



कृषि एवं किसान
कल्याण मंत्रालय
MINISTRY OF
AGRICULTURE AND
FARMERS WELFARE



Jewels and Gems of Agri-Innovations of Cohort 13 @ IEF of CCS NIAM

Pradhan Mantri Rashtriya Krishi Vikas Yojana
(PM-RKVY)

Startup Agri-Business Incubation Program (SABIP)
Agripreneurship Orientation Program (AOP)
Student Orientation Program (SOP)



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 13 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 agricultural transformation is being driven by innovation, entrepreneurship, and the determination of visionary agripreneurs. The PM-RKVY initiative has emerged as a catalyst in this journey, empowering startups to transform innovative ideas into sustainable enterprises that address real-world agricultural challenges.

At IEF of CCS NIAM, we are committed to nurturing entrepreneurs through incubation support, strategic mentoring, capacity-building programmes, and access to a vibrant innovation ecosystem. These initiatives enable startups to develop scalable, market-driven solutions that strengthen India's agricultural value chain.

The Ministry of Agriculture & Farmers Welfare, Government of India, continues to promote agribusiness innovation through PM-RKVY, enabling startups to develop impactful technologies and business models that enhance productivity, improve farmers' livelihoods, and contribute to a resilient, self-reliant, and sustainable agricultural ecosystem.

I extend my heartfelt congratulations and best wishes to all the entrepreneurs. May their innovations continue to empower farming communities, inspire future generations of agripreneurs, and contribute to the vision of an Atmanirbhar and sustainable agricultural future for India.

(Anoop Khinchi, IAS)



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India's agricultural transformation is being accelerated through innovation and entrepreneurship. At IEF of CCS NIAM, under the PM-RKVY initiative of the Ministry of Agriculture & Farmers Welfare, Government of India, we are committed to supporting agripreneurs by providing incubation, mentorship, and an enabling ecosystem for sustainable growth.

Cohort 13 brings together promising startups working across diverse domains, including precision agriculture, agri-fintech, farm mechanization, climate-smart technologies, and value chain innovations. Through the incubation programme, these startups have strengthened their business capabilities and transformed innovative ideas into impactful solutions.

This publication highlights the entrepreneurial journeys, innovations, and achievements of the startups incubated under Cohort - 13. It serves as a valuable resource for entrepreneurs, researchers, investors, policymakers, and other stakeholders, reflecting the growing strength of India's agri-startup ecosystem.

I congratulate all the startups featured in this edition and wish them continued success in their entrepreneurial journey. I am confident that their innovations will create meaningful impact, strengthen the agricultural sector, and inspire the next generation of agripreneurs.

(R C Meena)



Dr. Ravi K. Goyal

COO & Director

Innovation & Entrepreneurship Federation of CCS NIAM, Jaipur

It is a privilege to present the 13th Edition of the Coffee Table Book by IEF of CCS NIAM. This publication celebrates the entrepreneurial journeys, innovative solutions, and achievements of the startups incubated under Cohort 13 of the Startup Agri-Business Incubation Programme (SABIP), Agripreneurship Orientation Programme (AOP) & Student Orientation Programme (SOP).

At IEF of CCS NIAM, we remain committed to fostering agricultural innovation by providing startups with mentorship, incubation support, and opportunities to transform promising ideas into sustainable enterprises. The startups in this cohort have demonstrated remarkable innovation, resilience, and a strong commitment to addressing challenges across the agricultural value chain.

This Coffee Table Book reflects the diversity, creativity, and impact of Cohort 13, while serving as a valuable resource for entrepreneurs, researchers, investors, policymakers, and the wider agri-startup ecosystem.

I extend my heartfelt congratulations to all the startups featured in this edition and convey my sincere appreciation to the mentors, experts, and the entire IEF team for their unwavering support. I wish these entrepreneurs continued success as they scale their innovations and create lasting value for Indian agriculture.

(Dr. Ravi K. Goyal)

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Jobner, Rajasthan

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Dr. Ashish Nayyar
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Dr. Ashish Nayyar is the Founder of the enterprise, leading a sustainable agribusiness focused on Gir cow dairy farming, premium A2 dairy products, and farm-to-consumer solutions. He is committed to advancing organic agriculture, scientific cattle breeding, and value-added dairy production while fostering innovation, promoting rural entrepreneurship, and creating sustainable livelihood opportunities for farming communities.



Amritshala Agriworks Pvt. Ltd.



Founded in 2026, Amritshala Agriworks Pvt. Ltd. is an innovation-driven agritech startup focused on indigenous dairy products, sustainable rural development, and circular economy solutions. The company produces premium A2 milk and Biona ghee while developing eco-spiritual products, eco-bricks, biomass fuel, and biodegradable utility products. By efficiently utilizing indigenous Gir cow resources and agricultural residues, the startup promotes resource optimization, waste reduction, and value addition. Its integrated approach aims to create sustainable livelihood opportunities, strengthen rural enterprises, and foster environmentally responsible production systems, contributing to a resilient and circular rural economy.

