



Jawahar R-ABI's KNOWLEDGE BANKERS

Institute of Agri-Business Management,
Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, Madhya Pradesh

PATRON

Prof. P. K. Mishra

Hon'ble Vice Chancellor
Jawaharlal Nehru Krishi Vishwa Vidyalaya,
Jabalpur, Madhya Pradesh

Dr. G. K. Koutu

Director Research Services,
Jawaharlal Nehru Krishi Vishwa Vidyalaya,
Jabalpur, Madhya Pradesh

Citation: Thomas, M; Sharma, L; Singh, L; Patel, D; Patel, L and Varma, JK; (2025) Coffee Table Book (Knowledge Bank) 2025. pp 44

Publisher

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Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, Madhya Pradesh

Message

Institution-Industry linkages is the foundation for India's economic growth. The important components of this growth engine are the Agri-Startups and students in any Institution. Basics of knowledge can be attained in the Institution, but skill and experimental learning happens in the Industry. The New Education Policy (NEP) also stresses for Institution-Industry connect. This Coffee Table Book on Jawahar R-ABI's Knowledge Bankers will be a useful handbook for aspiring entrepreneurs.

A handwritten signature in blue ink, appearing to read 'P. K. Mishra'.

Prof. P. K. Mishra
Hon'ble Vice-Chancellor

Message



State Agriculture University are Nodal Research and Development Centres. Knowledge and technology generated are for socio-economic benefits of the society. In this context this publication will serve as a bridge between Students, Agri-Startups and Industries.

A handwritten signature in blue ink, consisting of stylized cursive letters.

Dr. G. K. Koutu

Director Research Services

Preface

Jawahar R-ABI with its focus in Agriculture and Rural development connects leaders in Industries to the farmers and students.

Jawahar R-ABI's Knowledge Bankers are from diverse businesses with diverse experiences and skills. This Coffee Table Book may help farmers and youth to establish their enterprise.

A blue ink signature of Dr. Moni Thomas, written in a stylized, cursive script.

Dr. Moni Thomas

Director IABM & CEO,
Jawahar R-ABI



Mr. K.V. Iyer

Former MD, Chambal Agritech Ltd.,

Hyderabad, Telangana

Mobile: 9848886357, 7780252031

Email: iyer.krishna@gmail.com

With a remarkable career spanning 38 years, Mr. K. V. Iyer has masterfully balanced corporate leadership with academic excellence. A graduate of Bombay University (Mechanical Engineering) and IIM Ahmedabad (PGDM), he has held pivotal roles in top Indian conglomerates and multinational corporations, specializing in Marketing, HR, Strategic Planning, and General Management.

As the former Managing Director of Chambal Agritech (KK Birla Group), he spearheaded India's first cutting-edge Agri Bio-Tech Seed Potato plant in collaboration with Technico Australia. Since 2006, he has dedicated himself to academia, directing executive programs at ICFAI/IBS Hyderabad and mentoring future agripreneurs as a visiting faculty at NAARM Hyderabad.

A key figure in India's agri-startup ecosystem, Mr. Iyer serves as an evaluator for BIRAC BIG and RKVY-RAFTAAR, while advising incubation centers at MANAGE, PUSA Krishi, NIAM Jaipur, and AGHUB Hyderabad. His expertise has earned him board positions in NABARD-backed forums, underscoring his commitment to agricultural innovation. A dynamic speaker and mentor, Mr. Iyer continues to shape the next generation of agribusiness leaders, seamlessly connecting industry and academia with his strategic vision and wealth of experience.

Mr. Satish Chandra Chintamani

Executive Director, IATFM,

Bangalore, Karnataka

Mobile: 98451 26798

Email: satish396@gmail.com



Mr. Satish Chandra Chintamani is a distinguished authority in agricultural finance and management, renowned for his profound expertise in valuation, risk management, and investment planning. With a career marked by impactful contributions, he played a pivotal role in the 2019 valuation of McLeod & Russell's 33 Tea Estates in Assam and conducted a critical impairment test on a drought and frost-affected coffee estate in Southeast Asia.

