

JEWELS OF AGRI-STARTUPS of COHORT 12 @ IEF of CCS NIAM

Success Stories of IEF of CCS NIAM
Incubatees under PM-RKVY
Cohort 12

Innovation and Entrepreneurship Federation (IEF)
(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of PM-RKVY)
CCS National Institute of Agricultural Marketing (CCS NIAM)
Jaipur, Rajasthan, India





About the Publication

Agri-Startups highlighted in this publication, participated in the Startup Agri-Business Incubation Program (SABIP), Agripreneurship Orientation Program (AOP), & Student Orientation Program (SOP) incubation programs under cohort-12 conducted at IEF of CCS NIAM, Jaipur, under the PM-RKVY scheme of the Ministry of Agriculture and Farmers' Welfare (MoA & FW), Government of India.

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Sh. Anoop Khinchi, IAS

Chairperson, BoD, IEF of CCS NIAM &
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India's agriculture sector is witnessing a new wave of transformation, driven by innovation, emerging technologies, and entrepreneurs committed to addressing the evolving needs of farming and agribusiness. Through PM-RKVY, promising ideas are being supported to evolve into viable and sustainable enterprises.

At IEF of CCS NIAM, our endeavour is to provide an enabling ecosystem through incubation, mentoring, capacity building, and expert guidance, helping agripreneurs strengthen their solutions and create value across the agricultural and allied sectors.

The Ministry of Agriculture & Farmers Welfare, Government of India, through PM-RKVY, continues to strengthen agribusiness innovation by supporting startups in developing technologies, products, and business models that can enhance productivity, create livelihood opportunities, and address challenges across the agricultural value chain.

My sincere congratulations and best wishes to all the entrepreneurs for their achievements and continued journey ahead. May their innovations create meaningful impact for farming communities and contribute to a more innovative, resilient, sustainable, and self-reliant agricultural ecosystem.

May their entrepreneurial journeys inspire many more young minds to see agriculture not only as a sector of opportunity, but also as a platform for innovation, enterprise, and nation-building.

(Anoop Khinchi, IAS)



Sh. R C Meena

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Agriculture is entering an era where ideas, technology, and enterprise are increasingly shaping the way challenges are addressed and opportunities are created. A strong innovation ecosystem is essential to enable promising solutions to move beyond experimentation and reach the people and markets they are intended to serve.

IEF of CCS NIAM, under the PM-RKVY initiative of the Ministry of Agriculture & Farmers Welfare, Government of India, is contributing to this ecosystem by creating pathways for aspiring agripreneurs to access guidance, institutional support, knowledge, and meaningful industry linkages.

The startups of Cohort-12 represent this spirit of enterprise across a wide range of agricultural domains. Their work demonstrates how new approaches in technology, finance, mechanisation, climate resilience, and value creation can open new possibilities for farmers and the wider agri-value chain.

This publication captures the ideas and journeys emerging from Cohort-12 and brings together the progress made by these young enterprises. It is a reflection of their determination to experiment, learn, build, and create solutions with real-world relevance.

I congratulate all the startups featured in this edition and commend their efforts towards building innovative enterprises. I wish them continued progress and success as they take their solutions forward and contribute to the evolving landscape of Indian agriculture.

(Sh. R C Meena)



Dr. Ravi K. Goyal

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The strength of an innovation ecosystem lies not only in the ideas it generates, but in its ability to help those ideas evolve into solutions that create value on the ground. At IEF, our endeavour is to provide this enabling pathway through structured incubation, expert guidance, mentoring, capacity building, and meaningful ecosystem connect.

Cohort-12 brings together entrepreneurs at different stages of their journey, united by a common purpose to address real challenges in agriculture through enterprise and innovation. Their work reflects the growing possibilities emerging at the intersection of technology, entrepreneurship, and agriculture.

