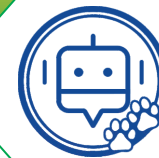




TRAIL BLAZER

AGRI STARTUPS



avadoha



ISENSES



Kisan gas

Ganna Master
ऊस शेतीची नवी दिशा

krishi mulya
ASSURING AGR VALUES

farm2kitchen

Success Stories of CCS NIAM Incubatees under RKVY-RAFTAAR



TRAIL BLAZER

AGRI STARTUPS

(2023)



Rashtriya Krishi Vikas Yojana

Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR)



Director General's Message

The agriculture sector is considered the backbone of the Indian economy as it engages majority of the working age population of the country. Agri startups are promoting faster adoption of agricultural innovations thereby leading to better farm incomes, improved livelihood opportunities, efficient agri value chain and better returns to all stakeholders. Innovations brought in by agri startups are bringing in the much needed breakthrough in Agri value chain thus promoting faster growth of startup ecosystem in the country and improved returns from agriculture sector.

Indian farmers need to adopt technology based innovative business models so as to address inefficiencies and gaps in traditional agricultural supply chain. The innovative approaches brought in by agricultural startups have assuaged the hyperlocal problems faced by different stakeholders of Indian agriculture in past few years.

The RKVY-RAFTAAR Scheme implemented by The Ministry of Agriculture & Farmers Welfare, Govt. of India promotes growth of agri-innovators in the country and helps to transform their ideas into successful business ventures. This

scheme helps to convert the innovative business ideas, products and processes into profitable venture, tackling challenges and thus converting agriculture into profitable business enterprise.

We are pleased to announce that the sixth cohort of agripreneurs have successfully graduated after completing their training programme and are now ready to serve the agricultural community with their innovative ideas and business models. During the two months training programme, the agripreneurs were taught financial management, marketing management, legal compliance, and innovation management skills. We sincerely believe that their hard work and perseverance will help them evolve into successful business ventures.

Congratulations and good luck to these startups.

Faiz Ahmed Kidwai, IAS
Additional Secretary (Marketing), Govt. of India
Ministry of Agriculture & Farmers Welfare &
Director General, CCS NIAM



Director's Message

The agriculture and allied sectors contribute 18.3% in Gross Value Added (GVA) at current prices, which makes this sector very important in the Indian economy. Technology based agri-startups are flooding the country and their adoption by different stakeholders in agriculture value chain promises a bright future for the agriculture sector.

Amidst recent uncertainty in global markets, only the Agriculture sector stood strong and won the war. As a result of bringing innovation and technology into agriculture, stakeholders have realized the true value of their efforts. The Agriculture sector has kept the wheel of economy moving and reaped fruitful results even when the entire world was standing still due to a global pandemic.

As part of the two-month training program at the CSS NIAM Centre of Excellence for Innovation, Entrepreneurship and Skill Development, subject experts and ecosystem partners mentor entrepreneurs on different aspects of innovation, technology management, business development, marketing, finance and IP management. The program closely monitors each participant and makes sure

that each budding entrepreneur's needs are met.

I am grateful to the Ministry of Agriculture and Farmers' Welfare, Government of India for supporting our initiative and allowing us to promote agricultural innovation from across the country.

CCS NIAM is proud to share details of Sixth cohort agripreneurs in this Coffee Table Book who have successfully completed two months training, the details of Agri Innovations are presented both at initial idea and Minimum Viable Product stage, and they commit to supporting the agricultural economy of the country by achieving the milestones set by CCS NIAM.

My wishes are with all the Agripreneurs for their future endeavours ahead.

Dr. Ramesh Mittal
(Director, CCS NIAM)

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Biome Technologies Private Limited



Dr. Prafull Gadge

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The innovative product i.e. Soilometer is an Onsite Soil microbial health analysis kit and helps devise appropriate advisory services associated with it. The soilometer informs farmer about soil microbial health status which is highly essential to have good yields and quality produce with reduced production cost.

Directions of Use:

1. Take a reagent tube
2. Add 2 spoon soil
3. Mix well
4. Keep in the box and close the box
5. Wait for 3.5 hour
6. Compare with Colour chart

Soil Microbial Health Meter



Business Idea :

Pesticides and chemical fertilizers heavily affect soil microbial health leading to low nutrient uptake and lower plant immunity against pathogens, increased production cost and reduced quality and productivity. Therefore, it is essential to analyze soil microbial health and soil nutrition status. The startup has developed farmer friendly on-field, real time soil microbial health analysis kit which is easy to use, economical and helps in giving proper advisory.

