



JEWELS OF AGRI-INNOVATIONS



Green Blossom®



VIRTUOUS ORGANIC



Onione Agrotech



SMS CORPORATE SERVICES LLP.

Success Stories of CCS NIAM Incubatees under RKVY-RAFTAAR



JEWELS OF AGRI-INNOVATIONS (2022)



**Rashtriya Krishi Vikas Yojana
Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR)**



Director General's Message

In recent years, enterprising youth through their startups is now coming up with innovations and business models that have the capacity to turn around the rural and agricultural landscape while supporting farmers and helping them achieve scale and sustainability. And surprisingly, a significant number of them originate from the non-agri field, since they see greater opportunities for impact in agriculture and its allied activities.

The new age of Agripreneurs aims to strike and touch the entire value-chain of agriculture and create a balance between the farmers and the business models they are trying to implement, which allows agri-stakeholders to adapt to the changes brought in by such innovations. Farmers feel empowered and are able to achieve a remunerative price for their produce after Agripreneurs give them the tools to function in the market as a businessman.

A flagship initiative of the Ministry of Agriculture and Farmers' Welfare of Government of India, the RKVY-RAFTAAR programme is one of the pioneers of bringing technology and innovation to agriculture in the country. As part of the scheme, startups are being highlighted and a platform is being provided for agri-innovators to showcase their innovations for the benefit of key agri-stakeholders. Such programs have also made it possible to detect potential agri-startups early on. More and more agripreneurs are coming up with innovative ideas for setting up agri-based businesses to impact farmers' incomes.

In the last 3 years, NIAM Agri-Business Incubator (NABI) has not only provided training and funding for agri-startups but has also provided a safe space for innovative agri-business ideas to thrive

as an agri-business. NABI has cultivated some revolutionary startups under its wings to keep pace with the rapidly changing startup ecosystem.

NIAM Agri-Business Incubator (NABI) team deserves my sincere praise for bridging the gap between agri-stakeholders and corporate world by providing the Agripreneurs a platform to showcase their ideas before the Ministry of Agriculture and Farmers' Welfare, Government of India. A developed India may not seem so far away with such support and guidance.

Dr. Vijaya Lakshmi Nadendla, IAS
Joint Secretary (Marketing), MoA&FW, GoI
Director General, CCS NIAM



Director's Message

With the influx of agritech innovators into the Indian economy over the past few years, farmers have gained prominence. Several agritech startups are now working to introduce farming-related advanced technological mechanisms to show farmers how to make farming a profitable and sustainable business. These Agripreneurs provide a wide range of services to farmers, from providing farming equipment at affordable prices to protecting crops.

Similarly, a budding Agripreneur plays a key role in promoting innovation in society. These Agripreneurs are not only challenging corporate dominance through their innovative ideas, but also offering simpler solutions to the problems they are tackling. These Agripreneurs with their innovation have come to the aid of stressed farmers and have been successful in answering the problems of Indian Agriculture. As a result of a new wave of entrepreneurs and startups, the Indian agriculture sector is being disrupted.

CCS NIAM while implementing RKVY-RAFTAAR programme as NIAM Agri-business Incubator is not just only providing a platform to Agripreneurs from all corners of the country to showcase their innovation and convert their ideas into businesses, but has also taken up the responsibility of hand-holding and supporting four states as a Knowledge Partner. The Partner R-ABI's supported by CCS NIAM includes IIT, Kharagpur, Sri Karan Narendra University-Jobner, Bihar Agriculture University, Bihar, National Rice Research Institute, Cuttack, Odisha.

The startups incubated at CCS NIAM are not only creating more jobs, but also have ripple effects on the socioeconomic fabric of the

locale where they are situated. As the global startup revolution continues to grow, the world has become a playground for these young entrepreneurs. With many initiatives for farmers, the government aims to double farmers' income by 2022. Therefore CCS NIAM has nurtured a group of such Agripreneurs that are gaining a name and growing quickly.

In the present book we are presenting the cohort that will lead the agri-innovation sector of the country. This cohort will also act as the responsible shoulders that will bear the responsibility of helping the agri-stakeholders. NIAM Agri-Business Incubator (NABI) is proud of its Agripreneurs as they intend to promote the agricultural economy of the country by meeting milestones set by them under the guidance of CCS NIAM.

We wish these Agri-Jewels all the luck and support for their future growth.

Dr. Ramesh Mittal
(Director, CCS NIAM)

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01.

Aumsat Technologies LLP

"Sense & Solve"



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Having been trained under the Indian Air force as an Aeromodelling Instructor, Scientist under United Nations Department of ISRO and being part of Chandrayaan 2 Mission of India, Mr. Riddhish Soni comes with a diverse field of experience in the Aerospace Industry. Specialized in Satellite Imaging, Computer Vision and Big Data Analytics, Riddhish was able to detect water signatures on moon. Using the same motivation behind the technology used to detect water on moon, Riddhish founded Aumsat Technologies with a vision to help farmers locate subsurface groundwater resources in their fields.

Aumsat is a team of specialized engineers, scientists and big thinkers passionate about making information accessible and actionable. They believe in being a part of the future of technology and pushing it to go even further. Startup team came together to be problem solvers and solution finders by bringing together geomatics, predictive analytics, remote sensing, object detection and statistics for irrigation sector. Startups consistent foundations are built on innovation, precision and trust.

Business Idea:

“Satellite based services for detection, prediction and forecasting of groundwater resources.”