This publication is a reflection of that journey - capturing the progress, learning, innovations, and milestones of the ventures supported through the programme. It also represents the collective efforts of mentors, experts, partner institutions, and the IEF team who contribute to nurturing these enterprises.

I congratulate all the participating startups and appreciate their commitment to building solutions with purpose and impact. I am confident that the experiences and innovations captured in this edition will encourage greater collaboration, inspire aspiring entrepreneurs, and contribute to the continued evolution of India's agricultural innovation ecosystem.

I wish every entrepreneur the courage to think differently, the perseverance to build, and the opportunity to create lasting impact.

(Dr. Ravi K. Goyal)

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The Open Field



Innovation: The Open Field's innovation starts with forest intelligence through Forest OS, a digital platform that enables forest asset mapping, producer registry, traceability, batch tracking, price intelligence and buyer dashboards.

Additionally, we provide market access to NTFPs by connecting processed forest produce with HoReCa, specialty retail, institutional buyers, CSR partners and conscious consumers. Together, Forest OS, AYAN hubs and buyer-linked market access create a traceable, community-led and scalable value chain for the forest economy.

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Key points

- The Open Field works with tribal forest producers, women-led SHGs, FPOs, village entrepreneurs, CSR partners and community institutions
- On the buyer side, we serve HoReCa, chefs, hotels, food ingredient companies, specialty retailers, sustainable sourcing platforms
- CSR projects and institutional buyers seeking traceable, high-quality forest-based ingredients and products.

Achievement

- The Open Field has also received support from NSRCEL-IIM Bangalore and ABIF-IIT Kharagpur, and has built early traction across NTFP value chains such as Mahua, Chironji, and native rice.
- The enterprise has engaged 4,500+ forest producers, supported 75+ local micro-entrepreneurs, and mapped 5,000+ forest trees across 200+ hectares**

Social Impact

- Our work currently engages 4,500+ forest producers across Jharkhand and Chhattisgarh
- The Open Field creates impact by helping tribal and forest-dependent communities move from raw produce collection to value-added, traceable and market-linked forest enterprises
- we have mapped 5,000+ forest trees across 200+ hectares



Regenerative Textiles Pvt. Ltd.



Innovation: A structurally weighted textile that eliminates synthetic fillers entirely. Weight is achieved through 4 to 8 layers of handloom cotton combined with 1 to 2 layers of hand woven or felted Deccan sheep wool, distributing pressure evenly across the body for a therapeutic, deep pressure effect while remaining fully biodegradable, plastic free, and repairable at end of life.



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Regenerative Textiles Pvt. Ltd.



Key points

- Primarily B2C: urban, wellness conscious, and sustainability driven consumers in India (about 70% of Year 1 focus).
- Secondary B2B: corporate gifting, wellness programmes, hotels, and clinics (about 20%).
- Emerging B2B2C: partnerships with wellness brands and curated sustainable lifestyle retailers (about 10%).

Achievements

- Ghongadi and RTPL's broader textile work have generated over ₹18 lakh in sales,
- The business has served 130 to 160 customers
- an average order value of ₹11,000 to ₹14,000
- On the institutional side, RTPL has signed a formal MoU with ICAR, Central Sheep and Wool Research Institute (CSWRI), Avikanagar.

Social Impact

- 70 to 90 sheep farmers engaged for the pilot phase
- supplying approximately 1.75 MT of Deccan sheep wool at ₹50/kg.
- to be established.

Alwaysmind Health Pvt. Ltd.



Innovation:

Collipop is a sugar-free, watermelon-flavoured lollipop with a soft-chew centre.

The centre contains Vollagen– a plant-based amino acid blend designed to support collagen building blocks, positioned as a “vegan collagen booster”.

Two-layer design: hard candy shell for slow enjoyment + soft core for functional ingredients (“Strengthen your core. Function lives inside. Candy stays outside.”).

Positioning: adult-focused, plant-based and gelatin-free, no artificial colours, no added preservatives, transparent formula, FSSAI certified/compliant.