Biome Technologies Pvt Ltd, provides R&D services & capacity building training to more than 150 agrochemical companies throughout India. The startup is also associated with several universities for skill development and have provided capacity building training to State Government Agriculture officers.

They are connected with the farmers across India through Governments, NGOs and their client companies, where they understand farmers' problems and deliver solutions in the form of formulations, products, practices and awareness campaigns.

The business model primarily consists of sale of soil-o-meter kit through Dealer-Distributor-Retailer to farmers.

Other potential customers of the kit are biofertilizer & biopesticide manufactures, NGOs and Government agencies.

The Startup has also developed beta version of soil-o-meter mobile application which will provide real time farm advisory to customers.

The startup has registered trademark for his innovation and plans to file patent in near future for protecting his innovation.

The Startup has taken technology license from ICAR-Indian Institute of Soybean Research, Indore for providing soil-o-meter advisory related to biological inputs.







Cleanergy Tech Solutions Private Limited

"Empowering Farmers for Sustainable Agriculture"



Dhananjay Abhang

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Kisangas is an innovative biogas technology firm and provides India's first vertical flexible digester with size customizable from small scale to large scale as per customers need. Kisangas aims to empower farmers and help them develop sustainable agricultural practices. The startup provides sustainable organic waste management solutions customized especially for small and marginal farmers. This social enterprise converts food waste, cowdung, poultry waste, agricultural waste using clean biogas technology into high-volume methane thus providing a clean fuel form both for household use & as biofertilizers. Kisangas is operational in Maharashtra, Rajasthan and Madhya Pradesh.

Business model includes:

1. Technology demonstration to farmers
2. Requirement analysis and submission of proposal to farmers
3. Receive advance to confirm order
4. Manufacture and dispatch
5. Installation & commissioning
6. Receive final payment

Business Idea :

Kisangas is a decentralized biogas technology. The startup designs, manufactures and installs flexible biogas plants for farmers. The plant is designed as per requirement of the farmer and help farmers to be self-reliant for fuel and fertilizer.

7. After sales service

The startup partners with different organizations like FPOs, startups working closely with farmers, Agriculture Universities, etc. to generate inquiries. They have successfully raised investment through IIM Calcutta Innovation Park and GAIL India Ltd. and were also selected by Miller Center for Social Entrepreneurship for their Asia Pacific cohort.



Vesatogo Innovations Private Limited



Akshay Sanjay Dixit



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Business Idea :

Tools for farmers to have better market realization and reduced post-harvest logistics costs.

Vesatogo Innovations is a startup working on reimagining the agrarian ecosystem by working in close association with the Farmer Producer Organizations (FPOs) and their associated small holder farmers. For FPOs, the startup has developed a full stack supply chain management solution.

Vesatogo is an amalgamation of 2 words. 'Vesa' meaning small and marginal farmer in Sanskrit and 'Togo' meaning integration and aggregation in Japanese. The name represents the vision startup has for working towards betterment of the small and marginal farming community. The startup has developed tools for farmers (with key focus on smallholder farmers) to provide them better market linkages and access to post-harvest logistics services on a pay-per-use basis. For FPOs, the startup has developed a highly customized SaaS based supply chain management solution to enable them to manage and digitize their activities from seed-to-plate. The tools enable the stakeholders in the ecosystem to have higher operating profits by enabling complete digitization of the agri value chain. The startup has also been able to make transactions more transparent and traceable hence increasing the trust amongst its stakeholders. The startup aims to make farming and agriculture more profitable through developed platforms and enable farmers to pursue it as a business and not just source of livelihood.

Vesatogo has developed 2 products:

1. **Gramik:**

- Mobile based platform for farmers providing them access to market information near their vicinity
- Shared post-harvest transport services through a shared vehicle on a pay-per-use basis

2. FPO Management System (FMS):

- FMS is a highly customized SaaS based supply chain management solution for FPOs

The system enables the FPOs to better manage their day-to-day operations on a digital platform from Seed-to-Plate/Farm-to-Fork.