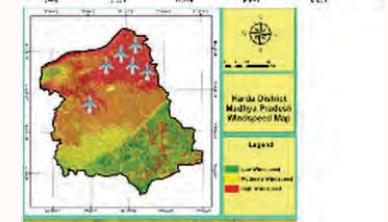
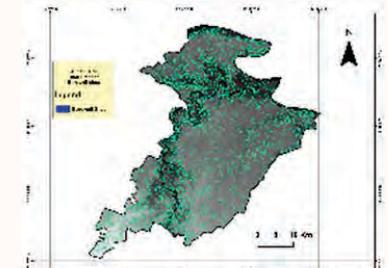
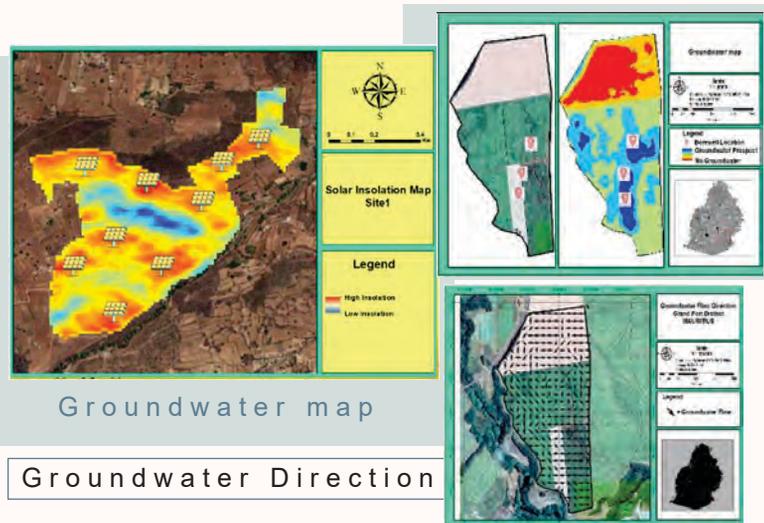


Aumsat provides precision-driven, satellite-based, AI-enabled hydrological analysis for locating, predicting, and forecasting groundwater zones.

Unlike conventional costly and time-consuming methods used in groundwater exploration, startup services can help detect bore well sites at a high rate of precision without physically being present on the field. The startup is operating in the state of Maharashtra, Tamil Nadu, Gujarat, Uttar Pradesh, Bihar, Rajasthan and Karnataka. The Technologies are certified by BARC, ISRO, ICAR and Junagadh Agriculture University.

The major benefits by startups innovation are systematic and accurate groundwater discovery, precise location of potable groundwater in drought hit areas, reduced survey time, affordable technology for marginal farmers.

Today small-scale food producers and farmers require much greater support and increased investment in infrastructure and technology for sustainable agriculture. To complement this, Aumsat's solution would improve basic socio-economic & water demand & supply by enabling an equitable distribution of water resources due to more accurate groundwater forecasts and more precise assessment of crop damage due to disease, natural disasters such as drought & flood etc. The startups vision will help provide 1000 women employment in rural areas, improve Environmental Sustainability and finally help incorporate new tools and technologies for the people of India. Startup hopes to build a \$100 million business by 2030.



Radar images

02.

North East Bamboo Allied Organization LLP

"To actualize real potential of Green Gold, Bamboo"



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North East Bamboo Allied Organization (NEBAO) is a social objective startup dedicated to upscale the livelihoods of bamboo growers with an objective to develop new value added day to day usage products from bamboo, provide bamboo processing/value addition services to growers, arrange technology transfer on bamboo value addition equipments from abroad for providing equipments to bamboo growers, etc. Startup is a part of Association of Women Entrepreneurs (AWE), supported by Government of USA

Madhu Singh is a graduate with design background with over a decade of experience as freelance designer for various export assignments.

Business Idea:

Providing processing and packaging services to bamboo growers.



With Chaiman, Marcofed,
Nagaland Cooperative,
Nagaland



NEBAO founder research
Bamboo treatment plant



With VC, SASRD,
Nagaland University

Madhu Singh, the alumni of US Govt. Exchange Programme (AWE) and was selected as top 5 women enterprise of North East by Govt. of USA, Home Department for support and was awarded financial grant.

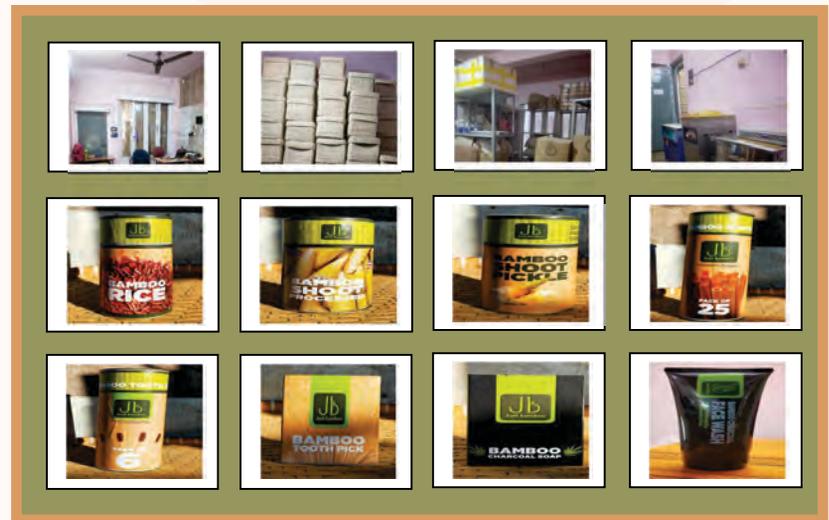
Startup team includes:-

- Sharda Nand Singh -Co-founder
- Gautam Mukhopadhaya, IFS (Retd.) – Independent Director/Advisor
- Jhanabi Phookan, Immediate Past President FICCI FLO & Serial Social Entrepreneur - Independent Director/Advisor
- Kames Salam, Bamboo Scientist – Independent Director.

The startup is only organization of NE providing processing and packaging services to Bamboo growers. Only brand of Bamboo (Just Bamboo) in India, dealing with Indian bamboo (not imported Chinese bamboo) having products in more than 1 category. 3 categories viz Daily Usage, Edible, Grooming. Unique products viz Bamboo Rice, Straw, Candle, available in branded form first time by startup.