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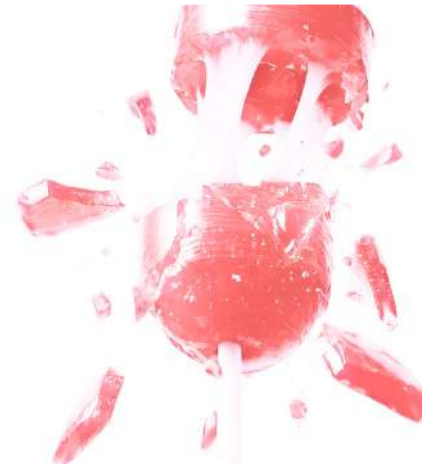
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BASICALLY HEALTHY

Alwaysmind Health Pvt. Ltd.



Key points

- Basically Healthy's Collipop is primarily targeted at urban, health-conscious adults, especially Gen Z and young millennials, who want convenient and enjoyable wellness products without compromising on taste.



Achievements

- With strong early customer traction and growing market interest, the venture aims to make wellness more engaging while encouraging people to take better care of their health.



Social Impact

- Always Mind Health Pvt. Ltd. is developing a healthier alternative to traditional lollipops with a focus on mental well-being.
- the company aims to make everyday mental health support simple, accessible, and engaging.



Resol Agritech Pvt. Ltd.



Innovation: To overcome the problem of growing agricultural crops in Desert sand we developed a formulation that can increase the water holding capacity as well as aggregate the sand particles into a soil-like structure that converts desert into agricultural land.

We also provide the method/ technology of using that formulation in the Desert sand

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Resol Agritech Pvt. Ltd.



Key points

- The SOM highlights our targeted reach within three years, aiming to serve 100 villages and 1,500+ farmers.
- Our growth plan includes setting up a manufacturing plant to distribute 10 lakh liters of formulation within the next three years, ensuring a sustainable impact on desert agriculture.

Achievements

- Bayer Medha Fellowship Award
- First Prize: National Innovation Challenge Recognized as the most promising agro-ecological startup invention, selected for its extraordinary potential to change degraded desert habitats into sustainable food reserves.

Social Impact

- The Resol formulation will have huge social impact on the life of farmers living in desert where sustainable agriculture is possible using Resol formulation and desert soilification T
- The increased income will raise the living standard of the local reduce drudgery and more adaptation of hygienic and sustainable lifestyle.

Farmroot Agritech Pvt. Ltd.



- **Innovation:** IPM based pheromone lures and traps for targeted pest monitoring and control.
- Bio-pesticides, bio-fungicides, and bio-fertilizers for sustainable crop protection and nutrition.
- Botanical, neem based, and organic soil health products to reduce chemical dependency
- Farmer advisory, field demonstrations, and technical support for effective adoption.
- Product distribution through retail outlets, dealer networks, and digital platforms

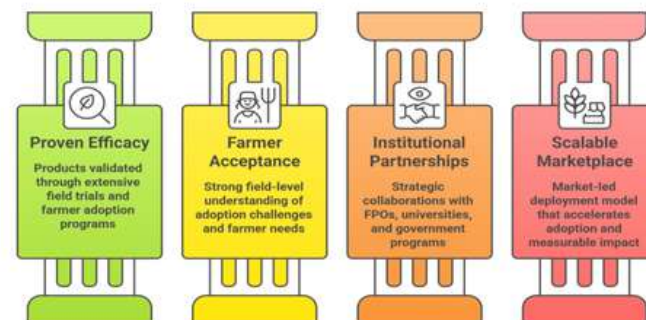
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Key points

- Provides bio-pesticides, bio-fertilisers, pheromone lures, traps, growth promoters and micronutrients as alternatives to chemical-intensive farming institutions.
- Focuses on Integrated Pest Management (IPM), nutrition management and end-to-end support from seed to harvest.