A visionary in fostering innovation, Mr. Chintamani has incubated nearly 200 startups through prestigious institutions like IARI, ZTM Pusa, and NAAVIC ICAR NIVEDI. His extensive knowledge spans capital budgeting, credit rating, agricultural property valuation, and strategic rural development. As a dedicated researcher, he has delved into advanced valuation techniques and opportunity cost-based methodologies for tea garden valuation. Currently, he is actively managing project reports for over 15 food processing units and imparting his expertise through online finance management classes tailored for agriculture and allied industries. Mr. Chintamani's work embodies a blend of academic rigor, practical insight, and a deep commitment to advancing sustainable agricultural practices.



Dr. Aakriti Sharma
CEO, Pusa Krishi
ICAR- IARI, Delhi
Mobile: 9909117983
Email: ceo@pusakrishi.in

Dr. Aakriti Sharma is a dynamic leader committed to bridging the gap between agricultural research and its practical application. As the CEO of PUSA KRISHI and a Senior Scale Scientist at ICAR-IARI (PUSA Institute), she plays a pivotal role in fostering innovation, Agri-Business Incubation, and Entrepreneurship in the agricultural sector. With expertise in Intellectual Property Management, Technology Commercialization, and Agri-Startup Development, Dr. Sharma has been Instrumental in Mentoring young entrepreneurs and scaling Agri-tech ventures. She leads transformative projects like RKVY-RAFTAAR and NIDHI-TBI, promoting sustainable and commercially viable solutions for farmers and Agri-Businesses.

A prolific author and speaker, she has contributed extensively to research publications, books, and industry discussions, driving policy and innovation in agriculture. Her dedication to empowering Agri-Startups and revolutionizing Agri-Business continues to shape the future of India's agricultural landscape.

Dr. Amarjeet Singh
Chief Operating Officer,
Pusa Krishi ICAR- IARI, New Delhi
Mobile: 87502 81830
Email: finance.manager@pusakrishi.in



Dr. Amarjit Singh Currently employed as Chief Operating Officer (COO) at Pusa Krishi, ICAR-IARI, New Delhi, he brings both academic rigour and ground level insights to his work. A scholar of agrarian crises, Dr. Amarjit holds a PhD on “Agrarian Crisis and Farmer Suicides in Punjab” and an M.Phil. on “Agrarian Crisis in Highly Developed States: A Case Study of Punjab” from Punjab University, Chandigarh. His journey in agricultural research began in 2012 at ICAR-NCAP, where he conducted extensive surveys involving over 2,000 farmers across India and published several research papers.

In January 2014, he joined the ZTM & BPD Unit of PUSA KRISHI, where he was instrumental in transferring over 100 IARI technologies to over 500 industries. His efforts have also empowered the startup ecosystem – evaluating over 6,000 startups and directly mentoring over 300 Agri-Startups, thereby promoting innovation at the grassroots level. A prolific author, Dr. Singh has published three books, contributed to four book chapters, and authored 20 research papers. His groundbreaking work on “Total Factor Productivity Growth in the Indian Crop Sector” earned him the prestigious Dr. D.K. Desai Award from the Indian Agricultural Economics Society, Mumbai.



Mr. Abhilash Thirupathy

Founder,
Goldfarm, Bangalore
Mobile: 9488804411
Email: ab@agrifi.in

Mr. Abhilash Thirupathy is a serial entrepreneur with a strong background in agriculture and technology. He co-founded Gold Farm in Bangalore in 2012, an agritech startup that provides farmers with access to agricultural equipment through a mobile application and call center services. Gold Farm has connected over 500 tractor owners and 250 booking agents, benefiting more than 25,000 farmers by streamlining equipment rental processes.

Prior to Gold Farm, Abhilash co-founded HealthcareMagic, an online healthcare platform that was acquired in 2014 for \$18 million. He also represented India at the Asian Entrepreneurship Award in 2014, where his startup was recognized among the top five in Asia.