Gramik:

- Experimentation on a transaction based pricing model for farmers
- Exploring freemium model

FMS:

- B2B Business Model for agribusinesses (FPOs)
 - Slab and transaction based pricing model
- Flexible payment cycles of monthly/quarterly/bi-annually/seasonally

Achievements:

- National Startup Award 2022
- Cornell Maha60
- Finalists, TSEC 2021-22
- Best Social Enterprise of the Year 2022, TIE Hyderabad
- Emerging Social Enterprise of the Year 2019, Action For India
- Winners, TATA Motor's TACNet Initiative
- Top 50 Startups, India Innovation Growth Programme 2.0

The startup has received Incubation support from Digital Impact Square, a TCS Foundation Initiative, UnLtd India, Pune International Center, Indigram Labs Foundation and NIAM, Jaipur



Ekosight Technologies Private Limited

"Google map for soil data"

Dhiraj Choudhary

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Ekosight is an agritech startup incorporated with the vision of becoming a google map for providing soil data to all the agri service providers and farmers. Ekosight is working on a mission of providing accurate soil data to agri communities.

The startup is targeting markets through B 2 B channel for selling their soil testing device to Prive agri supply chain companies, agri input companies, FPOs. They also sell their recommendation services to agri advisory companies.

This testing device contains proprietary chemical reagents for quick and accurate soil test for any soil parameter to be tested, the user/consumer needs to mix these powdered reagents into soil solutions and reading can be taken using any simple spectrophotometer.



Business Idea :

To develop a rapid soil parameter testing device and AI powered recommendation for accurate and actionable farm advisory.



05.

Ganna Master Agro Industries Private Limited



"Crop Production and Agriculture Extension in Sugarcane Farming"

Dr. Ankush Chormule



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Business Idea :

Ganna Master Sugarcane Technology is a platform for Sugarcane growers where farmers can get solution for their problems and queries under one roof. The sugarcane production practices developed by the startup leads to less and limited chemical use in sugarcane field. The startup is addressing issues related to Slash Burning in Sugarcane fields and Sugarcane Nurseries and providing commercial advice to the Sugarcane farmers.

Ganna Master Agro Industries started their operations in 2019.

Business Model- The startup identified different problems faced by sugarcane farmers as mentioned below:

1. Government sugarcane research station and state agricultural department are working for betterment of sugarcane farmer but they have limitation in creating awareness about new research developments and innovative cultivation technology.
2. Only 10% of Sugarcane farmers carry out scientific cultivation of sugarcane.
3. Farmers are mainly dependent upon chemical fertilizer for sugarcane cultivation; soil health issue is major problem in sugarcane growing areas.
4. Farmers do not receiving all inputs at one place, they are unable to reduce the Sugarcane farming costs.



5. By slash burning in sugarcane, farmers are decreasing their soil fertility and soil bacterial count.
6. There is no supply of pure Sugarcane seedlings which leads to lower crop production.

The startup provides following solutions to solve various problems as mentioned below:

1. Ganna Master Agro Industries creates awareness about benefit of using less chemical among the sugarcane farmers. The startup encourages Sugarcane Farmers to adopt low production cost methods for better results.
2. They have created awareness about ill effects of Slash Burning in Sugarcane farming. They provide expert solutions and show on ground results to connect with farmers in a better way.
3. They have developed practical demonstration plots to help farmers to easily learn Ganna Master Sugarcane technology & practices.
4. For spreading technology among farmers, they have started Ganna Master Training Institute where one training session is organized each month. In this training session, practical field training as well as technical guidance is provided by the experts.
5. Ganna Master Agro Industries developed e-commerce website through which they are providing doorstep delivery of quality agricultural inputs, farm machineries, small agriculture tools and agriculture related books & literature.

In future, Ganna Master Technology plans to open Sugarcane Nursery and operate Sugarcane based Agro Tourism.



iSenses Incorporation Private Limited

"Serving with AI and Machine Learning"



Kapil Sharma

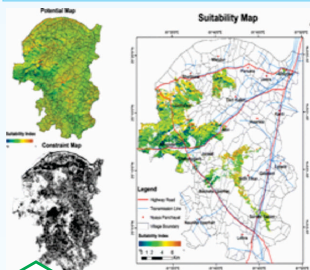
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- info@aisenses.co
- +91 9799984400

iSenses provides precision-driven, satellite-based, AI-enabled energy analytics for locating, predicting, and forecasting the best sites for setting up the solar array, panels and pumps. Unlike conventional expensive and time consuming methods like Total Station, Theodolite and dumpy level surveys used in solar site suitability analysis, their satellite and AI based energy analytics help to determine the best sites for installing the solar pumps and groundwater potential zones at a very high rate of precision thus saving time (at least 25 %) and money (at least 48 %).