Problem Statement

Growing dependence on A1 milk, dairy adulteration, and industrial processing has reduced product quality and consumer trust while threatening indigenous cattle breeds, traditional dairy practices, farmer incomes, rural livelihoods, and the long-term sustainability of the dairy sector.

Innovative Solutions

Amritshala Agriworks Pvt. Ltd. produces authentic A2 milk and Biona ghee from indigenous Gir cows, ensuring purity, traceability, preventive animal healthcare, breed conservation, and value-added dairy production while strengthening sustainable rural livelihoods and consumer confidence.

Key Benefits

The startup enhances farmer and gaushala income through Gir cow-based dairy products and cow dung value addition, promotes indigenous breed conservation, generates rural employment, empowers women, and provides consumers with premium, authentic A2 dairy products.

About the Entrepreneur

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Ms. Pahal Garwa is an entrepreneur with over five years of experience in strategic financial management and marketing. With a strong academic background in science and hands-on experience in her family's finance business, she specializes in developing data-driven business strategies, executing impactful marketing campaigns, and leveraging digital platforms, analytics, and creative solutions to enhance brand visibility, customer engagement, and sustainable business growth.



Blockceuticals Pvt. Ltd.



Founded in 2023, Blockceuticals Pvt. Ltd. is an innovation-driven agritech startup developing high-performance agricultural inputs using sustainable technologies. Its flagship innovation, Green Gum, combines bio-hydrogels, agricultural waste valorisation, and controlled-release nutrient delivery into a commercially viable solution. The technology is designed to improve soil health, enhance nutrient and water-use efficiency, reduce input losses, and support climate-resilient farming practices. By converting agricultural waste into value-added products, Blockceuticals promotes circularity while addressing key challenges in modern agriculture. Its solutions aim to empower farmers with efficient, sustainable, and environmentally responsible agricultural inputs.

Problem Statement

Agriculture faces severe challenges from water scarcity, declining soil health, and rising cultivation costs. Most smallholder farmers lack affordable, integrated solutions for conserving water, improving soil fertility, and sustaining crop productivity while reducing dependence on synthetic agricultural inputs.

Innovative Solutions

Green Gum has developed a triple-crosslinked bio-hydrogel by integrating bio-hydrogels, agricultural waste valorization, and controlled-release nutrients. Its unique multi-crosslink architecture provides superior water retention, gradual biodegradation, and improved soil health compared to conventional hydrogels.

Key Benefits

Applied once per season at just 3–5 kg per hectare, Green Gum reduces irrigation by up to 70%, increases crop yield by 35–40%, improves germination above 95%, and enriches soil through complete biodegradation while supporting carbon sequestration.

About the Entrepreneur

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Dr. Leiyami Asai is an entrepreneur from Manipur and the founder of Dieticare Tribal Essence, an emerging enterprise focused on promoting indigenous and tribal food resources through value addition and entrepreneurship. With an interest in nutrition, wellness, and traditional food systems, she is working toward creating opportunities around locally available resources while connecting them with modern markets. She is also associated with Green Pastures Nutrition & Wellness and has been actively engaged with the startup and innovation ecosystem in Northeast India, contributing to the promotion of locally rooted enterprises.



Dieticare Tribal Essence Pvt. Ltd.



Founded in September 2024, Dieticare Tribal Essence Pvt. Ltd. aims to reconnect people with the healing power of food by integrating indigenous food wisdom with modern nutrition science. The company develops clean-label, value-added wellness products using indigenous ingredients, medicinal herbs, and native superfoods sourced from Northeast India. Its products focus on preserving traditional knowledge while transforming locally available resources into convenient, nutritious, and scientifically informed solutions. By promoting the use of natural and functional ingredients, Dieticare Tribal Essence seeks to support preventive healthcare, healthier lifestyles, and greater recognition of Northeast India's rich food and medicinal heritage.

Problem Statement

Small farmers face post-harvest losses due to limited market access, inadequate storage and processing facilities, and weak supply chains. Increasing dependence on ultra-processed foods, declining indigenous crops, and unsustainable agricultural practices further threaten nutrition, biodiversity, and rural livelihoods.

Innovative Solutions

The startup promotes preventive nutrition through functional, nutrient-rich products while reviving indigenous superfoods using value addition. It connects farmers directly with health-conscious consumers, creating sustainable market linkages that improve incomes, encourage cultivation of traditional crops, and strengthen local food systems.

Key Benefits

The initiative provides farmers with assured markets, buy-back support, and stronger supply chains while reducing post-harvest losses through processing and value addition. It promotes sustainable farming, increases demand for indigenous crops, enhances farmer incomes, and strengthens rural economies.

About the Entrepreneur

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Mr. Amar Patil is the Founder and Director of Iresoil Agro Tech Pvt. Ltd., an agritech enterprise committed to advancing sustainable agriculture through innovative soil health and climate-smart farming solutions. He is passionate about empowering farmers by promoting eco-friendly agricultural inputs, improving soil fertility, and reducing dependence on chemical fertilizers. Under his leadership, Iresoil develops green technologies that enhance farm productivity while fostering environmental sustainability and rural prosperity.