Achievements

- Built a product portfolio covering pheromone lures, traps, bio-pesticides, bio-fertilisers, micronutrients, growth promoters and water-soluble NPK fertilisers
- Products are commercially available through its own online channels and agricultural marketplaces such as BigHaat..

Social Impact

- Promotes biological and integrated pest-management approaches that can reduce reliance on conventional chemical inputs.
- Training, field support and sustainable inputs help farmers adopt improved crop-management practices and work toward better farm profitability.



Innovation: WINKIT – Jeet Kisan Ki is a portable kit that designed for efficient and versatile farm irrigation. This lightweight, leak-proof, and easy-to-carry kit ensures quick installation and hassle-free operation. Equipped with a Winkler rotating sprinkler system, it is suitable for multiple crops including potato, ginger, peanuts, onion, garlic, pulses, and tobacco

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My Irigacio World Pvt. Ltd.



Key points

- Farmers (small, medium, and large)
- Horticulture & orchard growers
- Vegetable and plantation crop growers
- Greenhouse & nursery operators
- FPOs and agricultural institutions
- Irrigation dealers & distributors
- Government and landscape development projects
- Home, terrace, and kitchen garden users
- Commercial landscaping and sports infrastructure



Achievement

- Driving the future through innovation, two of our products have recently been granted patents, highlighting our dedication to cutting-edge technology, continuous research, and value-driven product development.
- These achievements reinforce our position as a trusted industry partner, delivering high-quality solutions that empower our customers and create lasting value.



Social Impact

- The proposed system delivers significant social benefits by making the technology more affordable, accessible, and user-friendly
- Being 40% more cost-effective than the existing system, it reduces the financial burden on individuals, organizations, and small enterprises, enabling wider adoption across diverse sectors
- The system is 80% lighter in weight, making it easier to transport, handle, and operate

Avahita Marketing & Consulting Services Pvt. Ltd.



Innovation: KrishiCraft is a technology-enabled agri, agri-waste and natural fibre value chain platform that leverages AI, ICT and IoT for digital farmer onboarding, traceability, inventory management, product cataloguing and market linkage. The platform integrates e-commerce, physical retail, institutional sourcing, design intervention and capacity building to build transparent, traceable and climate-resilient value chains for GI, ODOP, natural fibre and agri-waste-based products, creating sustainable livelihoods and enhanced income opportunities for farmers, artisans and rural producers.

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Avahita Marketing & Consulting Services Pvt. Ltd.



Key points

- Farmers, FPOs, SHGs, Producer Companies and agri-enterprises (production, aggregation & primary processing), rural artisans, MSMEs
- the hospitality sector (domestic market access), eco-conscious consumers (ethical consumption), CSR & ESG-focused corporates (sustainable sourcing & corporate gifting), institutional and government buyers (bulk procurement)

Achievements

- Avahita develops scalable solutions that strengthen agri-value chains, promote circular economy practices and empower rural communities through entrepreneurship.
- Its flagship initiative, KrishiCraft, has rapidly emerged as a promising agribusiness startup, building technology-enabled, climate-resilient agri-value chains for farmers, FPOs, SHGs, artisans, MSMEs and rural enterprises.

Social Impact

- 500+ farmers and primary producers engaged
- market linkage Direct procurement from FPOs and producer groups
- Collaboration with women-led FPOs, SHGs and Producer Companies Active partnerships across West Bengal



Aushadhiyog Pvt. Ltd.



Innovation: A digital Farm-to-Business platform connecting farmers with verified buyers through quality assurance, traceability, and transparent market access



Sweta Kumari
Founder (agri-business)



Deepika Kumari
Co-Founder (R.D.)



Dr. Mahesh Ghukar
Sr. Scientist, Mentor



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Aushadhiyog Pvt. Ltd.



