



>उत्थानम् (

A COMPENDIUM OF AGRI-STARTUPS



JAWAHAR R-ABI



SAAKAR INCUBATION **PROGRAMME**





PRERNA ORIENTATION **PROGRAMME**

KNOWLEDGE PARTNER



PUSA KRISHI **INCUBATOR**

AGRI-STARTUPS DURING 2019-20

JAWAHAR R-ABI

(JAWAHAR RKVY-RAFTAAR AGRI-BUSINESS INCUBATOR) Institute of Agri-Business Management (IABM), Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur – 482004 Madhya Pradesh

FINANCIALY SUPPORTED BY



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© 2020, Jawahar R-ABI,

Institute of Agribusiness Management (IABM), Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur - 482004, Madhya Pradesh

PRINTED AT

Communication Centre

Director of Extension Services, JNKVV, Jabalpur

FOREWORD



Contributions of Jawaharlal Nehru Krishi Vishwa Vidyalaya (JNKYV) in the field of agriculture for the last 54 years is widely acknowledged. Conferring of JNKVV with coveted Sardar Patel Outstanding Institution Award 2018 at New Delhi on 16th July, 2019 was another milestone to it. JNKVV's over five decades of dedicated and determined agricultural development through education, research and extension, the state of Madhya Pradesh achieved a spectacular agriculture growth conferred with "Krishi Karman Award" for last five years. JNKVV's soft approach to address agrarian issues was through a robust research and extension system, collaborating and cooperating with foreign institutions and industries alike. Establishment of Business Planning and Development (BPD) Unit was a small opening of a window for commercialization and business ventures. The Institute of Agri-business Management (IABM) has been selected to be as agribusiness incubator "Jawahar R-ABI" under (RKVY-RAFTAAR), initiated by Ministry of Agriculture & Farmers Welfare, Department of Agriculture, Cooperation and Farmers Welfare, Government of India. Jawahar R-ABI is intended to serve as a mentoring as well as and hand holding platform for individuals/startups with innovative ideas and technology. This compendium of agri-start-ups provides profile of 21 startups incubated at Jawahar R-ABI, IABM, JNKVV, Jabalpur.

I wish good luck for startups future endeavors and also congratulate to Dr. S.B. Nahatkar, CEO Jawahar R-ABI, and entire R-ABI team for the success of first phase of PRERNA & SAAKAR programmes. I admire the efforts of entire Jawahar R-ABI team for scripting this very useful information of startups.



FOREWORD



I am pleased to present this Incubatee coffee table book that captures the brief profile of agricultural start-ups incubated at Jawahar R-ABI (RKVY-RAFTAAR Agribusiness Incubator) in IABM of JNKVV, Jabalpur. It is financially supported by Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture & Allied Sector Rejuvenation (RKVY-RAFTAAR) Ministry of Agriculture & Farmers Welfare, Department of Agriculture, Cooperation and Farmers Welfare, Government of India.

Coffee table book shall serve as an important reading material for institutions entrepreneurs and agribusiness world. The innovative ideas and capabilities of the startups in this book may generate interest to the readers. I sincerely appreciate the efforts made by the Dr. S. B. Nahatkar, Dr. Moni Thomas and their team in bringing out this document and look forward to have such more publications in future.

(P. P. Coma)

Director Research Services

PREFACE



Jawahar R-ABI (Agri Business Incubation Centre) helps budding and startup agro-based entrepreneurs to "develop through our dedicated HRD programmes, infrastructure and network by providing services such as management training, office space, mentoring etc. PRERNA (Agripreneurship Orientation Programme) and SAAKAR (Startup Agri-Business Incubation Programme) are the two levels of our programme. The coffee table book is a reflection of our one year activities, achievements and innovation we nurtured.

The financial support of Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR), Ministry of Agriculture & Farmers Welfare, Department of Agriculture, Cooperation and Farmers Welfare, Government of India is instrumental in our growth. Our knowledge partner Pusa Krishi Incubator, ICAR-IARI, New Delhi and our team members struggled hard to create an agri-startup ecosystem to a reality. We have tried to incorporate as many experiences as possible in this coffee table book to showcase the profile of budding entrepreneurs, their innovative ideas and technologies.