The startup has developed new value added, daily usage products from Bamboo and provide bamboo processing/value addition and packaging services to growers. They are arranging technology of Mass consumption/fast moving, new products from abroad viz. Salt, Fiber, Beer etc.

The startup has outlets at Purbashree - Statue of Unity, Ahmedabad; Purbashree, Guwahati; Purbashree, Shillong; Purbashree, Kolkata; Konyak store, Guwahati; Diphulu resort, Kaziranga, Asean Confluence, Shillong. The startup is selected as Top 5 women entrepreneurs of NE by Govt. of USA for training and market access.



03. Green Blossom Agritech Ventures Pvt. Ltd.

"The smart choice of Organic Food Lovers"



Shamrendra Kumar

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Business Idea:

“Developing an efficient supply chain for 100% authentic organic Agri-Products, working with certified organic farmers / FPO to serve B2B & B2B2C customers.

Born in an agricultural family in rural India, Shamrendra witnessed his father & grandparents' struggle to find buyers every crop season. The long wait for customer (local baniya) and a significant portion of the crop getting lost due to rodents & other pests was a routine affair. The consequence was sub-optimal returns, raising questions on the viability of agriculture, while his parents looked helpless and clueless. It was this helplessness of his parents, which developed in him an innate desire to find a solution to the problems faced by his father & numerous other farmers.

After spending 22+ years in corporate world, post his Master's in Business Administration, Shamrendra decided to pursue his desire to do his bit to improve farm income by providing access to wider markets and improve returns. Dependence on local mandi, traders & intermediaries and post-harvest wastage were identified as the key problems affecting returns to farmers.

While farmers are struggling to get decent returns for their toil, consumers faced another set of problems – exorbitant prices, inconsistent availability and a host of products marketed as “Organic”, but lacking in authenticity. Post-Covid world only added to the complexity for customers looking for healthier life style and presented an ideal opportunity to work with both the farming community and the consumers to ensure availability of authentic organic food products with complete traceability.

Green blossom aims to ensure availability of authentic organic products through a multiplicity of channels both off-line and online. The startup is planning to list on leading E-commerce platforms such

as Flipkart, Amazon, Reliance Fresh and Big Basket. The startup products will also be available at Modern retail chains and neighborhood stores. Their plan is also to cater to customers in HORECA, Hospitals, Educational Institutions, industrial canteens segments etc.

As per current status, Green Blossom have established Collection Centers closer to farms at Vadali Bhoi and Ugaon in Nashik district. Warehouse cum distribution center to cater to Mumbai metropolitan region has been established at Bhiwandi. They have started operations with basic equipment and plan to add additional Grading / Sorting equipment & other infrastructure as they start scaling up gradually from last quarter of 2021. Currently they are associated with 3 farmer groups / FPO having 350+ Organic farmers with total of 800 acres under organic farming. For Staples, Green Blossom is reaching out to organic farmers in Maharashtra (Nasik, Pune, Ahmednagar, Latur), MP (Sehore) & UP (Bulandsaher) and other areas across India where it gets produced in bulk.

The startup have fully operational website. Both farmers and customers can register on the website. They are in the process of creating an App to enable customers place orders directly. Creation of end-to-end traceability infrastructure is also a priority which Green Blossom plans to address with infusion of fresh investments as they go forward.

Through its team of 5 people (direct employment) Green Blossom plans to reach to a pool of minimum 100 Customers in FY 21-22. Green Blossom has recently started working with 10+ customers in General Trade category while the effort is on to add customers in other categories.

Green Blossom has started revenue generation from the month of August'21 and plans to achieve a revenue base of around INR. 0.72 Cr – INR. 1.00 Cr in year 1 from Mumbai market. They plan to target a revenue of Rs.3.60 Cr. by 2023-2024 and increase total employment to 15-20 people (Direct & indirect) and beyond as they progress.



04. Virtuous Organic LLP

“Traditional Pure Sustainable”



Maj (Rtd.) Chhavi Sharma

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Business Idea:

“Bridge the gap between organic food supply and demand by nurturing the stakeholders of the value chain.”

With the evolving economy, the farming techniques have also evolved. But the question is - “Have they evolved into a progressive or a regressive way?” Chemicals are seeping in, the genome cycle is modified and quantity is the only output expected. We, as Virtuous Organic, plan to help the farming sector evolve progressively by going back to our roots, learning from our forefathers and farming for a pure and sustainable food cycle. In the process, we also plan to increase the per capita income of the people whose livelihood depends on organic farming.

Virtuous Organic has been founded by Major Chhavi Sharma (Retd) who has 12 years of experience in supply-chain management in Indian Army Supply Corps. After having personally faced the repercussions of chemical laden food on herself Major Chhavi Sharma (Retd), who was diagnosed with an autoimmune disorder grew empathetic towards the adverse health effects of consumption of adulterated agricultural produce that leads to numerous health complications in people, particularly the weakened immune system and ingestion of carcinogens. Coming from a defence background and a 12 year experience in supply chain management, Major Chhavi Sharma is leading the operations at Virtuous Organic with a commendable zest.

Today, not only the affluent but also a large section of the middle-class society considers spending on organic food produce as an investment in their health, creating a huge demand. As per a EMR report, a CAGR of 25% is forecasted for the 2021-2026 period. This leaves room for us, at Virtuous Organic, to leverage our unique business model.

The idea is to support our farmers and create a business model that is profitable to them and encourage them to shift towards organic farming.

The startup strive to go backwards in the supply chain by first creating a brand, making consumers aware, and managing post-harvest farming operations for farmers and FPOs. We aim to achieve this by hand-holding a group of farmers and helping them with necessary certification and post-harvest management.

Virtuous Organic is a bootstrap funded operation that will involve collaborating with farmers and undertaking the packaging and marketing side of things. The revenue generated in the initial phase will solely depend on the sales of products.