Building on his experience, Abhilash founded AgriFi, his third venture, aimed at addressing challenges in the agricultural ecosystem and improving farmers' financial well-being.

Dr Aamir Khan
Technical Manager,
Phoenix group, Jabalpur
Mobile: 7987465249
Email:draamirkhan0071@gmail.com



Dr. Aamir Khan has been serving as the Technical Manager at Phoenix Group in Jabalpur since September 2014, bringing over a decade of expertise to the organization. He earned his degree from Veterinary College in Jabalpur, equipping him with a strong foundation in veterinary sciences. Dr. Khan's extensive experience and academic background have been instrumental in advancing the technical capabilities of Phoenix Group.



Dr. Shivam Sharma

Director, Strategic Partnerships,
Absolute-India, Gurugram

Mobile: 97361542221

Email: shivam@absolute.ag

Dr. Shivam Sharma is the Director of Strategic Partnerships at Absolute-India, Gurugram. With over 14 years of experience in agriculture, biotechnology, and precision farming, he has led impactful initiatives in research, innovation, and FPO development. He holds a Ph.D. in Agriculture & Plant Biotechnology and has pursued postdoctoral studies in Precision Agriculture from the Hebrew University of Jerusalem. Dr. Sharma actively contributes to global agri-food discussions and serves on advisory boards, driving innovation and sustainability in the sector.

Mr. Aditya Prasad
Head-BD, IIM,
Lucknow, Uttar Pradesh
Mobile: 9899487688
Email: headbd_incubator@iiml.ac.in



Mr. Aditya Prasad is the Head of Business Development at IIM Lucknow, with a strong background in Economics and Finance. He holds an MBA in International Business from IIFT, New Delhi, and a Bachelor's degree in Economics (Hons.). Over the years, he has worked with key institutions like the Planning Commission, ICICI Bank, Evolution Markets, and the PHD Chamber of Commerce and Industry, contributing to areas such as economic research, investment banking, and trade.

He has been instrumental in developing the energy efficiency market in India and has served as a Portfolio Risk Manager and Economic Expert in previous roles. His core strengths include merchant finance for clean technologies, financial and country risk analysis, and business development. With deep expertise across sectors, Mr. Prasad continues to drive impactful partnerships and innovation in sustainable finance and development.



Dr. Mahender Kondapalkala

CEO & Founder

Transforming Solutions Pvt. Ltd.

Secunderabad

Mobile: 92465 66666

Email: mahender@bizbrandsolutions.com

Dr. Mahender Kondapalkala is an innovator and entrepreneur with over 18 years of experience in Marketing Communications and Brand Strategy. As the CEO & Founder of Transforming Solutions Pvt. Ltd., he is dedicated to transforming agriculture through technology-driven and sustainable solutions.

With domain expertise spanning Entertainment Marketing, Agriculture, Education, Renewable Energy & Sustainability, Water Management, Retail, e-commerce, and m-commerce, he has been instrumental in developing strategies that enhance market reach and impact. His work focuses on agribusiness innovation, precision farming, and farm automation, ensuring that cutting-edge solutions are accessible to farmers.

A passionate advocate for agricultural transformation, Dr. Kondapalkala bridges research with real-world applications, leading initiatives that drive sustainable growth. Through his visionary leadership, Transforming Solutions is empowering farmers with advanced tools and strategies, shaping the future of Indian agriculture.

Mr. Ankit Sharma
Director, Service Sales,
LPT Execution, Vadodara, Gujarat
Mobile: 7405841088
Email: ankit8u@gmail.com



Mr. Ankit Sharma, an astute chemical engineer with over a decade of experience, brings deep expertise and a visionary mindset to solution selling—particularly for new applications in emerging markets. A self-driven and result-oriented sales management professional, he has consistently grown market share and delivered strong year-over-year revenue gains, even in highly competitive landscapes. His strategic foresight, technical acumen, and unwavering commitment to excellence continue to raise the bar in the field of service sales.