I wish all the Startups all success in their future endeavors.

(S. B. Nahatkar)

CEO Jawahar R-ABI & Director IABM

JAWAHAR R-ABI



Creating an ecosystem of agri-Innovators for agricultural development.

To nurture agri-preneurs for agri-business development, to fabricate an ecosystem for agri-incubation services, to enhance the competitiveness of the agri-startups and, to create gainful employment opportunities for rural youths.

OBJECTIVES

- To achieve "lab to land" by dissemination of new technology /varieties to farmers through promoting a culture of agri-startups.
- > To promote innovation, entrepreneurship and business creation in agriculture and allied sector by skill development, capacity building and technology scale up.
- To create employment opportunities for youth in agriculture in the rural vicinity.
- > To promote an integrated approach for technology acquisition, R&D, commercial technology transfer and knowledge dissemination.
- To facilitate evolution of an agri-startup ecosystem by support for cost effective, value added services including technical, legal, financial, intellectual property and regulatory compliance related services to agripreneurs.
- To build a vibrant agri-startup ecosystem, by establishing a network between academia, financial institutions, industries and other related institutions; capacity building of existing agri-incubators.

JAWAHAR R-ABI PROGRAMMES



SAAKAR

Product Prototype to its Commercial Launch

(Assessment to Expansion Stage) Grant-in-aid up to ₹ 25.00 lakhs

- Startups will be mentored to commercially launch their product/service and sustain in market places.
- Startups will validate their products/service.
- Extensive marketing & mentoring support by industry experts, till the time start-ups graduates from our incubator.



PRERNA

Idea to product prototype

(Idea to Assessment Stage) Grant-in-aid up to ₹ 5.00 lakhs + ₹10,000/- pm stipend

It is a uniquely designed incubation programme specifically for early-stage agristartups, with an aim to promote innovation and entrepreneurship in the field of agribusiness and allied sectors. It is a two-phase incubation programme, a one of a kind:

- Proof of concept' and 'promising ideas' would get access to the research
 facilities, technical experts, patent filing and extensive mentoring support. This
 will facilitate to develop a feasible product prototype that can be scaled up.
- An eight-week in-house residency orientation programme structured to help walk-through the startups in their journey of success.
- Selected startups will be linked to other successful startups
- Towards the end of phase-I, the selected startups of this phase will make a presentation to an expert committee of industry experts and professionals.

FOCUS AREAS



Organic Farming



Precision Farming



Agricultural Supply Chain



Agricultural Biotechnology



Agricultural Fintech



Post-Harvest& Food Technology



Food Processing



IOT, ICT and AI in Agriculture



Natural Resource Management



Waste to Wealth



Animal Husbandry, Dairying



Agri-Input Tools and Technologies



Farm Mechanization



Agriculture Engineering



Agri Clinics & Farm Health Services

BUDDING ENTREPRENEURS



SAAKAR 2019

(Prototype to Commercial Stage)

Seed Stage Agriprenurship Incubation Programme (AIP) (grant-in-add Up to ₹ 25.00 lakhs)



Hiresha Verma

Rakesh K. Singh



Varun Raheja



Hiren Panchal



Prathmesh Kant



Yatish Khare



Adil Khan



Mahesh Kumar Dangi



PRERNA

(Idea to Product Prototype)

A Pre-Seed Agripreneurship Orientation Programme (AOP) (grant-in-add Up to ₹ 5.00 lakhs)



Yomesh Soni





Abid Shekh Vaibhav Sharma Arpan Singh



Rajput



Ashish Kaurav



Ashish Kumar Rajput



Jaya Singh



Juhi Mallick



Lakshya Agrawal



Pradeep Shende



Raj Narayan Raghuwanshi



Ambika Prasad Patel



Abhinav Singh Thakur

SAAKAR

(PROTOTYPE TO COMMERCIAL LAUNCH STAGE)



SEED STAGE: AGRIPRENURSHIP INCUBATION PROGRAM (AIP)