Established in 2022, Iresoil Agro Tech Pvt. Ltd. is a sustainable agricultural input company focused on improving soil health, enhancing crop productivity, and strengthening the nutritional quality of agricultural produce. The company develops innovative and eco-friendly agricultural solutions that help farmers reduce their dependence on excessive chemical inputs while promoting environmentally responsible farming. By integrating sustainability with productivity, Iresoil Agro Tech supports farmers in adopting efficient, profitable, and resilient agricultural practices. Its solutions aim to contribute to healthier soils, better crop performance, improved farm profitability, and a more sustainable agricultural ecosystem for the future.

Problem Statement

Excessive dependence on chemical fertilizers has degraded soil health, reduced crop productivity and nutritional quality, increased cultivation costs, and exposed farmers to climate-related risks, while limited access to affordable, sustainable agricultural solutions continues to hinder long-term farm profitability.

Innovative Solutions

The startup provides eco-friendly organic fertilizers and patented bio-inoculum products to restore soil health, supported by Agripack and Agrihub models, decentralized rural entrepreneurship, and integrated digital and field-based farmer training for sustainable agricultural development.

Key Benefits

The solution enhances crop productivity per acre within a single crop cycle, reduces expenditure on chemical fertilizers and pesticides, improves soil fertility, increases farm profitability, and supports environmentally sustainable farming through affordable and effective organic alternatives.

About the Entrepreneur

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Dr. Archana Sinha
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Dr. Archana Sinha, Founder of Aarogya Agragaami Biotech, is an entrepreneur from Assam working at the intersection of biotechnology, agriculture, and sustainable innovation. With a strong academic and professional foundation, she is committed to developing science-driven solutions that address critical challenges in agriculture and allied sectors. Through Aarogya Agragaami Biotech, she aims to transform innovative ideas into practical, scalable solutions that create value for farmers and contribute to sustainable agricultural development. Her entrepreneurial journey reflects a commitment to research, innovation, and impact, with a vision of building technology-led solutions for a more resilient and sustainable agricultural ecosystem.



Aarogya Agragaami Biotech



Aarogya Agragaami Biotech is an innovation-driven agritech startup focused on developing millet-based functional food ingredients to address growing challenges related to diabetes, obesity, and gut health. The startup has developed Resistant Starch-3 (RS3) from millets using an optimized heat-cool retrogradation process, enhancing the functional properties of millet-based foods. Its affordable and scientifically validated solutions are designed to support better glycemic control, improve gut microbiome health, enhance digestive wellness, and promote improved nutritional outcomes. By combining traditional millet resources with scientific innovation, the startup aims to develop accessible, health-oriented food products for diverse consumer needs.

Problem Statement

India faces rising diabetes, obesity, and gut-health disorders due to high intake of refined carbohydrates and low dietary fiber. Affordable functional foods with scientifically validated prebiotic ingredients for glycemic control and improved gut microbiome health remain limited.

Innovative Solutions

Startup develops affordable millet-based functional ingredients and foods enriched with Resistant Starch-3 (RS₃), delivering lower glycemic response, enhanced gut microbiome health, and convenient integration into everyday Indian diets through nutritious staples, snacks, and ready-to-cook products.

Key Benefits

The startup sources foxtail millet directly from local farmers, purchasing their complete seasonal harvest to ensure assured market access, reduce post-harvest losses, improve farm incomes, promote millet cultivation, and strengthen sustainable rural livelihoods through value-added food production.

About the Entrepreneur

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Dr. Ratna Tarigoppula holds an MDS in Oral Pathology and transitioned from cancer research to food entrepreneurship with a vision to make nutritious food both healthy and flavourful. She founded Kitchen Koundinyasa to revive traditional Indian spice blends using organic, clean-label ingredients, creating innovative Indian-flavoured seasonings that combine authentic recipes with modern convenience. She has been selected for prestigious entrepreneurship programmes, including WE Hub (Government of Telangana), NSRCEL–IIM Bangalore Women Startup Program (WSP), and We Rise by NITI Aayog.



Aarogya Agragaami Biotech



Kitchen Koundinyasa combines modern superfoods with traditional Indian recipes to create innovative, clean-label flavoured seasonings. Using heirloom recipes prepared through sun-drying, slow-roasting, and traditional spice-layering techniques, the startup develops 100% natural, plant-based, lab-tested, ISO-certified, and FSSAI-compliant products free from preservatives, additives, and trans fats. Its portfolio includes 15 unique flavours, such as Beetroot and Kothimeera Tomato, alongside classics like Gun Powder and Karam Podi, offering versatile seasonings suitable for a wide range of cuisines.

Problem Statement

Urban consumers seek nutritious, familiar, and convenient food, yet most products compromise on quality, taste, or authenticity. Processed foods contain additives, while traditional Indian recipes are increasingly disappearing from households due to changing lifestyles and limited preparation time.

Innovative Solutions

Kitchen Koundinyasa offers artisan podis and sprinklers made from heirloom recipes using slow-roasting techniques. These preservative-free, plant-based products combine authentic Indian flavors with modern convenience and are distributed through online, retail, and B2B channels.

Key Benefits

Kitchen Koundinyasa procures directly from smallholder farmers and SHGs, ensuring premium prices, transportation support, and assured procurement. This farmer-centric model reduces market uncertainty, strengthens rural livelihoods, and promotes sustainable cultivation of traditionally undervalued crops.