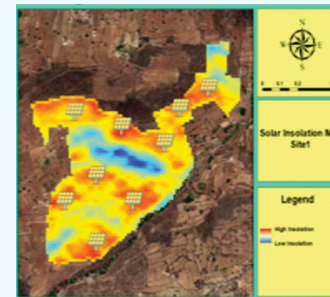
They provide solutions in terms of orientation, aspect, tilt, angle, etc. for setting up the solar array, panels and pumps for realizing 80-90 % efficiency of groundwater pumping. The technologies existing in markets are expensive and help achieve 40-50 % efficiency, resulting in low water output, high wear and tear of pumps and couplings, reduced life of system, more time and resource consumption, etc.

Business Idea :

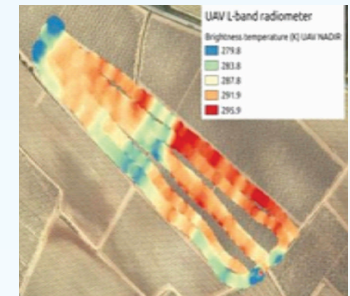
Satellite-Based Solar Pump Site Suitability Analytics (for National Solar Mission: PM KUSUM Yojana).



Solar Pump Site Suitability
Dhawariya Village,
Udaipur District



Solar Insolation



Groundwater Pockets (in Blue)

USP of iSenses technology:

- > Better operational scalability compared to conventional technologies.
- > In house structured multi sensor fusion algorithm to determine solar radiative transfer-groundwater relationship in all kinds of complex geographic terrains.
- > Complex Image processing capability to predict groundwater trend over time and determine centimeter level land subsidence due to over pumping.
- > High degree of precision using high resolution solar radiative transfer modeling.

Highly skilled team with high level of technical competency and expertise. Currently iSenses has engaged 8-10 employees and has revenue of Rs. 15-20 million per year. The Company plans to launch Pan-India Operations in 2023 and achieve a turnover of Rs. 100 million by 2024.





Isenses Management Team





Dr. Kapil Dev Sharma
Director

Former Member, NRAA, Water Resources Engineering, atellite Hydrology, Water Auditing, Economic Water Use



Dr. Rajat Dinesh
Head Operations

Public Relations and Networking, 20 Years Experience in Managing MSME



Narendra Mathur
Head Technical

Former Assistant Director, horticulture, GOR, Watershed, Development, National Solar Mission



Karan Behar
Director

MS in EECS, 12 years experience with Google, JP Morgan Chase in Drones, AI and ML Inspections

Social Impact					
Service	Particulars	Unit	iSenses	Competitor	Benefits to Farmers
Solar Pump Installation	Installation, Rs.	1	3300	4900	1600 48%
	Pump Wear and Tear (Replacement of Pump, yr)		4	3	1 25%
	Efficiency,%		> 80	40-50	35 78%
	Running Hours/day		4	6	2 50%

Krishi Mulya Agro Private Limited

Assuring Agri Values



Manjeet Singh

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Krishi Mulya tries to extensively track and serve farmers during the complete crop cultivation cycle from sowing till its harvesting. The engagement starts from knowing the soil via rapid soil testing based on which they provide agri input usage recommendation and connect farmers with their vendor partner for quality inputs within 24 hrs from order generation. They also provide complete package of tractor financing along with implements which is made available for the farmers based on their exact usage on the field. There is also a facility of custom hiring of tractor which brings down the production cost for farmers who do not own any tractor.

They have a marketing platform where they provide and push product online on their application for their vendor partner along with arrangement for offline marketing activities. They provide advisory to target customers (farmers) based on farmers profiling in their system. They also provide a certified agri land listing module where land owners and cultivators can meet and execute a leasing arrangement for contract farming managed by the startup.

Business Idea :

One stop solution for pre harvest need along with unique farm management module for land owners. The startup strives to work upon the principle of increasing the efficiency, information symmetry and higher net sown area of crops in totality. They are solving the problem of inefficient use of cultivable land for better price realization by the cultivator as well as land owners.