Mr. Emmaneul Murray
Investment Director
Caspian, Telangana
Mobile: 97003769997
Email: emmanuel@caspian.in

Mr. Emmanuel Murray is an accomplished professional with over 40 years of experience in agriculture, rural finance, and microenterprise development. As Investment Director at Caspian, he leads the LeAF Fund, investing in early and growth-stage food and agri startups with strong social and environmental impact goals.

He serves on the Credit Committee of Caspian Debt and holds key roles as Independent Director at NABKISAN Finance Ltd, Investment Director at Balwaan Krishi and Kisan Vikas (KiVi), and Director at the Caspian Foundation and Chetna Agriculture Producer Company.

Mr. Murray previously headed operations at an impact-driven NBFC with a portfolio of over 600 crore. A frequent speaker and writer, he is passionate about nurturing Agri-Startups, mentoring entrepreneurs, and investing in innovative, socially impactful ventures. He holds qualifications in rural management, development studies, banking, finance, and company law.

Mr. Arpit Nair
BIW Specialist,
Bangalore, Karnataka
Mobile:9537569423
Email: arpitnair17@gmail.com



Mr. Arpit Nair is a seasoned BIW (Body-in-White) Specialist with nearly five years of experience in the automotive sector. Based in Bangalore, Karnataka, he has been a key contributor at RLE India, where he applies his deep expertise in BIW design and development to a range of cutting-edge automotive projects.

His work is particularly aligned with the rigorous standards of BMW's design and development processes, reflecting a high level of precision and professionalism. Proficient in Catia V5, Arpit possesses strong product and tool design knowledge across both sheet metal and plastic components. He also holds a foundational understanding of casting and its manufacturing processes, further strengthening his versatility as an automotive design expert.



Mr. Jagdeesh Sunkad,
Director, Kanakdhara Agriculture
Innovation Pvt. Ltd., Bangalore
Mobile: 9449081339
Email: jagadeeshsunkad@gmail.com

Mr. Jagdeesh Sunkad is a seasoned Agritech professional with over two decades of experience in innovation management, contract farming, technology transfer, research, and strategic collaborations. As Director of Kanakdhara Agriculture Innovation Pvt. Ltd., he is committed to transforming agriculture through scalable, tech-driven solutions.

His core mission is to nurture innovation and commercialize technology that directly benefits small farmers at the grassroots. Through his work, he continues to bridge the gap between research and real-world application, improving livelihoods and advancing sustainable agriculture across India.

Mr. Jaideep Sathe
HR (Head), Human Capital Business Partner
Majid Al Futtaim (MAF) Properties
Dubai, UAE
Mobile: 971507766047
Email: jaisathe@gmail.com



Mr. Jaideep Sathe is a dynamic and accomplished HR leader with a strong legacy of driving business transformation through strategic people initiatives across multi-state and high-compliance environments. With deep expertise spanning human resources, talent acquisition, total rewards, and talent management, he has consistently elevated organizational performance, employee engagement, and operational excellence.

Renowned for his agility in fast-paced, regulated industries, Mr. Sathe excels in aligning HR strategies with business goals. He brings a sharp command of project management, financial planning, and stakeholder engagement—delivering results that not only meet but exceed expectations.

A proactive change agent, Mr. Sathe is trusted for his ability to lead cultural initiatives across geographically diverse teams, foster cross-functional collaboration, and create value-driven environments. His ability to work independently while supporting leadership priorities makes him a strategic asset to any organization focused on sustainable growth and innovation.



Mr. Mitu Tigi

CEO-AIC,

IIIT, Kottayam

Mobile: 8592884455

Email: ceo-aic@iiitkottayam.ac.in

Mr Mittu Tigi is a seasoned entrepreneur and a passionate enabler of India's startup ecosystem, bringing over a decade of experience in mentoring early-stage ventures and developing effective growth strategies. As CEO of AIC IIITK, he plays a leading role in fostering innovation, supporting responsible entrepreneurship, and addressing real-world challenges through scalable solutions. With a strong background in corporate communications, Mittu has also spent more than ten years specialising in digital marketing, brand strategy, and graphic design.

