate the FPOs in executing trade directly with the consumers across the country in their own language. It will enhance profitability of the farmers

**REVENUE STREAM :** The startup shall earn revenue by selling the Strategic Marketing Apps along with the innovative Language Converter Mechanism to the FPOs, Farmers Cooperatives , any other association of Farmers

The startup shall also take consultancy fees from the FPOs for establishing their linkage with potential buyers Execution of the Startups-business model and idea.

The startups' innovative product is almost ready and after test marketing and necessary re-engineering the startup will go for commercialization of the product.

The startup have taken the decision of adopting Influencer Marketing or Key Opinion Leader (KOL) Marketing

The POPIs (Producer Organization Promoting Institutions) are responsible for mobilizing the farmers, motivating them towards collective initiative and facilitating them to form an organized structure viz. the FPO. Thus the POPIs are the opinion builders of the FPOs

The startup has adopted the strategy of building up a supportive nexus with the POPIs and get our innovative product distributed to the FPOs through POPIs. The POPIs will facilitate the FPOs to perceive the beneficial features of our innovative product and motivate them to buy our product for achieving empowerment.





## Anil Sawant

📍 Shahu Colony, Lane 11, A2,  
Survey No 9/4B, Karvenagar,  
Pune 411052

✉️ [Aigretindia@gmail.com](mailto:Aigretindia@gmail.com)

🌐 [aigret.business.site](http://aigret.business.site)

☎️ +91 96890 03700  
+91 97650 09766

👤 Founder is an Engineering  
Post graduate  
(M-Tech) in  
mechanical engineering with  
22+ years of exp. in research  
and development of Agri &  
Industrial products  
holding multiple national and  
international patents.

# AIGRET INNOVATIONS INDIA PVT LTD

## "Agricultural Innovations for Green Revolution"

### Business Idea: Automated electrostatic spraying Machine for orchard crops

Aigret Innovations developed Electrostatic spraying system, an Agri-instrument with innovative patented technology, used for pesticide spraying in various crops/fruits like Grapes, Pomegranates, Orange, Mango, and many more.

This technology provides almost 35 to 40% of pesticide saving, more than 90% coverage and deposition efficiency with minimal drift causes saving in spillage of poisonous pesticides on soil/ground which will ultimately protect the green environment and human life

Aigret Innovations formed in Sep.2018 by the engineering and agricultural professionals having very rich industrial experience by keeping in my mind about the future requirements of precision agricultural technology in India.

Aigret Innovations lead by members who are from Engineering, Agricultural and Science background with individual experience of more than 25 years and expert in their respective domains. Team is also supported by outside Agri-consultants to support on field trials and validations.

In electrostatic spraying smaller droplets of 40 to 50 microns size formed by using air atomization technology, later charged by passing through high voltage electrostatic field

In current Innovation, Nozzle design is patented where high pressure atomization zone and high voltage electrode are embedded in uniquely designed nozzle. This is fail-safe design with all protection features are embedded in system.





Machines manufactured using patented technology, successfully tested in field (Grapes and pomegranates field), Comparative study conducted which shows better results than competition.

Fit for market design with Competitive product pricing. Product cost is @ 3 times less than competition.

(B2C) Direct Sale to customers (Farmers), Sale through Agri- consultants and old customers referral, (B2B) Sale through FPO's, Bachat Groups, Farmer groups (Social media groups), Sale through dealers/Distributor network.



#### Achievements...

- Granted Patent by India patent office (Patent No: 321649)
- We are proud winner of ASME ISHOW 2020 award conducted by ASME global.
- The startup is recognized by Start-up India and DIPP, Govt. of India
- Working with MPKV, Rahuri for ESS Technology development for Agricultural Spraying DRONES

#### Future Projections

The global agricultural sprayers market was valued at USD 4775.4 Billion in 2018, and it is expected to register a CAGR of

5.4% during forecast period.

Aigret Innovations working towards commercialization of Electrostatic Spraying system, Product certification by govt. agencies to get it subsidized for low-income farmers.

# TEAM NABI



**Shri. P. K. Swain**

*Additional Secretary-Agricultural  
Marketing AQIA & FW, Govt. &  
Director General, CCS NIAM,  
Jaipur*



**Dr. Ramesh Mittal**

*Director & Chairperson,  
CCS NIAM, Jaipur  
Mobile-9829210013  
mittalramesh@gmail.com*



**Mr. Manoj Agrawal**

*Chief Operating Officer, NABI  
Mobile-9982411115  
manoj.agrawal@ccsniam.ac.in*



**Mr. Nitin Lahoti**

*Manager-Innovation, NABI  
Mobile-9892784560  
nitin.lahoti@ccsniam.ac.in*



**Dr. Mahesh Kadam**

*Manager-Marketing and  
Communication, NABI  
Mobile-919259145776  
mahesh.kadam@ccsniam.ac.in*



**Mr. Abhishek Sharma**

*Manager-Finance & ICT, NABI  
Mobile-9001356965  
abhishek.sharma@ccsniam.ac.in*



**Mr. Akshay Singh Ranawat**

*Legal Executive, NABI  
Mobile-9460732565  
akshaysingh.ranawat@ccsniam.ac.in*



**Mr. Ashutosh Vyas**

*Business Executive, NABI  
Mobile- 8875870034  
ashutosh.vyas@ccsniam.ac.in*



**Mr. Sachin Ukey**

*Business Executive, NABI  
Mobile- 8956347749  
sachin.ukey@ccsniam.ac.in*

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Last but not the least, the cohort of Startup incubated under startup agribusiness incubation programme deserve our thanks and appreciation for sharing their growth trajectory with us for finalising this journey book who have put their heart and soul in transforming their dreams to reality.





## **CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM)**

(An Autonomous Organization of Ministry of Agriculture & Farmers' Welfare,  
Government of India Bambala, Tonk Road, Jaipur, Rajasthan, India  
[www.ccsniam.gov.in](http://www.ccsniam.gov.in)