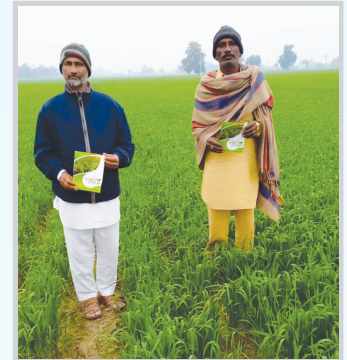
Printed On: 15 Nov 2021 at 6:28 pm

Fertilizer used		Nutrient use rate		KRIISHI MULYA AGRO PRIVATE LIMITED - Main Office	
Brand	Rate	Brand	Rate	Fertilizer	Rate
Urea	16.00	Urea	16.00	Urea	16.00
DAP	18.00	DAP	18.00	DAP	18.00
MOP	24.00	MOP	24.00	MOP	24.00
100 kg/ha	100 kg/ha	100 kg/ha	100 kg/ha	100 kg/ha	100 kg/ha

Brand	Rate	Brand	Rate	Brand	Rate
Urea	16.00	Urea	16.00	Urea	16.00
DAP	18.00	DAP	18.00	DAP	18.00
MOP	24.00	MOP	24.00	MOP	24.00
100 kg/ha	100 kg/ha	100 kg/ha	100 kg/ha	100 kg/ha	100 kg/ha

Services provided by the startup include

- Soil testing (Within 24 hrs of order generation)
- Farm Management (Aggregation module for land owners and cultivators)
- Agri Input door step delivery of seeds and fertilizes within 48 hours of order generation.
- Tractor Refinance (Multiple financiers on single platform)
- Insurance (All Insurance need catered to under one roof)
- Agri Marketing Platform (Execution of marketing project for businesses working in rural space)
- MandiBhav (Updated Mandibhav of more than 36 commodities)
- The startup is currently operational in eleven districts of Rajasthan namely Jaipur, Sawai Madhopur, Karauli, Alwar, Tonk, Bundi, Kota, Jhalawar, Baran, Hanumangarh & Sri Ganganagar
- Network of more than 100 Krishi Sahayak at Village level
- 50+ vendor network in 10 districts of Rajasthan
- 12000+ farmers on boarded with active customer base of 70% in last 8 months
- Agri Input sale started in March, 2022 with sale of 10 lakhs with net margin of 11 % to the company.



Farm2Kitchen

"Building healthy India. One kitchen at a time."



Seema Dholi



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Business Idea :

Connecting organic farmers directly with consumers through omni-channel retail.

Farm2Kitchen is a platform for all organic farmers / producers / NGOs working in organic farming / organic food industry. Farm2Kitchen connects organic farmers across India with consumers through online marketplace, retail chain of organic food stores and farmers market. It also helps spread awareness about the benefits of organic farming practices to farmers and benefits of organic foods to end consumers.

The startup sells only organic products and serves as one stop shop for all organic food requirement.

Their mission is to provide organic food to every kitchen, supply it through their franchise stores as well as other quick commerce sites like Bigbasket etc.


They want to grow the organic grains and pulses in Maharashtra so that they can source from their farms directly to meet the demand of such products within the state. They also plan to train the farmers regarding organic cultivation and its benefits to land and humans and help them to realize better farm returns. They have successfully opened 5 franchise stores and plan to open 5 more across the country. Their products are also available on online sites as Amazon.



Dasvande Technologies Private Limited

"Milk delivery on autopilot"

Vaidyanath Bobbili

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Business Idea :

Digitising the milk value chain bringing efficiency and transparency in the dairy farming system.

Dasvande Technologies is a DPIIT registered startup building tech-enabled solution since 2020. Post COVID19, there is increased demand for farm fresh milk, and dairy farmers are finding it difficult to cope with this, as the milk value chain has its unique challenges.

Handling the operations manually or through spreadsheets is prone-to-errors and inefficient. Therefore, dairy farm owners need a specifically built solution to address these unique challenges.

Avadoha, a Software as Service (SaaS) platform developed by the startup, helps dairy farmers manage their milk delivery efficiently and put redundant activities on autopilot. Using the app, dairy owner can focus and scale-up important operations such as milking calendar management, breeding, cattle health, etc., and further provide employment to many others.

The startup understands the need to develop a solution that is efficient, frugal, and cost effective, therefore their Pay-as-you-use model has been well accepted by many dairy owners.