Virtuous Organic has incorporated the following in its operations:



Startup plans to increase the reach and connect to more consumers as well as farmers and FPOs across India for collaborations. The goal is to reach a turnover of 50 lakhs per annum in the near future.

In phase 2, startup can venture into other commodities like fresh fruits and vegetables, milk and processed food, as well as into exports.



05.

TMF Agronomics Pvt. Ltd. "Digital Platform for Agricultural commodities".



Vibhor Shukla

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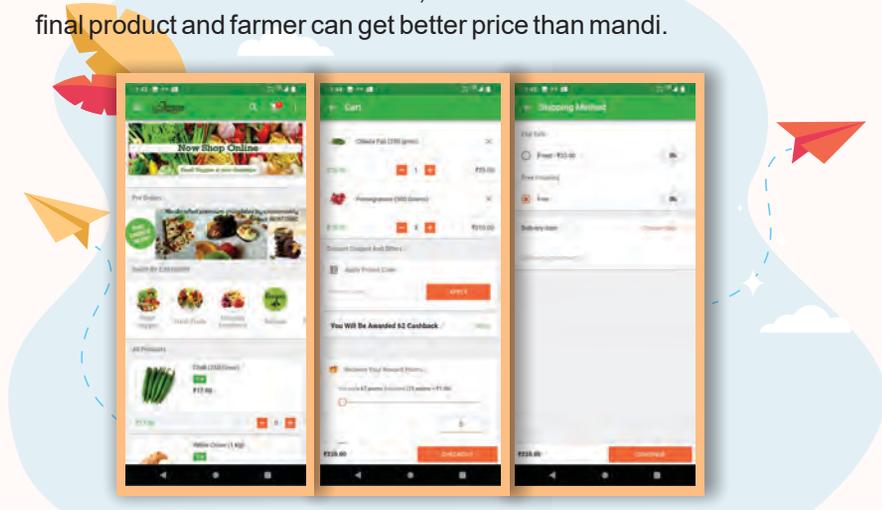
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Vibhor Shukla is the founder and CEO of the TMF , comes from a very religiously progressive famil , who believes in values, traditions and do not hesitate in adapting new ideas and systems. He takes care of logistics and order management process.

Roshi Gupta, Chief Operating Officer, takes care of the back end of online business and marketing strategies, belonging to a family of farmer's and renowned for her problem solving attitude. When Vibhor, himself was facing issues in getting fresh veggies at home, he would travel all the way to his farms to get fresh veggies. At that time, he identified the problem that there are lot of loopholes in the vegetable trading business, also the farmer is not getting the adequate price of their produces. Hence, he decided to create a platform where he can connect farmers to the end users, as this would reduce the cost of the final product and farmer can get better price than mandi.

Business Idea:

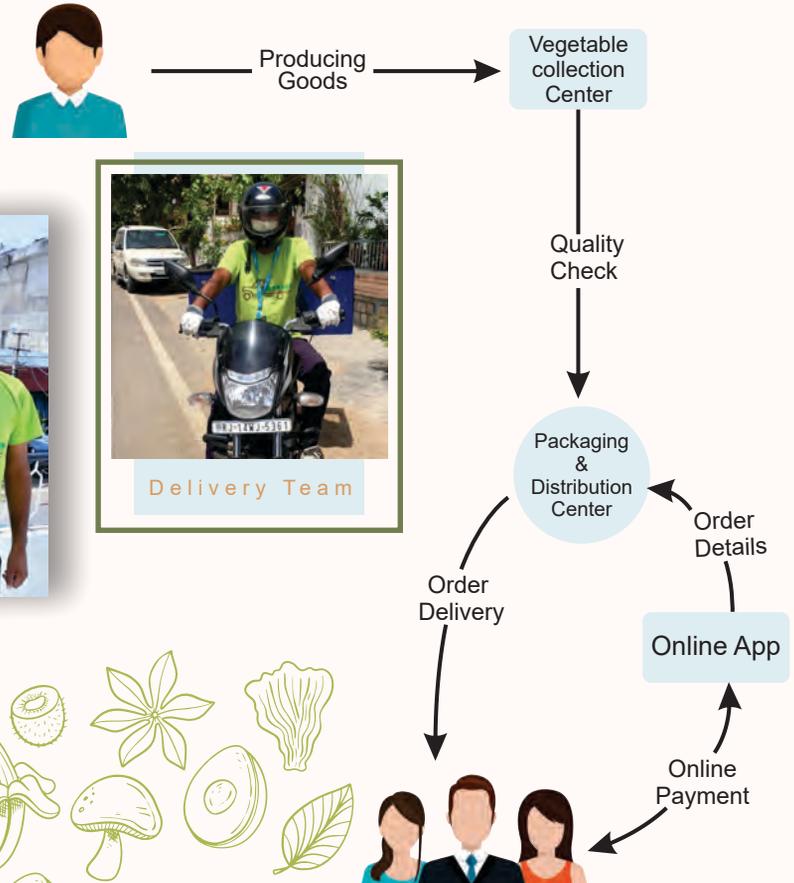
“Connect farmers to end users using digital platform for backward & forward linkages.”



Packaging



Delivery Team



The Idea is to Connect farmers to the end users using the digital platform and share the agri-inputs with farmers. Presently, they are operating in the Jaipur City, and till now they have done 3000+ B2C deliveries successfully.



06. Organismic Technologies Pvt. Ltd.

"Residue free saplings to farmers"



Naveen Hiremath

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The startup has developed quality planting material for sustainable ginger farming. They are working towards scaling up and expansion of their business.

The team of startup consist of Naveen Hiremath, (Masters in Agriculture with specialization in Biotechnology from Tamil Nadu Agricultural University), Thilagam (PhD in Biotechnology), Priyanka (Masters in Plant Biology).