His creative flair and strategic mindset have enabled numerous startups to build impactful brand identities and navigate competitive markets with confidence. In addition to his leadership roles at Merstra Foundation and the Headstart Network Foundation, Mittu is an active mentor and educator. As a Visiting Faculty at XIME Kochi and an alumnus of the transformative Jagriti Yatra, he continues to inspire the next generation of entrepreneurs with practical insights, thought leadership, and a commitment to meaningful change.

Mr. Sachin Nandwana
CEO, BigHaat Agro Pvt. Ltd.,
Hyderabad, Telangana
Mobile: 7411 053 168
Email: sachin@bighaat.com



Mr. Sachin Nandwana is the dynamic CEO of BigHaat Agro Pvt. Ltd., a leading agri-tech company based in Hyderabad, Telangana. With a vision to revolutionize Indian agriculture through technology and innovation, he has been instrumental in transforming BigHaat into a trusted digital platform that empowers farmers across the country.

Under his leadership, BigHaat has seamlessly integrated technology with agriculture, offering data-driven solutions, quality agri-inputs, and expert advisory services to enhance farm productivity and sustainability. Mr. Nandwana's entrepreneurial spirit, strategic acumen, and deep commitment to farmer welfare continue to drive impactful change in the agri ecosystem, bridging the gap between rural communities and modern agricultural practices.



Mr. Sagar Anand Kurade

Head, Suman Project Consultants Pvt. Ltd.,

New Delhi

Mobile: 9811445569

Email: sfc@sumanfoodconsultants.com

Mr. Sagar A. Kurade is a distinguished authority in food processing, infrastructure, and related technologies. He heads Suman Project Consultants Private Limited, India's oldest and most respected consultancy in the food processing sector. With a legacy spanning over 48 years, the firm has successfully delivered more than 500 projects across India and abroad, catering to clients that include Fortune 100 companies, multinational corporations, government agencies, and MSMEs. Under Mr. Kurade's visionary leadership, Suman Project Consultants continues to lead the way in agri-infrastructure and food processing. His deep expertise, combined with a steadfast commitment to innovation and quality, has made him a pivotal figure in India's agri-food ecosystem.

Mr. Kurade is the immediate past President of the All India Food Processing Association (AIFPA) and holds executive roles in prominent industry bodies, including CIFTI under FICCI. He was recently elected National Vice President of the Association of Food Scientists and Technologists (India) – AFST(I), in recognition of his enduring leadership and contributions to the sector.

Mr. Rakesh Kharra

Co-Founder

Simbi Labs India

New Delhi

Mobile: 9950566669

Email: research@simbilabs.com



Mr. Rakesh Kharra is the Co-Founder of Simbi Labs India and an alumnus of IIM Mumbai (Batch of 2011). He is currently associated as a Researcher at NIFTEM-K, with specialization in food and beverage manufacturing. With a background in engineering, he brings a strong blend of technical knowledge and industry-driven innovation.

Mr. Kharra has over 10 years of professional experience across diverse sectors including textile production, food manufacturing, facility management, carpet manufacturing, and waste management. He has held multiple mid-to-senior level roles, contributing to operational excellence, strategic planning, and technology-led solutions. With deep insights into both industrial practices and academic research, he is widely recognized as an expert at the intersection of innovation, manufacturing, and applied research.



Dr. Moni Thomas

Director, & CEO&PI, J-RABI

Institute of Agri-Business Management

JNKVV, Jabalpur

Mobile: 94251 84255

Email: moni_thomas@rediffmail.com

Dr. Moni Thomas is Director and CEO-PI of Jawahar R-ABI under the Institute of Agri-Business Management. Over Three decades of his experience in agricultural research and innovation, he plays a key role in advancing Agri-Business incubation and rural development in Madhya Pradesh.