The startup is making dairy farming future ready through

1. SaaS platform for handling Milk value chain for dairy farms operating out of urban and peri-urban areas supplying farm fresh milk to their customers in D2C model. Webapp for Admin Delivery and Customers APPs

2. Farmer App
3. Cattle Health App
4. Breeder App

Dairy farms operating out of Urban and Peri-urban areas across Metros, tier-1 and tier-2 cities of India, supply farm fresh milk to their customers in D2C model. The Vertical SaaS model developed by the startup focusses on farm fresh milk products, with Pay-as-you-use model. Dairy farms with 100-300 cattle with own D2C delivery model are their key focus. They have executed strategic agreements with players across value chain to leverage on the network capabilities for taking up Long-term technology implementation partnerships with progressive Dairy Farmers. Their product has shown encouraging results to farmers such as:

1. 20% less operational costs
2. Improved response time (within 2 minutes)
3. Better customer engagement and customer retention
4. Automated & Timely billing
5. Improved Collections (30%)
6. Lower Working Capital

The solution has been showcased to 40+ Dairy farms and has received lots of appreciation.

They are targeting to implement the solution to 100 dairy farms in the next 1 year and create an impact on more than 5000-8000 manpower. The lighter version of the product would address the challenges of marginal farmers.



Bharatkart Innovative Ruraltech Private Limited



"Milk delivery on autopilot"

Pankaj Mohan Bhosale

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Business Idea :

Integrated buying and selling online platform for rural stakeholders for their basic (Livelihood & Agricultural) needs

The startup aims to provide technology access to all rural population of the nation for their daily needs to bridge the gap between metro and rural population.

Their mission is to uplift the lifestyle (Economical, time-saving, availability of resources) of the rural population by creating them as buyers & sellers of own product and services on an online integrated Platform

Their Product/ Service Portfolio include Android based app where 950+ groceries and household products are listed which are delivered to doorstep to the assigned order destination

The area of operations, of startup spans across 109 villages, 3 semi urban cities (65,217 families) of Taluka Purandar, Dist: Pune, Maharashtra.

The startup has initiated their services in Purandar tehsil of Pune District during covid pandemic period in Aug 2020 and catered to market by serving grocery needs of the households based in remote areas of Purandar Taluka.

The process flow of receiving, order execution and delivery is mentioned below:

Step 1: Customers/Clients order their need over the BharatKart android based app or website.

Step 2: Team BharatKart receives the order over their Operational dashboard from where it is redirected to their Vendor on category basis.

Step 3: Vendor has window of 2 hours to collect and pack the order. Thus, from the admin portal delivery boy is assigned where he gets delivery details and directions of order.

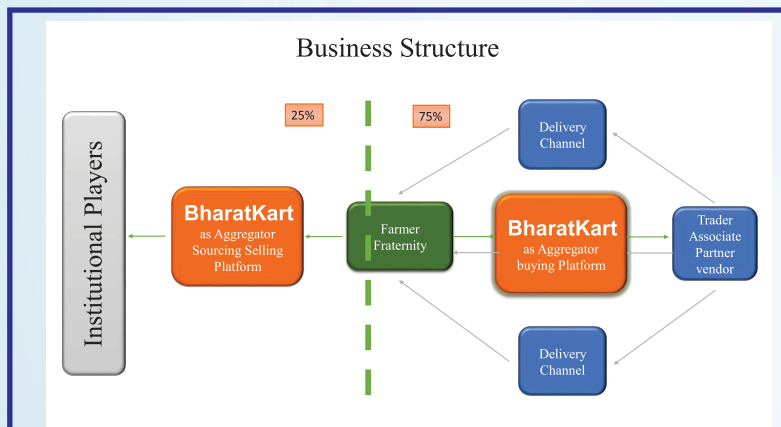
Step 4: Orders are classified into 2 categories (8hrs & 24hrs delivery) based upon the distance and difficulty of route. After this they are delivered to destination within assigned time.

Cash flow: Reverse supply cashflow is seen in the model. 90%+ revenue generated is from COD and the rest comprises of UPI and gateway payments.



Future projections:

- The startup plans to expand its geographical reach by adding one tehsil (Shirur, Pune) in business within next 1 year.
- Diversify the product portfolio by creating B2B as a new channel





Veterocrats

"Crafting Solutions for Animals and their Owners"

Siddhant Tiwari

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Business Idea :

A whatsapp-Bot (Nandi) with multi-layer monitoring system for Livestock & Pet Owners, Veterinarians, Livestock Assistants, Vaccination and Feed Manufacturers etc.