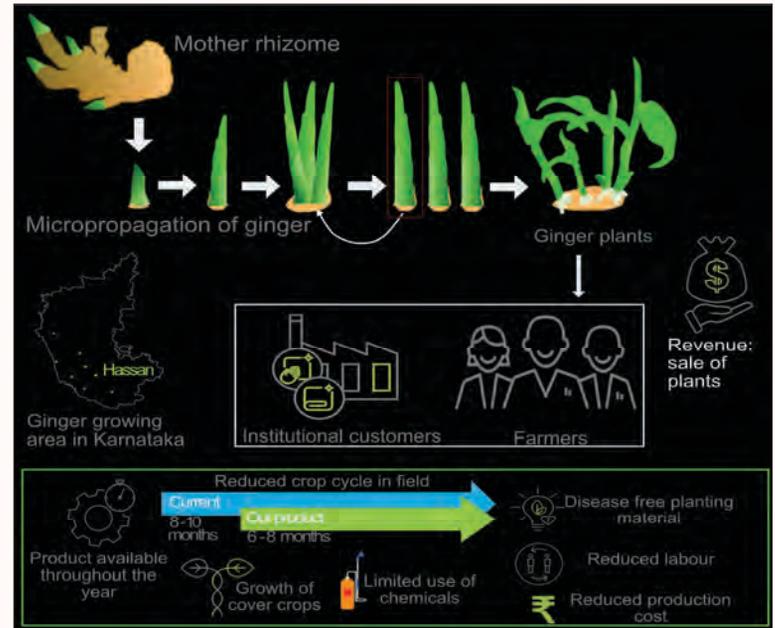
Production of quality planting material for ginger growers. The startup does rapid clonal micropropagation and provides disease-free planting material throughout the year. Reduced time of crops on fields ,limited use of chemicals. Currently they are working to reduce the production cost of the plantlets.

Business Idea:

“Quality Ginger planting material – Towards a Residue free food chain and high returns for farmers.”



Ginger Farming



The startup is impacting the farmers greatly by 30% reduction in the production cost. The startups has got the production capacity of 4,00,000 plants/year currently and working to expand the production and supply to more farmers. Startups has reduced seedlings' production cost by using alternative media sources and have also reduced the production time by half. Startup targets to reach supplying capacity to 100 acres in 2022.

07.

Flory Agro Exports LLP

"Excellence in exports"



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Dr. Parashram Patil is an agricultural and natural resources economist. He is presently international expert at United Nations and Asian Development Bank. He is ex-agricultural export policy consultant of Ministry of Commerce and Industries, Govt of India.

India is agricultural dominated economy even though India's agricultural export share is only 2% in world market. India can very well produce ornamental foliage like Cordyline fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messangerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu and Murraya Paniculata which have tremendous export potential and in great demand in European market. Columbia, Ecuador, Guatemala, Costa rica are market leaders in the export of decorative greens to Europe.

Business Idea:

“Cultivation & export of decorative greens & creating export hub villages through Floriculture ecosystem.”



Cultivation and export of decorative greens is a good remunerative business. Looking at this potential market of ornamental foliage, Flory Agro Exports LLP was born. They are fulfilling the need of fresh green export supply chain market to tap the export potential .

Flory Agro Exports LLP is a young Agricultural-Export start up. In Nov 2020, at Gudewadi village near Chandgad Kolhapur region in India, they planted 4000 saplings of Murraya Paniculate ornamental foliage plants and launched this project. They will be the first Exporters from India in this field. Presently Guatemala, Costa Rica, Israel Kenya and Ethiopia supply these to the Netherlands. However, their supplies are inconsistent because of political and economic instability in these countries. Demand is so huge that supplies from these countries are not able to meet the demand; whereas India has got solid competitive advantages for these products, because of tropical weather, strong and growing economy and stable political conditions. Additionally, Flory Agro Export LLP too has strengths to make this a successful venture like

location of their land, which climatically and geographically is one of the best locations in India; and proximity to India's largest international sea port and airport, which means good connectivity with Europe. Their core team consists of an expert from International Trade, veteran horticulturist and guidance of APEDA officials.

This business model has got very low risk, extremely good growth potential, very good upward scalability and huge market demand throughout the year. Once become the member of Royal Flora Holland, they assure sale of foliage in their auction center and they take guarantee of payment within 7 days from the sale proceed. This business need not to depend only international market. It has very good demand in domestic market too, especially Mumbai market. The farmers can earn about Rs 2 per leaves in domestic market. This product has demand in both the market international as well as domestic.

Social Impact

- Flory Agro Exports LLP aspires to convert ordinary village into agricultural exports hub.
- It will be induced farmers to change cropping pattern which more economically viable and environment friendly.
- It will provide alternative source of income to the farmers.
- It will promote environment friendly organic agricultural practices.
- It will generate employment opportunity at village level.
- Doubling farmers income and doubling agricultural exports.
- Promotes afforestation.
- Contributes in sustainable economic development of the village.



08.

Snadar Retails Pvt. Ltd.

"Farmer's initiative"



Prathamesh Nirgudkar

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Snadar Retails Pvt Ltd, FARM PARCEL is an innovative startup in Supply Chain Management by Mr.Prathamesh Nirgudkar in Pune district of Maharashtra .

Farm Parcel, focuses on standardizing the supply chain for Agri & allied products (Perishable products, self-help groups, small manufacturers) & creating marketing opportunities to them. Their focus remains on increasing the Income of Farmers & allied industry holders, while ensuring the consumer gets the quality assured products.

Farm Parcel is 5 years old startup having 12 regular employees, 10 internship students, connected with 1375 farmers who provide and support in logistics, packaging, grading and sorting activities of farm products to fetch good prices to them, 2 farm cottages to promote agrotourism in those farmers farm where the startup procured the farm products to generate a alternative income to them and 80 repeat customers.