About the Entrepreneur

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Dr. Prerna Terway, is the Founder of Tuvai Nature, a social enterprise dedicated to building climate-resilient agricultural value chains with tribal farming communities across Eastern India. Drawing on her expertise in agriculture and rural development, she enables smallholder and tribal farmers to diversify into high-value medicinal and aromatic crops through regenerative cultivation, decentralized processing, and ethical market linkages. Her mission is to improve farmer incomes, strengthen sustainable rural livelihoods, and promote environmentally responsible, community-driven agricultural enterprises.



Tuvai Nature Private Limited



Tuvai Nature is pioneering India's first tech-enabled Aroma Forestry model, integrating medicinal and aromatic crops with IoT-based farm monitoring, decentralized distillation, quality assurance, and traceable market linkages. The enterprise promotes climate-resilient agriculture, biodiversity restoration, and value-added processing while empowering tribal and smallholder farmers. By enabling crop diversification, improving productivity, and facilitating access to premium markets, Tuvai Nature enhances farm incomes, encourages sustainable land use, and strengthens resilient rural livelihoods through an innovative and inclusive agri-value chain.

Problem Statement

Small and marginal farmers in Eastern India rely on low-value crops, facing unstable incomes, climate risks, limited market access, and inadequate processing infrastructure. These challenges restrict diversification into high-value medicinal and aromatic crops, limiting livelihood opportunities and long-term sustainability.

Innovative Solutions

Tuvai Nature enables farmers to adopt high-value medicinal and aromatic crops through quality planting material, farmer training, IoT-enabled Aroma Forestry, decentralized distillation, quality testing, and assured market linkages, enhancing productivity, resilience, and sustainable rural livelihoods.

Key Benefits

The integrated value chain provides quality inputs, technical support, decentralized processing, and market access. Farmers can increase incomes by up to four times, strengthen climate resilience, reduce chemical dependence, and access premium domestic and international markets.

About the Entrepreneur

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Mr. Saneesh Manoharan is the Founder of the enterprise, bringing over 15 years of experience in agriculture, animal husbandry, waste management, and logistics. A Diploma holder in Mechanical Engineering, he has extensive expertise in machinery, manufacturing processes, and production systems. His multidisciplinary background drives the development of innovative, sustainable, and scalable agro-based solutions that promote resource efficiency, value addition, circular economy practices, and improved livelihoods for farming communities across rural India.



Rithva Agriculture Innovations



Rithva Agriculture Innovations Pvt. Ltd. has developed an innovative and scalable technology that transforms underutilized banana stem biomass into high-value biodegradable moulded products. By converting agricultural waste into sustainable packaging alternatives, the company reduces dependence on single-use plastics, creates additional income opportunities for banana farmers, and promotes a circular bioeconomy. Its environmentally friendly manufacturing process supports waste valorization, resource efficiency, and the transition towards sustainable, eco-conscious packaging solutions.

Problem Statement

Millions of tonnes of banana stem biomass are discarded after harvest, creating disposal challenges and environmental pollution. At the same time, dependence on single-use plastic packaging continues to rise, while farmers receive no economic value from this abundant agricultural residue.

Innovative Solutions

The startup transforms banana stem biomass into biodegradable moulded packaging products through an affordable manufacturing process. This innovative approach converts agricultural waste into eco-friendly alternatives, reduces plastic dependence, generates farmer income, and supports a circular bioeconomy.

Key Benefits

Farmers earn additional income by selling discarded banana stems, while agricultural waste is converted into sustainable packaging. The model creates rural employment, promotes resource efficiency, reduces environmental pollution, and strengthens sustainable livelihoods through value-added processing.

About the Entrepreneur

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Mr. Bhanu Pratap Dhakar is the Founder of KisanKal and a multidisciplinary product builder with expertise in technology, UI/UX design, and business strategy. He has independently conceptualized, designed, developed, and launched digital products, managing the entire product lifecycle from problem identification to execution. His user-centric approach combines technical innovation with business insight to build scalable, impactful solutions that address real-world challenges while creating value for users and stakeholders.



Founded in 2025, KisanKal is an AI-powered farm-to-market platform that streamlines the movement of fresh produce from farms to quick-commerce dark stores. Using AI-based grading aligned with AGMARK standards, the platform assesses crops such as garlic, tomatoes, and spices at the farm gate. It directly connects farmers with buyers, automates logistics and payments, eliminates multiple intermediaries, improves price realization, reduces post-harvest inefficiencies, and builds a transparent, technology-driven agricultural supply chain.

Problem Statement

Indian smallholder farmers often receive lower prices due to subjective manual grading and intermediary control in mandis. Simultaneously, retailers face high rejection rates from inconsistent produce quality, reducing profitability, supply chain efficiency, and consumer confidence.

Innovative Solutions

The startup uses technology-enabled quality assessment, digital farmer verification, and transparent procurement to ensure standardized grading, instant digital payments, and direct market access, improving price realization while delivering consistent, traceable, high-quality produce to buyers.