Veterocrats aims to transform and revolutionize the Indian Livestock Sector by developing Technology infused solution for Livestock and Pet owners. The Chat Bot - Nandi extends all services pertaining to healthcare, feeding, vaccinations, veterinary hotline etc. and acts as an aggregator of all services meant for Livestock and Pet owners and allows them to avail these services on a single platform.

The Nandi App provides contact of all nearby veterinarians, their locations and contact details. Nandi also collects disease data to further build a Machine Learning model for Auto Disease Identification. The startup aims to cater to the entire nation and extend their services to all the Livestock and Pet owners.

Nandi - The Whatsapp Bot provides Technology enabled products and services for Livestock and Pet owners such as:

- 24X7 Veterinary Hotline in case of emergency
- Disease Reporting
- Animal Abuse Reporting
- Vaccination, Deworming, Feeding Guide and Services.
- Services like Animal Tagging, AI and much more.
- Backend Monitoring Portals.

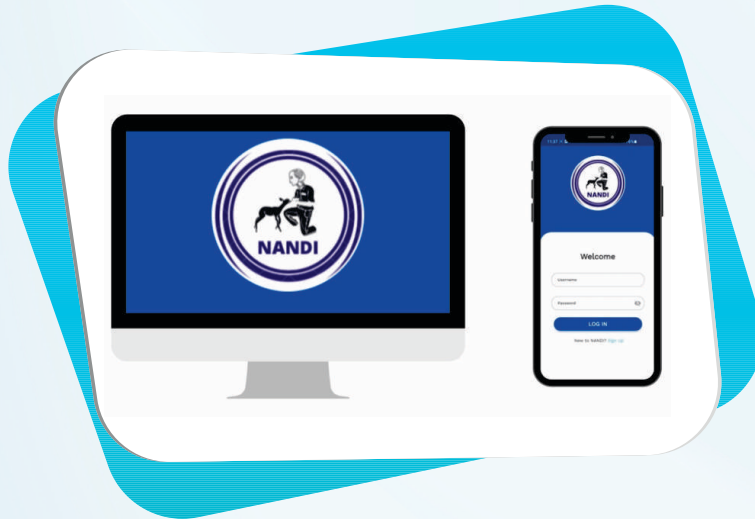
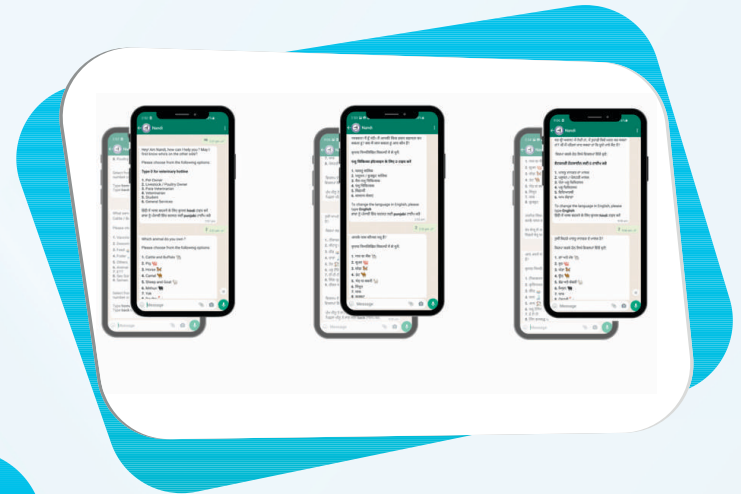
Key Highlights:

- Kritagya Zonal Winner (National Hackathon for Precision and Economic Animal Farming).
- Mentored by Scientists from Indian Veterinary Research Institute

- Developed by students from Indian Institute of Information Technology (IIIT)

Future Projections:

- Adding support of All Indian languages to the Whatsapp Bot.
- Developing Auto-Disease identification for animals.
- Developing an application specifically dedicated to Pet Owners.





Poohar Essence Private Limited

"Smart Farmer, Smart Management"

Dr. Debajit Kalita

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Poohar Essence Private Limited (PEPAL) envisages to bring in a revolution in the agricultural sector by offering range of services to customers ranging from problem identification to supply of appropriate solutions permitting a real-time management of the farm. The company provides solution that meets all customer needs focusing on decrease of production costs/risks. The aim of PEPAL is to provide all expertise and solution for reducing post-harvest management services while keeping revenues high for producers. PEPAL is also active in research and development to solve problems by intervention of various experts from biotechnology, electronics, civil engineering, nanotechnology etc.