Dr. Thomas has a good connect with grass-roots organizations, tribal in the Madhya Pradesh groups, industry as well as policy influences. he is widely acknowledged in India for his contribution in promoting Lac production and Guggal conservation

Mr. Vijay Sokhi

Head, Brand Launch Consultants

Navi Mumbai, Maharashtra

Mobile: 9702277967

Email: sharp2816@gmail.com



Mr. Vijay Sokhi is a strategic leader and the driving force behind Sharp Consulting and Implementing Company, known for transforming brands in the premium food and beverage space. With a deep understanding of market trends and consumer behavior, he specializes in crafting bespoke go-to-market strategies that position brands for long-term success in the competitive FMCG sector. At Sharp Consulting, Mr. Sokhi's expertise in strategic brand growth, competitive analysis, and key account management has helped numerous clients scale from inception to market leadership. His hands-on approach and focus on both retail and B2B segments have made him a trusted partner for businesses aiming to build a commanding presence and achieve sustainable growth.



Mr. Ranjeet Babbar

Head (Research & Strategy)

Bright Brain

Bangalore, Karnataka

Mobile: 9892122159

Email: hr@brightbraintech.com

Mr. Ranjeet Babbar is a highly experienced digital marketing and brand communication specialist with over 18 years in the industry. His expertise lies in market research, consumer insights, go-to-market strategy, and integrated digital campaigns. He has successfully led strategic initiatives for renowned national and international brands, including Maruti Suzuki, Colgate-Palmolive, Big Bazaar, Aditya Birla Group, and Tata Group, helping them achieve strong market positioning and consumer engagement.

With in-depth knowledge of performance marketing, content strategy, customer journey mapping, and marketing automation, Mr. Babbar excels in delivering data-driven and result-oriented marketing solutions. His ability to align brand objectives with evolving digital trends makes him a valuable expert in building high-impact, scalable marketing strategies that drive growth and long-term brand value.

Mr. O K Rajagopalan
President
Indian Coffee Workers Cooperative Society Ltd.
Mobile: 9425155792
Email: icwcsjabalpur@gmail.com



Mr. O. K. Rajagopalan is the President of the Indian Coffee Workers' Cooperative Society Ltd., the organization behind the iconic Indian Coffee House chain. With over 30 years of experience in cooperative leadership, he specializes in worker-owned enterprise management, labor welfare, financial sustainability, and community-based governance. Under his leadership, the Society has maintained its cultural legacy while embracing operational improvements and transparent governance. Known for his commitment to cooperative values and employee empowerment, Mr. Rajagopalan continues to be a guiding force in promoting inclusive growth and resilience within India's cooperative ecosystem.



Mr. Sivaram Yadavalli

Head-Strategy

Godrej Agro-Vet Ltd.

Mumbai, Maharashtra

Phone no. : 02252188010/8020/2030

Email: gavlho@godrejagrovvet.com

Mr. Sivaram Yadavalli is the Head of Strategy at Godrej Agrovet Ltd., Mumbai, and brings over 16 years of extensive experience across consulting and corporate leadership roles. He began his career in consulting, where he worked across a wide range of sectors including Metals and Mining, Chemicals, Cement, Engineering Research & Development (ER&D), and Oil & Gas. This diverse exposure helped him build strong expertise in industry analysis, process optimization, and strategic advisory. At Godrej Agrovet, Mr. Yadavalli currently leads key initiatives in corporate strategy, focusing on long-term business planning, transformation programs, innovation incubation, and mergers & acquisitions (M&A).

His role is pivotal in identifying growth opportunities, aligning strategic objectives, and driving high-impact, cross-functional projects that enhance business performance and sustainability. With a unique combination of consulting acumen and corporate strategy execution, Mr. Yadavalli is known for his holistic thinking, business foresight, and ability to translate vision into actionable results within complex and evolving business environments.