Key points

- B2B marketplace connecting medicinal crop farmers with domestic and global business buyers.
- Farmers cultivating medicinal and aromatic plants (MAPs).
- Farmer Producer Organizations (FPOs) involved in medicinal plant cultivation.
- Ayurvedic clinics and practitioners.
- Wellness centres, yoga institutes, and naturopathy centres.
- Herbal pharmacies and retail stores.

Achievements

- Successfully onboarded 40–45 individual farmers and Women Self-Help Groups (SHGs) into the Aushadhiyog network.
- Established market linkages with 3–4 pharmaceutical and herbal companies for quality-assured medicinal and aromatic plant raw materials
- Selected under the Bihar Startup Policy and sanctioned an interest-free Seed Fund.

Social Impact

- Aushadhiyog Pvt. Ltd. is building a technology-enabled Farm-to-Business Supply Chain for medicinal and aromatic crops, creating sustainable livelihood opportunities for rural communities while ensuring a reliable supply of quality-assured raw materials for businesses
- 40–45 individual farmers and Women Self-Help Groups (SHGs) are actively associated with our platform.



Innojas Innovationz Pvt. Ltd.



Innovation: The Clamp-Shift Pro (CSP) mechanism is an innovative farm tool system that combines the functions of multiple implements into one versatile design. Instead of farmers needing separate rakes, hoes, spades, and diggers, CSP allows a single tool to transform and adapt to different tasks through its Quadi-Parallel and Quadi-Strip designs.

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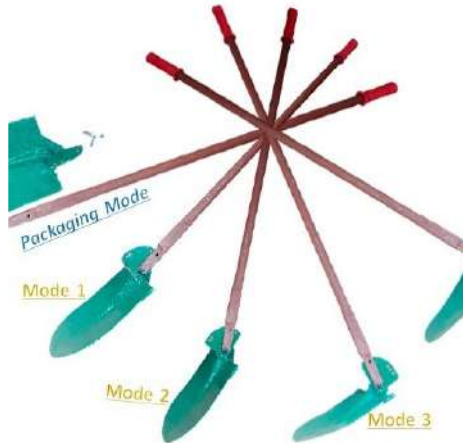
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Innojas Innovationz Pvt. Ltd.



Key points

- The target market for CSP tools is mainly small and marginal farmers who need affordable, multi-functional implements to reduce costs and physical strain.
- It also includes orchard owners, kitchen gardeners, and local agri-businesses, all seeking versatile, ergonomic, and sustainable solutions tailored to regional farming needs.

Achievements

- Innojas Innovationz Pvt Ltd has achieved significant milestones that validate both the innovation and impact of the Clamp-Shift Pro (CSP) tools.
- The CSP tools have also been validated by SKUAST Kashmir, ensuring that the technology meets practical agricultural needs and is suitable for real-world farming conditions

Social Impact

- The social impact of the Clamp-Shift Pro (CSP) tools is about making farming easier, cheaper, and healthier for rural communities.
- Farmers usually spend a lot of money on different tools for different tasks, which is a big burden for small and marginal farmers.
- CSP also reduces the physical strain of farming.



Natural Harmony Pvt. Ltd.



Innovation: Natural Harmony's core innovation is the production of high-purity Steviol Glycosides (95–98%) from Stevia leaves using an eco-friendly extraction and purification approach. The product is positioned as a plant-based, zero-calorie natural sweetener for food & beverage, nutraceutical, pharmaceutical and related applications..

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Natural Harmony Pvt. Ltd



Key points

- Preparation and dispatch of 70% Stevia extract extract samples to food, beverage, nutraceutical, and herbal manufacturers for formulation and application trials
- Supporting customer formulation trials (sweetness equivalence, taste profiling, solubility, colour) to enable technical acceptance
- Preparation of product specification sheets, COA templates, technical dossiers, and basic marketing 0.20 material

Achievements

- Natural Harmony has successfully developed and launched its Purified Stevia Leaf Extract, offering a natural, plant-based and zero-calorie alternative to conventional sugar. The startup successfully completed the IEF of CCS NIAM Cohort-12 incubation programme, received a ₹5 lakh Grant-in-Aid recommendation, and progressed towards commercialization with dedicated incubation support