Key Benefits

Farmers earn 10–22% higher prices through transparent quality-based procurement, receive instant UPI payments, and avoid intermediaries and mandi visits. Buyers benefit from consistent quality, improved traceability, lower rejection rates, and a more reliable agricultural supply chain.

About the Entrepreneur

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Mr. Lingala Naresh
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Mr. Lingala Naresh is the Founder of Nutriboque Foods and Beverages Pvt. Ltd. and a social entrepreneur with a background in Electrical Engineering. His expertise spans nonprofit management, behavioral science, curriculum development, and research. Through his earlier initiative, Tharunam, he developed food literacy frameworks and promoted agroforestry and millet farming with farming communities. At Nutriboque, he is committed to advancing preventive nutrition by creating value-added, nutrient-rich food products while strengthening sustainable agricultural value chains and improving farmer livelihoods.



Nutriboque Foods and Beverages



Nutriboque Foods and Beverages Pvt. Ltd. is a food innovation startup developing nutritious, millet-based products that combine health with taste. Its flagship Creamy Millet ice creams are crafted using millet milk, palm jaggery, and natural fruit pulp, offering a lower-calorie, nutrient-rich alternative to conventional ice creams without compromising flavor. The company has positively impacted over 100 farmers, generated ₹1 crore+ revenue in FY 2025–26, and created 30+ employment opportunities, promoting sustainable agriculture and preventive nutrition.

Problem Statement

Rising milk consumption, coupled with concerns over adulteration and synthetic ingredients in dairy products, has increased demand for healthier alternatives. Consumers seek nutritious, natural foods that deliver authentic taste while supporting sustainable agriculture and reducing environmental impact.

Innovative Solutions

Creamy Millet develops millet-based ice creams using millet milk, palm jaggery, and natural fruit pulp. The products combine nutrition, great taste, and climate-resilient ingredients to offer a healthier, low-calorie alternative to conventional dairy ice creams.

Key Benefits

Creamy Millet promotes climate-resilient crops, supports fruit and millet farmers, and uses natural ingredients with lower environmental footprints. Consumers enjoy nutritious, flavorful ice creams, while farmers benefit from increased market demand, sustainable cultivation, and enhanced livelihood opportunities.

About the Entrepreneur

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Mr. Rahul Dhingra is the Founder of ADK Makers, an agritech startup transforming fresh produce procurement through AI-powered quality assessment and digital market linkages. With over 20 years of leadership experience and 8+ years of entrepreneurial experience in the agri and allied sectors, he specializes in value chain creation and end-to-end project management. His vision is to empower smallholder farmers through transparent quality grading, instant digital payments, and technology-driven, traceable agricultural supply chains that enhance farmer incomes and ensure consistent quality for buyers.





ADKmakers (Aadhunik, Dhanwaan aur Kushal) Pvt. Ltd. is a SaaS-enabled agribusiness platform that empowers farmers, Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), and emerging agri-enterprises to establish, manage, and scale their businesses. Through its innovative PHYGITAL approach, the company provides end-to-end support, including business setup, processing infrastructure, branding, co-branding, and market access. By integrating technology with process innovation, ADKmakers enables sustainable growth, enhances profitability, and strengthens agricultural value chains with minimal investment.

Problem Statement

Small farmers, FPOs, and agri-processors face limited access to value addition due to inadequate infrastructure, low awareness, weak branding capabilities, and poor market linkages, restricting profitability and keeping them dependent on low-margin raw produce markets.

Innovative Solutions

ADK Makers leverages AI-driven analytics, traceability, and mobile-first decision-support tools to guide farmers, SHGs, and FPOs in production planning, value addition, branding, processing, and market access, enabling data-driven agribusiness growth and profitability.

Key Benefits

The platform increases farmer incomes through value addition, reduces production costs, expands access to retail and digital markets, improves branding and product quality, and enables sustainable business growth for farmers, SHGs, FPOs, and rural enterprises.

About the Entrepreneur

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Ms. Rinchon Kashung is the Founder and CEO of October Pumpkin-shi Pvt. Ltd., with over seven years of entrepreneurial and financial management experience. She is dedicated to creating sustainable livelihood opportunities by working closely with indigenous artisans, farmer groups, and rural communities. A published author and social entrepreneur, she combines innovation with traditional knowledge to develop value-added products, preserve indigenous crafts and cultural heritage, and connect rural producers with wider domestic and global markets through inclusive, sustainable business models.



October Pumpkin-shi Pvt. Ltd.



OCTOBER PUMPKIN CO.

October Pumpkin-shi Pvt. Ltd. is a social enterprise that blends the traditional craftsmanship of Longpi Black Pottery with sustainable soy-wax candle manufacturing to create premium lifestyle products. By combining indigenous artisan skills, locally sourced materials, contemporary design, and market-driven innovation, the company promotes sustainable livelihoods and cultural heritage. It has positively impacted 800+ indigenous farmers and producer households, generated ₹15 lakh in revenue during FY 2025–26, and created 10 direct and 100 indirect employment opportunities.

Problem Statement

Farmers face unstable incomes due to limited market access, inadequate storage and processing infrastructure, and post-harvest losses. Simultaneously, declining consumption of indigenous crops, unhealthy diets, and biodiversity loss threaten nutrition, livelihoods, and environmental sustainability.