Business Idea:

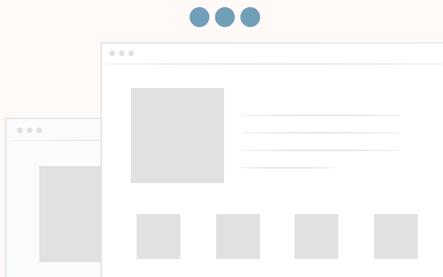
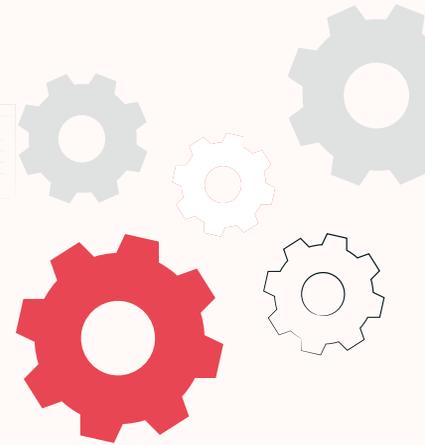
Standardising Supply chain of Farm Products till end consumer.



Farm Parcel have their existing two outlets and 2 farm cottages and today we have gathered here to inaugurate three more outlets/stores in Pune and periphery areas and one farm cottage in Bhor tehsil of Pune district.

Farm Parcel, is using technology for creating markets for the products. The usage of technology is defined as follows:

- Farmer, Self Help Group – Inventory & future cultivation / production status buying rates (selling rates for farmers) - Proposed
- Distribution Centre – Inventory & Dispatch – Partially active
- Farm Parcel Stores / Resellers – Buying rates & selling rates. Inventory at Stores & future orders. Products selling reports, Customer buying patterns & feedbacks. – Partially active
- Customers – Products List, offers, Farm Packages (farm tours), Locations of Farm Parcel Stores, Farm Recipes, etc.. - Active
- Logistics – GPS driven logistics - Proposed



09. GloVerse Labs Pvt. Ltd.

"Grow with innovation"



Deepak Joshi

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Gloverse labs is founded by Deepak Joshi and Gaurav Kanthaliya in April 2020 with a vision to provide safe and sufficient nutritious food to the world and create a healthy sustainable food system. Deepak is a self-taught mechatronic engineer with 15+ years of work experience in domains of embedded system and IoT, electronic circuit and sensors manufacturing, mechanical design and assembly. Gaurav is an electrical engineer and has 6 years of work experience in domains of robotics & automation, software development, business planning & strategy, and farming.

The startup system is a combination of IoT based sensors and AI software which takes real time data of farm and provides useful tips and insights to farmers. It can determine yield prediction, price forecasting, and crop health data which can be used by insurance companies. Pre-scheduling of manpower can be arranged based on the exact condition of the crop. In addition to that system can

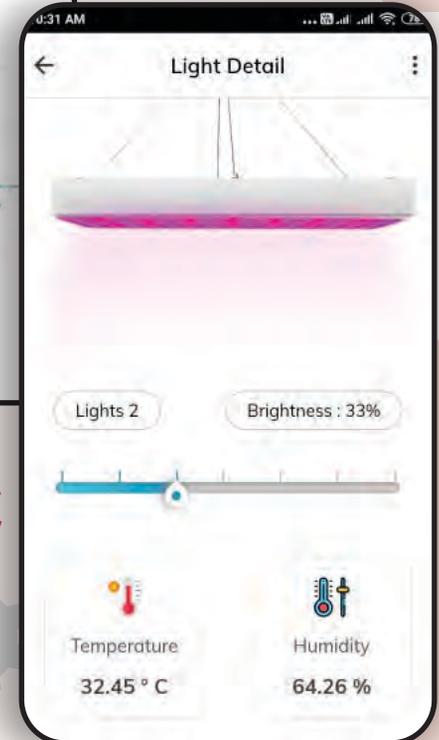
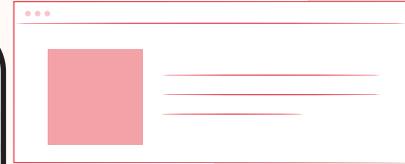
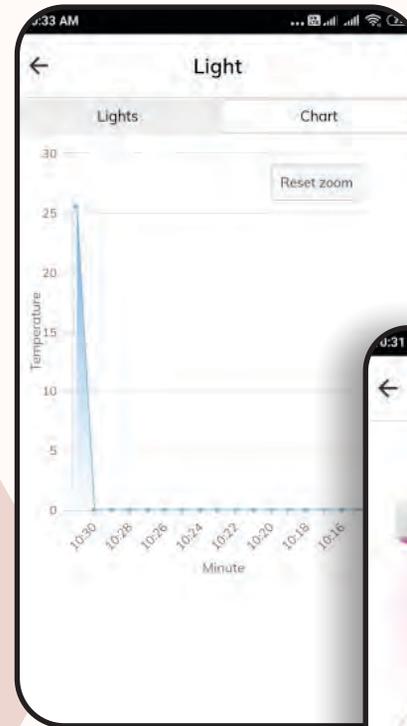
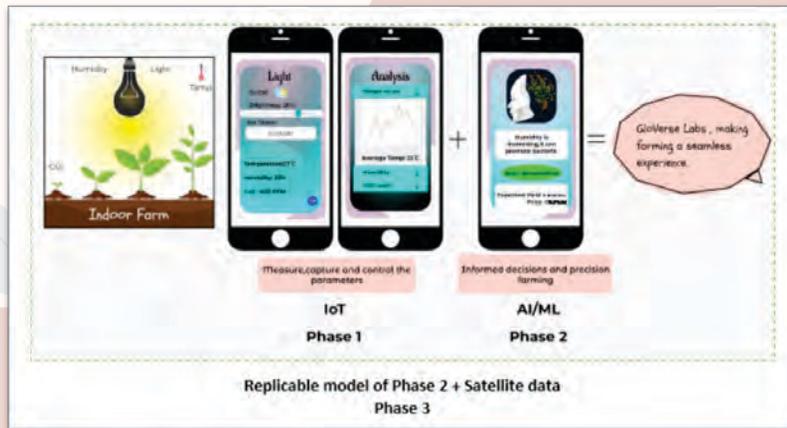
Business Idea:

“Real time information network with advance growing system to enable farmers grow smartly, easily, earn more profitably and disrupts the entire agriculture value chain for agricultural transformation.”



recommend to the grower about their need for the next cycle or on the other hand system can provide information to equipment and seed sellers, service providers, finance companies. Hence an informed decision can be taken in the entire supply chain. It automates the entire process and makes farming a seamless experience for everyone.