Social Impact

- 50+ farmers and primary producers engaged
- market linkage Direct procurement from FPOs and producer groups
- Transportation & Logistics
- 10 Lead Farmers /Supervisors
- Dry Leaf Processing & Packaging
- Input Suppliers & Nurseries



Terra Movers Industries



Innovation:

A compact, tractor-powered detachable backhoe that uses PTO-driven hydraulics and a universal three-point linkage to convert standard tractors into excavation machines without structural modification. Its lightweight modular design and quick attach-detach system enable easy

installation and removal, supporting trenching, digging, drainage, plantation, and small construction while improving tractor utilization for small and marginal user



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Terra Movers Industries



Key Points

- Uses PTO-driven hydraulics to utilize the tractor's existing power source.
- Features a universal three-point linkage, making it compatible with different tractor models.
- Includes a quick attach-detach mechanism for easy installation and removal.

Achievements

- Established initial operations and prototype field concepts within its first two years of active development
- Successfully launched as a startup entity linked with entrepreneurial development cells and regional incubation support (such as KR-SIIF) in Tamil Nadu.

Social Impact

- Supports small and marginal farmers
- Improves tractor utilization
- Reduces dependence on external contractors
- Increases farm productivity
- Creates an additional source of income



Rightoz Multiservices Pvt. Ltd.



- **Innovation:** Rightoz is an on-demand subscription-based milk delivery app. It works on a commission-based asset light business model, wherein the company earns a commission of Rs 15 (18-26%) on every litre delivered through its app. Revenue is generated from individual orders (subscription-based).



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Key points

- Our company is mainly targeting the category of liquid milk and ghee which is 82-87% of the total dairy industry
- We are now in scaling stage.
- Currently we are working with 10 farmers and they are direct beneficiary, and more than 50 farmers have been indirectly benefitted



Achievements

- Rightoz works with dairy farmers as visible partners, not invisible suppliers. The brand story starts where the milk starts.
- Morning routines, collection records, and handling standards create consistency that families can feel in the product.
- A stronger dairy ecosystem benefits local households and supports livelihoods across farming communities.



Social Impact

- 20+ Partner Farmers
- 150+ Families Served Growing With Technology Local Community Focus



Ragasailaja Foods & Beverages LLP



- **Innovation:** -Ready-to-Eat Millet Naan with Gravy.

A complete Indian meal kit made using Millet naan and rich tomato-based gravy. Developed using controlled fermentation for softness and digestibility. Processed using retort technology for extended shelf life without refrigeration. High fiber and millet-based, suitable for health-conscious consumers. No added preservatives and prepared under hygienic conditions. Supports farmers and women-led production teams. Ready -to-eat in 3 minutes. MRP: ₹200 per Meal Kit .

Raga Sailaja



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Ragasailaja Foods & Beverages LLP



Key Points

- Promotes women-led production and value-added food processing.
- Combines traditional Indian cuisine with millet-based nutrition.
- Made with high-fiber millet, making it suitable for health-conscious consumers.

Achievements

- Selected/listed as a startup under the Bharat Business Challenge, and showcased at World Food India 2024.
- Promotes the cultivation of climate-resilient crops, as millets require less water and fewer inputs.

Social Impact

- Increases the demand for millets, creating better market opportunities for farmers.
- Encourages value addition, allowing farmers to earn more than they would from selling raw produce.

Vitalé™

Nihim Dailie Drincz Pvt. Ltd.



- **Innovation:-** Vitalé offers a refreshing alternative by introducing a clean, natural beverage with no added sugar or salt, low calories, packed with natural richness from whey and vegetables. It not only diversifies consumer choices but also contributes to a healthier market landscape.

Niharika Mishra



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Nihim Dailie Drincz Pvt. Ltd.