Innovative Solutions

The startup promotes preventive nutrition by developing value-added products from indigenous crops, creating stronger market linkages for farmers, and reviving traditional superfoods through sustainable sourcing, innovative processing, and consumer-focused product development.

Key Benefits

Farmers benefit from assured market access, reduced post-harvest losses, and higher incomes through value addition. Consumers gain nutritious products, while sustainable cultivation of indigenous crops strengthens rural livelihoods, biodiversity conservation, and resilient agricultural value chains.

About the Entrepreneur

Name of Startup: Ecohydra Venture Pvt. Ltd.

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Ms. Himanshi Sharma
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Himanshi Sharma is the Founder and Director of Ecohydra Venture Pvt. Ltd., bringing experience in banking and business operations to the water and sustainability sector. Passionate about climate-resilient solutions, she leads the development and implementation of innovative rainwater harvesting and groundwater recharge projects across urban and rural India. Under her leadership, Ecohydra focuses on affordable, scalable, and technology-driven solutions to address water security challenges and create sustainable community impact.



Ecohydra Venture Pvt. Ltd.



Ecohydra Venture Pvt. Ltd. is a Mumbai-based water-tech startup working at the intersection of technology, sustainability, and community impact. Founded in 2024, the company develops affordable and scalable water solutions for farmers, industries, and municipalities across India. With two registered patents and a multidisciplinary team of scientists, geophysicists, and policy experts, Ecohydra has impacted over 600 lives across 150 sites in three states. The company is focused on expanding its reach through government grants, institutional partnerships, and impact investments, with a goal of reaching 30,000 households across India.

Problem Statement

Rapid groundwater depletion, erratic rainfall, and increasing water demand are severely stressing urban and rural regions. Rainwater is often lost as runoff, causing water scarcity, declining groundwater levels, and reduced agricultural productivity.

Innovative Solutions

Ecohydra develops and implements rainwater harvesting systems, recharge wells, farm ponds, and groundwater replenishment structures. These solutions enable communities, farmers, institutions, and industries to efficiently capture, store, and sustainably utilize rainwater.

Key Benefits

Ecohydra's solutions improve groundwater availability, increase irrigation water, and reduce farmers' dependency on external water sources. They strengthen climate resilience, support sustainable agriculture, enhance water security, and contribute to long-term farm profitability.

About the Entrepreneur

Name of Startup: GRDT Farmers Agrovat Pvt. Ltd. (Graduate Farmer)

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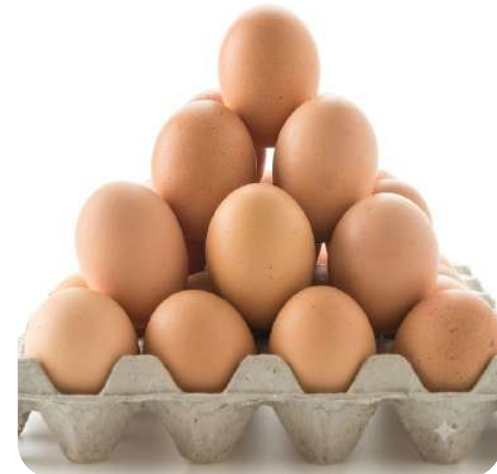
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Mr. Bapan Das
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Bapan Das is the Founder of GRDT Farmers Agrovat Pvt. Ltd. (Graduate Farmer), committed to sustainable agriculture and rural development. He focuses on addressing challenges faced by small and marginal farmers through innovative farming practices, antibiotic-free poultry farming, integrated agriculture, and technology-driven solutions. Through Graduate Farmer, he aims to strengthen rural livelihoods, create employment opportunities, improve farmers' incomes, and build sustainable agricultural value chains while promoting inclusive entrepreneurship across Northeast India.



GRDT Farmers Agrovet Pvt. Ltd.



GRDT Farmers Agrovet Pvt. Ltd. (Graduate Farmer) is an Assam-based agritech company building a sustainable poultry ecosystem across Northeast India. The company has trained over 10,000 farmers and directly works with 500+ poultry farmers. Its key innovations include patented Azolla-based, antibiotic-free poultry feed and traditional herbal formulations, supported by scientific validation. With a 10-ton-per-day feed manufacturing capacity and IoT-ready farm monitoring solutions, the company has contributed to a 20% increase in partner farmers' incomes while creating rural employment and strengthening sustainable poultry farming.

Problem Statement

High poultry feed costs, excessive dependence on antibiotics, limited farmer knowledge, and poor market access reduce profitability and sustainability. Small and marginal poultry farmers face productivity challenges and limited opportunities for income enhancement.

Innovative Solutions

The company provides patented Azolla-based antibiotic-free poultry feed enriched with herbs, comprehensive farmer training, buy-back support, and IoT-based farm monitoring systems to improve poultry health, productivity, profitability, and sustainable farming practices.

Key Benefits

The solutions reduce feed costs by around 10%, improve bird health, minimize antibiotic use, and promote sustainable poultry farming. Azolla cultivation provides farmers with an additional income source while strengthening overall farm profitability.