Mr. Pradeep Mishra
Chartered Accountant
Jabalpur
Mobile: 94249 90099
Email: ca.pradeep2004@gmail.com



Mr. Pradeep Mishra is a distinguished Chartered Accountant based in Jabalpur, Madhya Pradesh, renowned for his in-depth expertise in financial management, taxation, and business advisory services. With an unwavering commitment to integrity, precision, and professionalism, he has cultivated a highly respected practice that serves a diverse clientele across multiple sectors.

Mr. Pradeep Mishra's profound understanding of evolving regulatory frameworks, combined with his client-centric approach, enables him to offer strategic guidance that ensures both compliance and growth. His ability to simplify complex financial matters and provide tailored solutions has made him a trusted advisor to businesses seeking clarity and confidence in their financial journey.



Dr. Sanchita Chaudhary

Vice President (Projects)

Startup Incubation and Innovation Centre

IIT-Kanpur

Mobile: 9873067510

Email: sanchitachaudhary@iitkfirst.com

Dr. Sanchita Chaudhary leads the AgriTech domain, CSR initiatives, and business development efforts at SIIC, IIT Kanpur, where she interfaces with a wide range of stakeholders, including startups, government agencies, corporates, and academic and research institutions. She brings over 20 years of experience in innovation and technology management, spanning public and private sectors. Prior to her current role, she worked with the Biotechnology Industry Research Assistance Council (BIRAC), a Government of India enterprise, where she coordinated a World Bank-funded program focused on establishing and operationalizing Regional Technology Transfer Offices across India.

Her career has involved working on innovation, technology development, licensing, and commercialization, along with capacity-building initiatives across multiple sectors. Dr. Chaudhary holds a Ph.D. in Life Sciences from the National Institute of Immunology, New Delhi, and a Master's degree in Genetics from the University of Delhi. She is also a Cochran Fellow of the U.S. Department of Agriculture, having received specialized training in Advanced Agricultural Practices and Intellectual Property Rights at Michigan State University, USA.

Ms. Shweta Thakare
Co-Founder & COO
GramHeet Pvt. Ltd.
Hyderabad
Mobile: 9325030953
Email: shweta@gramheet.com



Ms. Shweta is Co-founder and COO at GramHeet. GramHeet is a digital platform which provides integrated post-harvest services such as decentralized storage, post-harvest credit and market linkages with a vision to make a farming profitable business. At GramHeet, she leads strategy and operations with a special focus on gender. Till date, GramHeet worked with 35000 smallholder farmers including 12000 women farmers across Maharashtra, and Andhra Pradesh and increased their income by 40%. GramHeet is featured in Forbes Asia 100 to watch list 2021 for its impact and innovation while Ms Shweta is featured on Forbes India's cover as a promising women entrepreneur.

She is a passionate field practitioner with over 11 years of experience working with farmers of the Yavatmal district. Before GramHeet she co-founded an organization named Kastkar. Kastkar was a platform to solve issues of the farming community for the revival of agriculture in the Yavatmal district of Maharashtra.

She is an Action for India fellow, MIT-D lab and Upaya fellow, Lead tribe fellow, PUSA KRISHI fellow and Westerwelle foundation fellow. She did her masters from IIT Hyderabad and graduated in Electronics and Telecommunication Engineering.



Ms. Navita Sylvester

General Manager

Commercial Automobiles,

Jabalpur, Madhya Pradesh

Mobile: 9752403166

Email: navitasylvester@gmail.com

Ms. Navita Sylvester is a highly experienced professional in the automobile industry, currently serving as the General Manager at Commercial Automobiles, Jabalpur. With an impressive career spanning nearly 30 years, she has worked with top automotive brands such as Hyundai (with an 18-year association), Tata Motors, and Maruti Suzuki across Bhopal and Jabalpur. An alumna of Christ Church Sr. Sec. School, she holds an M.Sc. in Zoology from Government Science College, Jabalpur, and an MBA from IGNOU.