Company Profile -01 An Innovative Medicinal Mushrooms Company



Han Agrocare LLP is engaged in the manufacturing, supplying, retailing and exporting of a massive assortment of button, oyster, portabello and crimini, shitake, king oyster, milky & enoki mushrooms and mushroom based products like, mushroom cookies, mushroom pickle, mushroom namkeen, mushroom nuggets etc. Han Agrocare offer the whole range of mushrooms in a standard packaging that ensures the longer shelf life of the products. The range of mushrooms that Hiresha Verma grow has the nutritional as well as medicinal properties, tested on various parameters. Hiresha Verma, the founder of the company, started this business with her innovative idea on a very small venture in huts eventually moving to the controlled environment plant with scientific approach, latest technology to the production of 500 kg per day.











hiresha.verma@yahoo.com



Company Profile -02

An Innovative Low Cost Solar Dryer



Raheja Solar Food Processing Pvt. Ltd is working for the welfare of farmers in reducing post harvest losses. The low cost solar dryer developed by Varun Raheja, dehydrates vegetables retaining to it's natural colour, taste, fragrance and nutrients., They can be preserved for minimum 6 months in normal conditions, and can be sold when the market rates are high, usually during off-season. Raheja Solar Food Processing also assist the farmers in selling their produce with buyback offers as a service with solar drier. Varun provides complete step-by-step guidance – from installment of the drier, to processing of produce, to marketing of products through trusted B2B contacts. From rural youth, self-help groups, farmer-producer organizations, to small scale enterprises, all are the direct beneficiaries.











varun.raheja15@gmail.com



Company Profile -03 Animal and Human Driven, Durable and Efficient Agriculture Equipment's



Mittidhan's provide easily accessible, affordable and efficient hand tools to small and marginal farmers. Mittidhan facilitate the farmers who often rely on makeshift tools for farming their lands. Their vision is building a constructive relationship with the farmers for sustainable production, improvement and innovation of hand tools. Mittidhan also plans to encourage children reconnect with the soil and discover the fast vanishing joy of 'playing in the soil' by designing special gardening tools for them.









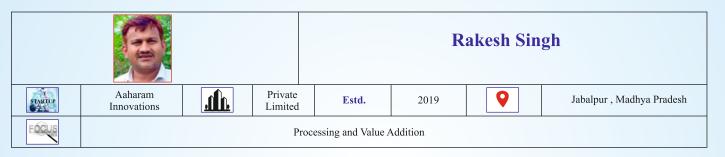


mittidhan@gmail.com



Company Profile -04

Mileto-G....A Multi Millet Meal: Bringing You the Best Local Treats



Rakesh Singh started Aaharam Innovations in Jabalpur M.P. with his passion of quality food and local business, with his experience in local food communities, company curate a seasonal selection for their customers. Tribal family and consumers both also benifits by this Startup. Mileto-G....A multi Millet meal is a balanced fat & cholesterol free, iron, fibre, carbohydrates, calcium and minerals rich diet with highly nutritional value for diabetic patients, childrens & pregnant women.











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Company Profile -05 De-Risking Agriculture-Born Out of a Desire to give Farmers an Endurable Future



Aggois Business Solution Pvt. Ltd. is a product and process innovation for providing invoice discounting facilities to farmers. Company also leverage NACH to ensure low operations cost and safe recoveries. Company enables farmers to receive advance money (loan) against guaranteed cashflows coming from sales of their produce to government or institutional buyers. Aggois advance the funds to farmers which they need to cover their expenses, with valid paperwork and NACH approvals in place. Money is disbursed to farmers bank account. Post payment to farmers, recoveries are done and principal plus interest amount is automatically pulled from their account.