To achieve the better and faster results startup need advance technologies through which they can control and analyze everything. It is very useful for experiments in the research labs, thus they are strengthening the research ecosystem of India which will directly reflect into farmer's productivity. Gloverse Labs solution equip grower to control how our food tastes, how nutritious it is and how fast it grows. It plays an important role in climate protected cultivation.



10. SMS Corporate LLP

"Green economy & Agro tourism"



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Business Idea:

“Aiming at Economical sustainability maintaining the Eco-System by choosing plant species & adopting cultivation practices that will withstand climatic challenges.”

This agri start-up, an off-shoot of SMS corpn, has already started working upon this paradigm shift “Green Economy”.

Their end product is creating a model of MICRO ECO-SYSTEM on an area of 12 acres of land with all the key elements of environment like Forest, Orchard, Ornamentals, Aquatic body and Grassland. This model will consider maintenance of soil health, optimum use of water as an important natural resource and co-existence flora & Fauna. The model has already started taking shape on the ground as the agro tourism market in Odisha was still unexplored and has lot of potential.



Agrotourism Model

The startup is present in a location surrounded by various historic locations, the area also holds a rich culture and tradition.

From the research of the agro tourism market they came to know about the opportunity that will come in future for this .

It was a self-exploration to model with high potential in it attracting peoples of various segments , this model will generate income from the produce obtained as well as from service provided to the customers .

They are seeing a bright future in this sector and considering the current scenario, there is a need in people to experience the nature and we are going to full fill it, with motive to conserve the nature, make farmers self-sufficient, improve economy of the locality and create an sustainable environment with people and farmers as the top primary participants.



11.

HeptaLands Pvt. Ltd. *"Digital market linkage for stakeholders"*



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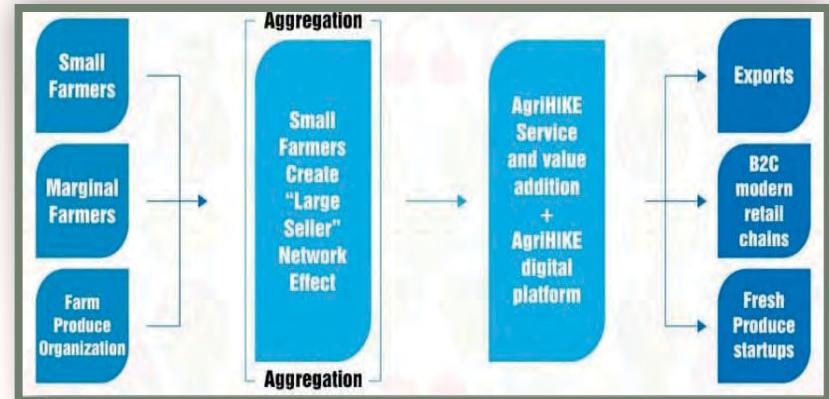
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AgriHike is a “digital platform” a Mobile Application designed to aggregate demand and fulfill bulk sourcing of fresh fruits and vegetables, linking Farmers & FPOs directly to Bulk buyers like Exporter, Modern Retail Chain, B2B, D2C players. AgriHike has focused on Horticulture cultivation clusters & operated as digital collection centers. AgriHike has managed supply and services of over 2000 tons of F&V, with a key focus on Horticulture cultivation clusters. AgriHike operates as a digital collection center delivering end-to-end farm level services like farm plot identification, harvesting, pre-cooling, and container stuffing. Farmers benefit from AgriHike services due to assured, timely and fair payments, multiple sellers and opportunity to directly sell standing crop before harvest.

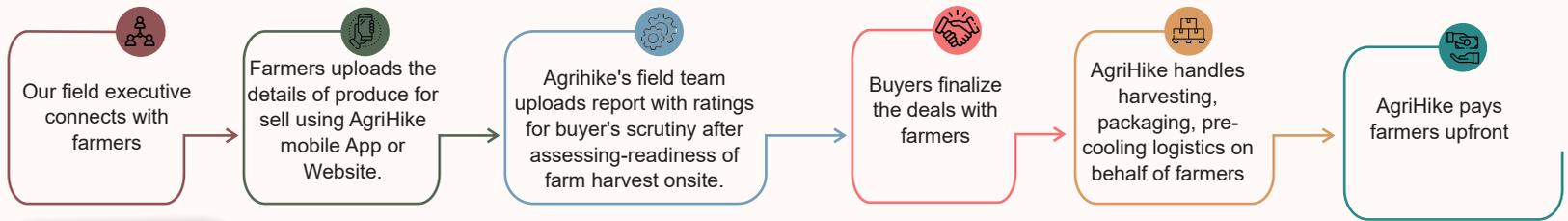
Business Idea:

“Building agro based eco system by empowering farmers, FPOs & micro-entrepreneurs through digital market linkage, efficient supply chain and value addition of fresh produce.”