Execution:

- 1) Government supply: Department of Agriculture, Govt. of Assam is highly interested for post-harvest management. Therefore, startup's initial approach was to provide services to government dept. through official process.
- 2) Selling to FPO/FPC: In Assam, more than 500 FPCs/FPOs exist, startup plans to approach them for the crop post-harvest management.
- 3) Individual Farmers: Startup aims to approach

Business Idea :

Smart grain storage device for post-harvest management of paddy seed. Innovation in agriculture and post-harvest management.

individuals with huge cultivation potential who incur losses due to improper/lack of post-harvest storage.

- 4) Wholesaler and Retailer systems (Agri Machineries): As post-harvest management has huge demand in Assam, the startup will contact various agricultural machineries wholesaler and retailer shops to generate business leads.

Achievements:

1. Received letter from IASST (DST) for incubation support.
2. Collaboration Letter from FPC for providing installation space and testing.
3. Collaboration letter for mentoring, testing and certification help from Assam Agricultural University.
4. Guidance and help from Bharat Kishan Sangha (BKS), Assam.



13.

JB Capital

"My Cordy My Immune"



Abhay Singh

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JB CAPITAL started their operations in 2019 in a remote and rural location of Rajasthan. Cordyceps militaris mushroom is effective in curing incurable diseases, but the cost of cordyceps production and supply by foreign companies in Indian market is very high. The startup is cultivating medicinal mushroom (Cordyceps militaris) having high medicinal properties and within three years of their operations, they are catering to most of the north India and supplying their product PAN India through online networks (Flipkart & Amazon).

The product is 100% pure fruiting body of cordyceps militaris mushroom marketed under the Trademark CORDYMINE. The startup also provides training session on cultivation of cordyceps militaris mushroom to the interested progressive farmers.

Their vision for future is to make farmers aware about different species of mushrooms and educate them about vertical farming so that they can generate employment by starting their own business. They plan to set up Rajasthan's first industrial lab of Cordyceps Militaris Mushroom in future.

Their areas of operation are in metro cities like Jaipur, Delhi,

Business Idea :

Startup established first cordyceps production plant, and also provides training for Cordyceps mushroom production

some areas of Haryana and Punjab.



Siri Future Agri Tech LLP



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Business Idea :

Produce bio-stimulants which promote plant growth for six different customized products for arecanut, coconut, pepper, ginger and for vegetable crops along with consultancy services.

The startup initiated their operations in the year 2022. They are engaged in the production and supply of eco-friendly fortified agricultural inputs like Bio-fertilizers, bio-stimulants and organic manure in both liquid and carrier based formulations. The startup is working towards improving the shelf life of biological products from 4-6 months to above one year. These biological inputs (biofertilizers) can be used as an alternative to the chemical inputs for nutrition, diseases, and pest control in agricultural and horticultural crops.

Siri Future Agri Tech provides bio-organic inputs to farmers for soil reclamation and sustain soil fertility without leaving any harmful residues in produce, thereby improving and protecting soil and improve/protect consumers' health.

The startup is serving farmers need by creating awareness on biological approach of crop management by production of different biological products using latest technology.

Their product range includes nitrogen biofertilizers, Phosphate Solubilizing Biofertilizers, Potassium solubilizing biofertilizers, VAM, Organic manures and bio stimulants. These products help farmers to reclaim and sustain the soil fertility without leaving any harmful residues in the produce, thereby improving/protecting both soil and consumers' health.

There is a huge demand for biofertilizers and biocontrol agents in the Malnad, coastal and central Karnataka state, comprising districts such as Shivamogga, Kodagu, Chikkamagalur, Chitradurga, Davanagere, Udupi and Mangaluru.

Siri Future Agritech has signed MoU with Keladi Shivappa Nayaka University of Agricultural & Horticulture Sciences, Shivamogga, Kanataka for producing biofertilizers, bio stimulants and organic manures and are marketing their products through B2B, B2C, B2B2C, Self Help Groups, NGOs and Krishi Vigyan Kendras and research stations of the university

They are promoting products through both offline and online modes and have a local distribution channel for conducting business. They conduct sales promotion activities like demonstrations and training programmes to tap the agriculture market.



Team



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