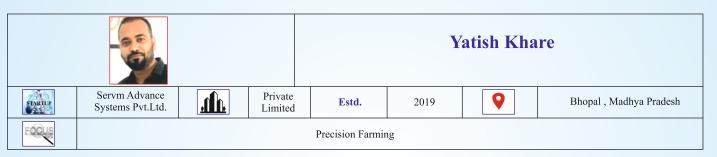




prathmesh.kant@aggois.com



Company Profile -06 Remote Irrigation System



Servm is an innovation-based organization, providing products and services based on the latest technology in the field of remote control and surveillance. Yatish Khare Founder of Servm work with the aim to bring the industrial and agricultural sector to the new standards of quantity and quality of production with the help of latest world class technicians. In way of achiving the aim Yatish developed Sudoor- a GSM based starter controller which enables the farmers to operate the irrigation pumps remotely with the help of their mobile phones. Sudoor also provides critical information like current status of pump, electricity availability and condition of pump on farmer's mobile phone. It has built in safety mechanism that keeps the motor safe from various electrical hazardous situations. Sudoor helps the farmer to save their time, money and water.





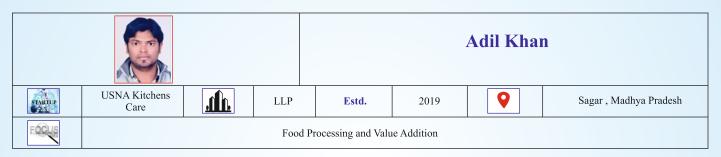






servmmail@gmail.com

Company Profile -07 Ready to Cook Onion Paste for Hassle Free Cooking



USNA Kitches Care LLP is engaged in manufacturing and packaging of onion, ginger and garlic paste. Onion paste and onion powder are the leading products of USNA Kitches care, because of it's quality, shelf life and demand. Onion paste can be preserved at room temperature with the help of food grade preservatives for up to 8 months. This product is available in the 200gms, 500gms & 1 kg packs. The innovation of Adil Khan may help onion growers during glut seasons and reduce loses due to sprouting in the storage.











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Company Profile -08 Farm Fresh Organic Milk for a Stronger Tomorrow



Anjar Agrofood Processing Pvt. Ltd. is engaged in procurement, processing, packaging and selling of organic milk and a range of dairy products. The company is addressing the issues related to quality milk supply to overcome the problem of contamination and adulteration, They are among the very few companies promise farm-fresh, certified, organic milk and milk products. The company associated with the more then 500 farmers for milk procurement through a proper chain of milk collection centres. Milk collection centres ensures quality of milk by milk analyzer. Company is having two distribution channels for timely delivery, first is its own retail outlets and second is distributor channel.











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PRERNA

(IDEA TO PRODUCT PROTOTYPE)



PRE-SEED STAGE: AGRIPRENEURSHIP ORIENTATION PROGRAM (AOP)

Company Profile -09 Agriculture Drone for Spraying Fertilizer and Pesticides



ORC Electronics India Pvt Ltd is working in the field of technology development with the focus on agriculture sector. Abhinav Singh Thakur developed the multi purpose and highly useful drone mounted sprayer which would prove a boon for the farming fraternity in future. This 20kg drone mounted can carry 30 litters of pesticides solution and spray 20 acres in one hour. Drone technology will save cost, labor and time in the fields and farmers will be able to earn more profit.









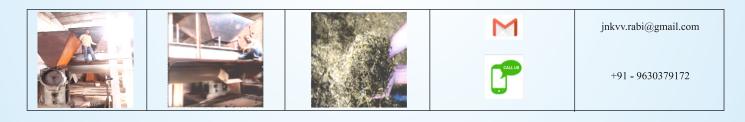


abhinav@orcworld.com

Company Profile -10 An Innovative Fodder Mixer Machine



A. S. S. Engineering Works Pvt. Ltd is a manufacturer and supplier of agricultural machines. Companies product range includes a gamut of efficient products such as fodder barr and fodder mixer machine. Backed by an expert team of quality analysts, they stringently inspect each machine on parameters utilizing advanced testing tools to detect all kinds of manufacturing flaws and discrepancies. Company gives assurance to their customers that their offered array stands high on quality, functionality and sturdiness.