About the Entrepreneur

Name of Startup: Khetper Agriculture

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Mr. Rachit Rathi
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Rachit Rathi is the Founder of Khetper Agriculture, an agritech entrepreneur with a B.Tech in Agricultural Engineering and expertise in agricultural supply chains, farmer aggregation, and rural markets. He has led the establishment and operations of fruit collection centers while working closely with smallholder farmers, gaining valuable field-level insights into their challenges. They are developing technology solutions to organize the farm equipment rental sector, making agricultural mechanization more affordable, transparent, and accessible while enabling rural asset owners to generate additional income from their equipment.



Khetper Agriculture



Khetper Agriculture is an emerging agritech startup focused on making farm equipment rental more accessible, transparent, and affordable for farmers. Currently in the research and ideation phase, the startup is actively engaging with farming communities through on-ground interactions, primary data collection, and continuous feedback. Khetper plans to begin with a responsive web platform to aggregate local equipment supply and validate transactions, followed by a mobile application with GPS verification, real-time tracking, and instant booking. Its scalable business model proposes a transparent 5% commission from equipment owners and a 5% convenience fee from renters.

Problem Statement

Smallholder farmers often cannot afford heavy machinery and depend on unorganized brokers charging inflated rates, while equipment owners and Custom Hiring Centres face prolonged asset underutilization, leaving costly machinery idle during off-peak agricultural seasons.

Innovative Solutions

Khetper is a peer-to-peer digital marketplace connecting farmers directly with nearby equipment owners. It replaces brokers with transparent hourly pricing and enables owners to offer machinery with verified operators and fuel through customizable service packages.

Key Benefits

Farmers access machinery without upfront capital, benefit from standardized pricing and 12–15% lower rental costs, and gain reliable availability for timely operations. Equipment owners and CHCs monetize idle assets, creating additional and consistent income streams.

About the Entrepreneur

Name of Startup: Lilan Agro Ventures

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Mr. Anish Burdak
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Anish Burdak is the Founder of Lilan Agro Ventures, an emerging agritech entrepreneur focused on strengthening agricultural value chains and creating greater value for farmers. He is pursuing PGDM in Innovation, Entrepreneurship & Venture Development at CCS NIAM, Jaipur, and is actively working on technology-driven and precision agriculture initiatives. His work includes farmer-centric agronomy, crop aggregation, quality management, and B2B market linkages. Through Lilan Agro, he aims to connect farmers with reliable markets while promoting sustainable, efficient, and innovation-led agricultural practices.



Lilan Agro Ventures



Lilan Agro Ventures is an agritech startup focused on addressing the “Mandi ValueBleed” and protecting smallholder farmers from high-interest debt traps. The company bridges precision agricultural science with rural execution through an aggregation model supported by precision farming SOPs, digital ledgers, and institutional risk-shielding mechanisms. Lilan Agro is undertaking an initial 500-acre pilot focused on creating greater value for farmers and supplying traceable agricultural commodities. Its vision is to build scalable, transparent, and technology-enabled farm-to-factory value chains across India.

Problem Statement

Smallholder farmers face high-interest debt due to upfront input costs, while fragmented supply chains reduce crop value through middlemen. Limited adoption of precision farming further restricts productivity, profitability, and farmers' ability to retain greater value.

Innovative Solutions

Lilan Agro offers a Zero-Upfront Managed Agronomy model, financing premium seeds, machinery, and crop insurance through digital ledgers. Precision farming is implemented across aggregated clusters, with traceable commodities supplied directly to institutional B2B buyers.

Key Benefits

Farmers benefit from zero upfront cash requirements, improved yields, and greater wealth retention. Corporate buyers gain batch-level traceability, quality assurance, and greater price and volume stability through reliable supply arrangements and forward contracts.

About the Entrepreneur

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Mr. Nitin Krishna P
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Nitin Krishna P is the Founder of Earthpharm Technologies, driving innovation at the intersection of agriculture, biotechnology, and life sciences. His entrepreneurial focus is on transforming agricultural biomass into high-value botanical ingredients for biopharma and nutraceutical applications. Through his work, he aims to create sustainable value chains that benefit farmers while developing globally competitive, science-driven products. His broader interest in developing technology-led solutions for agriculture and health-related markets. Public company records confirm his role as a director of Siripoorna Foods and Agri.



Earthpharm Technologies Private Limited, operating under the brand Nela, is an agri-biotech company connecting agriculture with life sciences. The company upcycles agricultural biomass into standardized, clinical-grade botanical extracts and nano-encapsulated powders for biopharma and nutraceutical B2B markets. Through an alliance with a Ministry of Textiles Research Institute, Nela deploys dehydrators to process 400 kg of cultivars monthly, enhancing farmer returns to ₹28,000 per 100 kg. With projected FY 2025–26 revenue of ₹40 lakh, the company generates skilled and indirect employment across formulation, extraction, farming, logistics, and CDMO operations.

Problem Statement

Farmers cultivating specialized mulberry varieties depend heavily on volatile silk markets. Traditional sun-drying also destroys heat-sensitive bioactives such as iminosugars and flavonoids, reducing pharmaceutical value and limiting access to lucrative global markets.