Key Points

- Newly incorporated food & beverage company, registered in Delhi in July 2024.
- Private, unlisted company with an authorised capital of ₹10 lakh and paid-up capital of ₹10,000.

Achievements

- Developed and commercialized Vitalé Probiotic Yogurt Series and Detox Shots, with products being offered through online and retail channels.
- Showcased its products at NIFTEM-K and participated in food innovation/startup platforms including SUFALAM 2025.

Social Impact

- Promotes accessible clean-label foods and beverages designed to improve nutritional quality without relying heavily on artificial ingredients.
- Including initiatives around Vitamin B12/iron fortification and hidden hunger awareness.



- **Innovation:-**

World's first indigo-dyed wool yarn in denims
INDIWOOL DENIM is lightweight, breathable and comfortable
for cold climates.

Offering advanced moisture management with a minimal
environmental footprint. 100% Natural and
biodegradable. Unique Wash down effects

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Key Points

- Three product categories launched: IndiWool Functional, IndiWool Naturals, and IndiWool Heritage Premium — covering fashion through defence
- ECOTEX™ Validated
- Our waterless, chemical-free finishing technology was validated through third-party LCA — achieving significant water and energy savings.

Achievements

- IndigoTex was part of Bharat Tex 2026 at Bharat Mandapam, New Delhi, connecting with the global textile ecosystem.
- IndigoTex took its vision for next-generation textiles to VivaTech in Paris, connecting its sustainable textile innovation with the wider global technology and innovation ecosystem.

Social Impact

- Over 35% of microplastics in our oceans originate from textiles. Conventional dyeing consumes 93 billion cubic metres of water annually. We believe the solution lies in nature and in science.



Bellcrown Engineering Pvt. Ltd.



- **Innovation:-**

Integrated Shredder mounted on the rear of combine harvester. Uses harvester's power — no extra engine required.

Shreds paddy straw instantly during harvesting. Provides variable particle sizes for pellets or cattle feed. Eliminates residue burning, cutting pollution and emissions.

Low-cost, efficient, and farmer-friendly design.



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Bellcrown Engineering Pvt. Ltd.



Key points

- Engineering and manufacturing: Focuses on fabricated metal products and engineering-based manufacturing solutions.
- Incorporated in 2025 and currently registered as an active, unlisted private company in Tamil Nadu.

Achievements

- Built its initial corporate presence in Lalgudi, Tiruchirappalli, within an area with an established agricultural and small-enterprise ecosystem.
- Established as a Private Limited engineering enterprise under RoC Chennai in April 2025.

Social Impact

- Enables on-site paddy straw management, reducing stubble burning, pollution, and residue-handling costs while converting farm waste into useful resources such as pellets and cattle feed.



Agrizen Industries



- **Innovation:-** Compact Household Oil Extraction System. High-Efficiency Screw Press Mechanism. Energy-Efficient and Cost-Effective. Multi-Seed Compatibility safe, Natural, and Sustainable Extraction. SEEDMAC (variant name) is an innovative energy-efficient seed oil extractor. The method improves efficiency from traditional ones as it manages to extract as much as 95% oil in one process, which results in low consumption of electricity and shorter production time. The principal engineering innovation used in this apparatus is the screw rod in the screw press, thereby maximizing the amount of oil with minimal quality reduction. With Hot Press Extraction and Mechanical Screw Press technology, SEEDMAC maintains oil flavor and nutrition.

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Agrizen Industries



Key Points

- Compact & energy-efficient: Innovative screw-press mechanism enables efficient oil extraction with lower electricity consumption and shorter processing time.
- High-efficiency & versatile: Extracts up to 95% oil in a single process and is compatible with multiple oilseeds.

Achievements

- Developed an innovative compact household and small-scale oil extraction system suitable for farmers and rural enterprises.
- Integrated hot-press and mechanical screw-press technology into a portable, cost-effective solution.