Company Profile -11

Stevia Leaves Sweetener: Don't Panic It's Organic



Agadyati Herbs & Food Pvt. Ltd. aims to provide 100% organic Stevia leaf and powder at a very affordable price to common man. It has many health benefits and can be used by anyone easily. There is a serious need for these kinds of product in the market. Company is working with a group of 200 trained farmers who know how to grow organic Stevia plant and harvest it. Company is willing to add more farmers who can use modern irrigation technology to boost the yield of the Stevia plant and can earn good money as well.







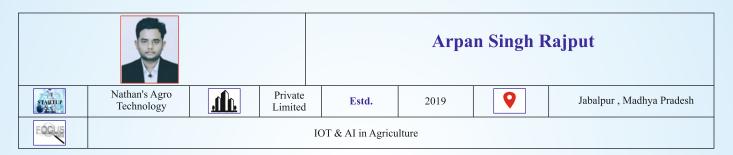




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Company Profile -12 Plant Leaf Disease Detector



Nahathan's Agro Technology Pvt. Ltd. is a very innovative startup company that has developed soybean disease detector, using the Artificial Intelligence and machine learning based mobile based software application. This will be used by the farmers for early stage detection and classification of disease with high accuracy and also provides solution for disease management with the help of Software Application for Plant Leaf Disease Analysis, Plant Leaf Disease Data Base is also provided by the company can be also usefulls for the researchers.











arpansinghrajput@outlook.com



Company Profile -13 Online Grocery and Home Delivery



M.B. Desire Completion developed "Morning bucket" mobile app for delivering online grocery, fruits and vegetables at door step. Consumers can place their orders through this app of morning bucket. The company is working with its consumers base of over 1000 for their daily need products with the range of 180-200 products. Company also provides monthly subscription to customers.



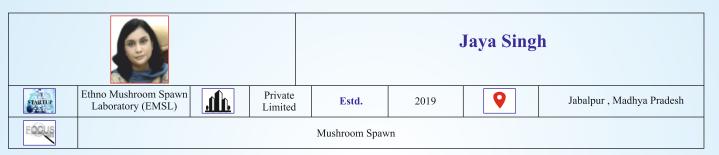
Company Profile -14Organic Fertilizer from Sugarcane Waste



Founder of Shri Ram Organics, Ashish Kumar working for developing fertilizer from sugarcane waste (bagasse). Bagasse is the by-product of sugarcane industries during the extraction of juice from cane. It is dry pulpy residue and fibrous in nature. These sugarcane fibre waste and leaves are thrown away, causing environment pollution. This waste is rich in Nitrogen, Phosphorus, Potassium and calcium, cause of rich nutritional value and with the aim of chemical free farming Mr. Ashish Kumar working for developing the fertilizer by bagasse.



Company Profile -15 Mushroom Spawn Production



Ethno Mushroom Spawn Laboratory (EMSL) engaged in developing mushroom spawn from high grade material as per the industry standards by skilled professionals. EMSL is one of the commercial quality spawn producer in Madhya Pradesh. EMSL Mushroom Spawn Laboratory deals with Mushroom Culture collection. The EMSL collection contains nearly 300 strains of the cultivated white and brown mushroom, Agaricus bisporus, as well as over 200 other different mushroom species including Shiitake (Lentinula edodes species), Oyster (Pleurotus species), Wood ear (Auricularia species), Enoki (Flammulina species) and Paddy straw (Volvariella species). Ethno Mushroom Spawn Laboraty also provides traning for spawn production.











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Company Profile -16Naturify Brings to your Health from Nature's Wealth



Nutrify Pvt. Ltd. introduced NutriMor energy bar- a unique blend of select Ayurvedic herbs and Superfood Moringa, in the form of a healthy, on-the-go snacking option. NutriMor is small in size, rich in nutrition value seeds and nuts are nutritional powerhouses, packed with minerals, vitamins and nutrients. NutriMor is composed of select superseeds and dry fruits for an ultimate dose of nutrition in every bite. Naturify sources good quality moringa from regions in Vidarbha, Raipur, Indore, Orrisa and Narsinghpur in India. Nutrify work with farmers to help source fairly-traded, high quality moringa to use in a variety of products, providing them with a competitive advantage.