Innovative Solutions

Nela deploys farm-gate solar dehydrators to preserve medicinal bioactives while minimizing thermal degradation. Deep-tech extraction then converts dried biomass into standardized, clinical-grade botanical assets and nano-liposomal powders for global biopharma and nutraceutical markets.

Key Benefits

Nela creates a premium secondary market independent of silk-price volatility, providing farmers with diversified income. Direct farm-gate procurement reduces transit losses and waste-related penalties while significantly improving farmers' net realization from specialized biomass.

About the Entrepreneur

Name of Startup: MYLLO Pvt. Ltd.

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*Mr. Akula Ashok Kumar
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Akula Ashok Kumar is the Founder of MYLLO, a millet-based agribusiness focused on nutrition, sustainability, and farmer welfare. Coming from a farming family, he has firsthand experience of the challenges faced by small and marginal farmers. With four years of professional experience in the IT industry, Ashok combines technology and entrepreneurial skills with his agricultural roots. He has conducted pilot sales and market validation for millet-based products under the MYLLO brand, with a vision to promote nutritious millet consumption while creating sustainable value for farmers and rural communities.





MYLLO Pvt. Ltd., established in 2026, is a millet-based agribusiness focused on delivering nutritious, convenient, and sustainable food solutions. The startup develops ready-to-cook and ready-to-eat products using clean-label ingredients while promoting climate-resilient millets and direct sourcing from farmers. Its future vision includes establishing rural post-harvest processing units to reduce losses, enhance value addition, and improve farmer incomes. MYLLO has initiated pilot sales under its brand, generating approximately ₹5,000+ revenue through market validation activities during FY 2025–26, demonstrating early consumer interest in millet-based products.

Problem Statement

Small-scale farmers face low incomes due to middlemen, water-intensive crops, and rising cultivation costs. Meanwhile, consumers face lifestyle diseases and nutritional deficiencies, creating a gap between sustainable millet production and convenient, healthy food access.

Innovative Solutions

MYLLO develops millet-based ready-to-cook and ready-to-eat foods, including Ragi Oats Mix and future value-added products. The venture aims to build a farm-to-fork ecosystem through millet promotion, direct farmer linkages, and rural value-addition infrastructure.

Key Benefits

MYLLO promotes millet cultivation, encouraging farmers to adopt water-efficient crops requiring fewer chemical inputs. Long-term direct sourcing through FPOs and local value-addition units will improve prices, increase farmer incomes, strengthen sustainability, and reduce intermediary dependency.

About the Entrepreneur

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Mr. Murari Lal

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Murari Lal is the Founder of Toshika Natural Cold Pressed Commodity LLP, an entrepreneur focused on promoting natural, traditional, and sustainable food processing. He is working to revive traditional wooden ghani cold-pressing techniques while creating stronger linkages between farmers and consumers. His vision centres on direct farmer sourcing, quality-driven processing, better farmer realization, and sustainable rural livelihoods. Under his leadership, the venture aims to provide pure and nutrient-rich cold-pressed products while reducing dependence on intermediaries and creating greater value across the agricultural supply chain.



Toshika Natural Cold Pressed Commodity LLP



Toshika Natural Cold Pressed Commodity LLP, founded in 2025, is focused on producing high-quality, nutrient-rich natural oils and commodities using traditional wooden ghani cold-pressed extraction methods. By combining traditional processing techniques with direct farmer sourcing, the company preserves essential nutrients, natural aroma, and product quality while creating better income opportunities for farmers. Toshika has positively impacted 300+ farmers and generated approximately ₹8 lakh revenue during FY 2025–26. The venture has also contributed to rural employment, creating 10+ direct and 20+ indirect employment opportunities, while promoting sustainable, farmer-centric, and traditional value-added agricultural processing.

Problem Statement

Consumers face health concerns from adulterated and highly refined edible oils, while farmers receive low returns due to intermediary-driven supply chains. Limited direct market access further restricts farmer profitability and sustainable livelihood opportunities.

Innovative Solutions

Toshika produces pure, nutrient-rich cold-pressed oils using traditional wooden ghani extraction and chemical-free processing. Direct procurement from farmers ensures quality, preserves natural nutrients and aroma, and creates a transparent, farmer-centric supply chain.

Key Benefits

Farmers receive better prices, assured procurement, and improved market access through direct sourcing. The model strengthens sustainable livelihoods, reduces intermediary dependency, promotes traditional processing, and creates greater value for both farmers and consumers.

Meet Our Team



Sh. Anoop Khinchi, IAS

Chairperson, BoD,
IEF of CCS NIAM &
Director General,
CCS National Institute of Agricultural
Marketing (NIAM), Jaipur



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AAMA, DMI-RO, Jaipur & Project
Incharge - RKVY
Innovation & Entrepreneurship
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Sh. Dilip Kumar

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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. IEF of CCS NIAM is working as Knowledge Partner (KP) under the PM-RKVY scheme of the Ministry of Agriculture & Farmers Welfare, Government of India, and 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/>



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with
Purpose**



**Building
Resilient
Ventures**



**Creating
Sustainable
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