Social Impact

- Farmer empowerment: Enables farmers to process seeds locally and potentially capture greater value from their produce.
- Livelihood generation: Creates opportunities for small-scale oil-processing businesses and rural entrepreneurship.

Rare Earth



Innovation:- The innovation focuses on promoting Chironjee cultivation as a sustainable additional source of income for farmers while also introducing this rare and valuable plant as an attractive addition to private gardens. It addresses the major challenges of low seed germination and poor plant survival by providing high-quality plants and supporting their incubation during the crucial initial year. Farmers and small gardeners will be actively involved in the incubation process under a 100% buy-back scheme, reducing their market risk and ensuring income opportunities. Additionally, assistance will be provided for the purchase and marketing of the produce, creating a reliable and sustainable value chain for Chironjee cultivation.

Richa Bhardwaj & Avanindra Mishra



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Rare Earth



Key Points

- One-year incubated, healthy Chironjee saplings will help overcome the challenges of low germination and survival rates.
- Assured purchase and effective marketing of saplings and fruits will encourage more farmers to adopt Chironjee cultivation.

Achievements

- Establishes a reliable supply system for Chironjee plants and improves market availability.
- Creates awareness and market demand for Chironjee through media and direct marketing.

Social Impact

- Engaging farmers and local nurseries in the incubation process will create additional income and livelihood opportunities.
- Awareness campaigns and targeted marketing will promote Chironjee cultivation and increase its adoption among farmers.



PRAYUS FARM



- **Innovation:-**

This innovation provides a sustainable and low-cost solution for mushroom cultivation through on-demand greenhouse construction with natural climate control and specialized cultivation equipment. The system requires low capital investment, minimal maintenance, and no external power, making it highly suitable for remote villages. With a lifespan of over 50 years, it also supports food storage and provides an assured buy-back system for medicinal mushrooms, creating a reliable and sustainable income opportunity for farmers.

Kumar Kalika

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PRAYUS FARM



Key Points

- Traditional mushroom cultivation involves high production costs due to dependence on conventional methods and continuous power supply.
- The high capital cost of equipment creates a financial barrier for farmers, especially those with limited resources.

Achievements

- Zero-energy, low-cost infrastructure through passive cooling and off-grid systems.
- Enabled remote farming and improved crop quality for premium, export markets.

Social Impact

- Provides farmers with new livelihood opportunities through medicinal mushroom cultivation.
- Reduces imports and creates new market opportunities.

Meet Our Team



Sh. Anoop Khinchi, IAS

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Innovation & Entrepreneurship
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IEF of CCS NIAM

Innovation and Entrepreneurship Federation IEF of CCS NIAM is a Section 8 company hosted at the Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM), Jaipur, functioning as a leading agri-business incubation and entrepreneurship promotion organization. Supported under the PM-RKVY scheme of the Ministry of Agriculture & Farmers Welfare, Government of India, IEF of CCS NIAM is committed to fostering innovation, entrepreneurship, and sustainable growth in the agriculture and allied sectors.

IEF of CCS NIAM provides comprehensive support to startups through incubation, mentoring, capacity building, business development assistance, market linkages, investor connect, technology commercialization support, and access to a vibrant innovation ecosystem. The organization actively collaborates with academic institutions, government agencies, industry partners, investors, and other stakeholders to create opportunities for startup growth and scalability.

With a vision to strengthen India's agri-innovation ecosystem, IEF of CCS NIAM strives to support startups at every stage of their entrepreneurial journey. Through its various incubation and acceleration initiatives, the organization promotes innovative solutions that address critical challenges in agriculture and allied sectors, contributing towards farmers' prosperity, rural development, employment generation, and the overall economic growth of the nation.

Website: <https://niam-nabi.com/>



CCS NIAM
AGRI INNOVATION & INCUBATION
CENTRE

Innovation and Entrepreneurship Federation (IEF)

(A Centre of Excellence in Agribusiness Incubation and Knowledge
Partner of PM-RKVY)

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