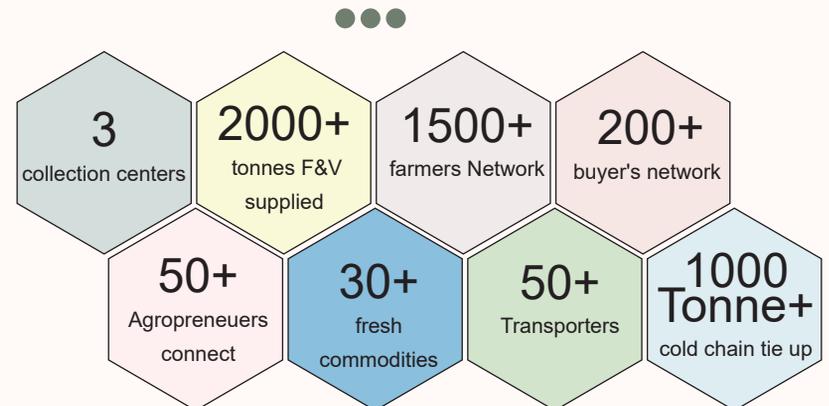
Heptalands founders Surjit Patil & Jeevan Jadhav are alumni of IIT KGP with a strong technical background in Agriculture and food engineering. The operations started under the trademark of AgriHike has developed into a robust win-win model for agro-entrepreneurs at grass root level, that has successfully scaled to engage more than 50 seasoned agro-entrepreneurs in horticultural clusters.

AgriHIKE has grown 4X in FY 2021 with Rs 200 lacs of revenue. Revenue projections for FY 2022 has zoomed to Rs 2500 lacs after strategic partnership MOU with Prime fresh Pvt Ltd & other players. AgriHIKE aims to connect 500 FPO for market linkage, largest service provider to Indian F&V and processed agro product exporters & global importers in all One District One product clusters. Aims to empower more than 3000 village level Agro-Entrepreneur by 2022.



Agrihike Grape Export Packing Operations

Agrihike's has large network of experience expert of agro-entrepreneurs at grass root level. AgriHike has swiftly expanded its portfolio from grape cluster to other fruits and vegetable cluster by fostering relationship with village level agro entrepreneur simultaneously leveraging asset light infrastructure.



12. Yogitha Biofarming Pvt. Ltd.

"Solving real problem of Bharat"



Deepak Kumar

 B.Com

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Providing technical support to farmers in the form of soil testing, seed selection, crop selection, optimal use of fertilizers and pesticides as well as by creating market linkages to reach the customers.

Farmers in India end up using a huge chunk of their earnings on buying seeds, fertilizers, pesticides and other such products which often result in land degradation as well as crop failure in the absence of technical guidance. This leads to the farmers' financial state worsening over time.



Business Idea:

“24 hours support from soil testing to market linkage at village level.”

Giving farmers the technical guidance needed to select the right crops and methods of Farming in order to help them invest in better products as well as get the maximum possible revenue from their produce.

Yogitho Biofarming works among small and marginal farmers in remote areas, offering them support on soil testing, organic farming and even marketing linkages. The company endeavors to increase farm incomes through sustainable agricultural practices. It provides guidance to the farming community on protecting the life of the soil and the ecology. It also helps them maximize their earnings from agriculture

Yogitha Biofarming was founded by Deepak Kumar in 2016. Kumar has degree in geography from Ranchi University and a certification from IIM Calcutta. The first-generation enterprise now employs 14 people. The company markets organic fertilizers in rural areas and conducts field trials on sustainable farming methods.

Yogitha Biofarming does not rely on macro-level market research. It gathers information directly from farmers. Its market research is thus, based on these direct meetings with the tillers of the soil,



Veggies on Wheels



Grading of Agricultural commodities

through which it gauges and addresses the needs of the farmers. The company uses the '#jaivikSevaKendra' services in a view for regular interfaces with the farming community.

Yogitho Biofarming has had handsome annual turnovers of late and has received accolades from many forums. The company now proposes to open service centers at the Panchayat level, to be able to provide services from soil testing to crop selection to an entire village, rather than to a few select farmlands. The company has been recognized as a startup by the Department of Industrial Policy and Promotion (DIPP) for its contribution to agriculture in general, and horticulture in particular.



56 lakh

Present turnover
2020 – 2021

1.5 crore

Expected turnover
2021 – 2022

14

Current employment
generated

300

Targeted employment
for next 3 years



Onione Agrotech

13. Onione Agro-tech. LLP

"Innovative onion harvesting machine"



Dhanashri Santosh Walekar

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Onione Agro- Tech is incorporated on 30th April 2021 with the vision to solve the small and marginal farmers or basically Indian farmers with the small, simple and economically feasible mechanical solutions. Vision is to provide farmers. We are starting this with Indians first tractor attached onion harvester. Onion growers are facing the challenges in harvesting onions manually and on time. There is a seasonal shortage of labours in harvesting seasons which resulted into higher wages and 20 to 70% post-harvest losses due to delay in harvesting.

India's first tractor attached onion harvester which carries out all the operations of onion harvesting with a single machine. Lifting mechanism allows this machine to be applicable on any type of onion planting method.



Business Idea:

“One stop solution for onion harvesting- Innovative machinery”

Although farmers want mechanization as an alternative to manpower for agricultural work, there is a need to mechanize it by considering small farmland, various crops, and financial investment potential. Dhanashari is an MBA in Marketing and using her experience in the field of farm inputs marketing and Omkar's study in the field of Commerce, she has always strived to find solutions to the problems of the farmers at the lowest possible cost.



NABI Team



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Joint Secretary (Marketing), MoA & FW, GoI
& Director General, CCS NIAM



Dr. Ramesh Mittal
Director, CCS NIAM



Mr. Manoj Agrawal
Chief Operating Officer



Mr. Rahul Maheshwari
Manager - Innovation Management



Dr. Mahesh Kadam
Manager - Marketing & Communication



CA Abhishek Sharma
Manager - Finance & ICT



Adv. Akshay Singh Ranawat
Legal Executive



Mr. Sachin Ukey
Business Executive



Mr. Ashutosh Vyas
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