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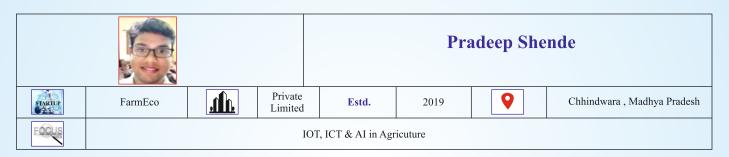
Company Profile -17 An Innovative Grain to Seed Company



Shri Kamley Traders engaged in the seed production, after processing and packing seeds as per SOP, it is exchanged with grains from resources poor and marginal farmers, which has no financial resources to purchase seeds for sowing. This system has been currently applied for pulses crops and ratio fixed for exchange purpose is 1-1.5kg. 1 kg of seed can be taken in exchange of 1.5 kg of grain. The collected grain is then processed and dals are prepared and residue is being processed in cattle and poultry feed, which being sold out to dealers, shopkeeper's household consumers and tiffin suppliers. All the processing is being done by farm women and seed production is currently being done on our own land, will engage other big farmers for seed production with increases demand.



Company Profile -18 Complete Agriculture Solution through a Single Mobile App



The FarmEco company is engaged in delivering end to end agri solution services through a single mobile application "Farm Eco" and a toll free number developed by Pradeep Shende. The app provided agriculture extension through crop specific course modules in video format, discussion forum and agriculture advisory, e-commerce portal for agri inputs, loans and insurance services, buy/sell/rent services for agricultural equipments, on demand transport and warehouse services, buy/sell/rent/sharecropping/contract farming portal for agriculture land, marketing platform for agro produce, agri news and government schemes etc. Farmers with no mobile to run the app, can call on toll free number 18005720011.



Company Profile -19 A Smart Tree Guard



Raj Raghuwanshi the founder of Green Echoo developed a smart tree guard. In this technology water reaches directly to the root haires that helps to increase plant growth. The material used in this technology is PVC Pipe and highly flexible rubber with drippers. In terms of cost, this technology has an investment half as compare to traditional method of plant growing. The plant over 6 feet tall is fitted in a 6 feet X 25mm PVC pipe 6 feet long which slowly realeses 15 liters of water. The PVC pipe protects plants from grazing and ensure total protection.







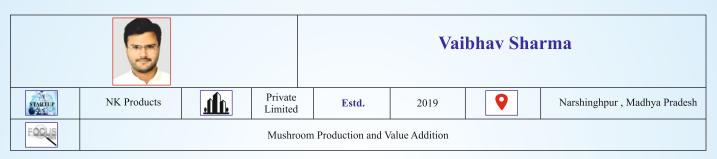








Company Profile -20 Innovative Mushroom Products Company



NK products provides training to farmers on cultivating mushroom. Vaibhav provides raw material to farmers and buy-back the product and selling it under the branding of NK products. NK products also engaged in making mushroom based various products like Mushroom Powder, Pickle, Papad, Edible Capsule, Mushroom Candy, Soup etc.







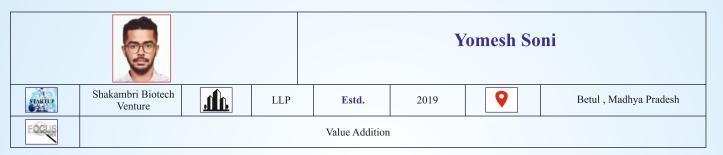




nkmushroomproducts@gmail.com



Company Profile -21Bioplastic- The Future of Plastic



Shakambri Biotech Venture LLP working on conventional technology, but the innovative part is their raw material. Company develop a biopolymer which is made-up of starch, cellulose and PLA, which is completely bio-degradable and eco-friendly. Product consistency and quality of this company is same as plastic polymer used to produce packaging product which is 100 percent bio-degradable. Company product belongs to bio-plastic and focused area covered product is packaging industries like carry bags, multi-layer film, and single use cutlery and tableware products made by starch, PLA and agri waste.











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GLIMPSE OF OVERALL ACTIVITY



















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