Sylvester brings extensive expertise in automobile sales, dealership management, multi-branch operations, profitability planning, and strategic marketing. She leads the entire sales network of channel partners and upcountry branches, ensuring performance excellence and target achievement. Her strengths also include team grooming, daily operational oversight, customer relationship management, and promotional planning across diverse platforms. A dedicated leader and mentor, she combines business acumen with hands-on leadership to drive consistent growth and efficiency. She currently resides in Jabalpur and enjoys gardening in her personal time.

Ms. Sonali Jha
Founder & COO
Cunomial Technologies
Bangalore, Karnataka
Mobile: 81477 31803
Email: sonali.jha@cunomial.com



Ms. Sonali Jha is a dynamic technology leader and entrepreneur, currently serving as the Founder and CEO of Cunomial, a leading SaaS company focused on cloud-based innovations and Generative AI solutions. A Computer Scientist trained at the Courant Institute of Mathematical Sciences, NYU, she brings a rare blend of deep technical expertise and strategic leadership to the global tech landscape. With a proven track record in building and scaling cloud-native services, Sonali has led high-performing teams, driven customer adoption, and overseen the end-to-end product life cycle from ideation to execution. Her core expertise spans Generative AI (GenAI), AI Agents, product design, go-to-market strategies, agile methodologies, user experience, data analytics, and stakeholder management.

A passionate advocate for innovation, she excels in harnessing AI-driven technologies, micro services architecture, APIs, and front-end frameworks like React and React Native to deliver impactful user experiences. She is also recognized globally as a technology speaker, sharing insights on the future of AI, product innovation, and team agility. In her current role, Ms. Jha oversees the strategic development and product management of Cunomial's offerings, especially its Cloud-based Generative AI Agent solutions, ensuring they are optimized for performance, aligned with client objectives, and at the forefront of technological evolution.



Ms. Michelle Francies

Sr. Vice President

Godrej Industries Ltd.

Mumbai, Maharashtra

Phone/Mobile: 9819120821

Email: michelle.francis@godrejinds.com

Ms. Michelle Francies is a seasoned communications professional with over 15 years of experience in the industry, known for her expertise in traditional and digital PR, influencer marketing, crisis management, and internal communications. She brings a distinctive and strategic perspective to public relations, consistently challenging conventional norms to deliver innovative, integrated brand campaigns aligned with business goals.

Ms. Michelle has successfully led award-winning campaigns and is recognized for her ability to reimagine communication across platforms. Her sharp insight, creative approach, and results-driven mindset have made her a trusted leader in shaping impactful brand narratives in a constantly evolving media landscape.

Dr. Alpana Singh
Professor
Food Science & Technology,
CoA, Jabalpur, JNKVV, Madhya Pradesh
Mobile: 98263 42202
Email: alpana_singh12@rediffmail.com



Dr. Alpana Singh stands as a luminary in the field of Food Science, with a distinguished career devoted to advancing Nutrition and Food Technology. She holds Ph.D. in Food & Nutrition (2004) from Rani Durgavati Vishwavidyalaya, Jabalpur—a testament to her unwavering academic commitment and intellectual rigor. As a respected Professor at JNKVV, Dr. Singh has led transformative research efforts, serving as Principal Investigator for numerous national and international projects. Her visionary work spans disciplines, addressing pressing global issues such as food security, sustainable agriculture, and nutritional equity.

A prolific researcher and scholar, Dr. Singh has authored impactful publications across high-ranking peer-reviewed journals, book chapters, and technical bulletins. Her work is widely recognized not only for its scientific depth but also for its practical relevance—bridging the gap between theory and application to influence global food systems. Beyond research, Dr. Singh is a catalyst for change through her leadership and mentorship. She has forged meaningful collaborations that are shaping the future of food science while nurturing the next generation of scientists poised to navigate the evolving challenges of agriculture and nutrition.



Dr. Anubha Upadhyay

Professor

Plant Physiology,

CoA, Jabalpur, JNKVV, Madhya Pradesh

Mobile: 94073 39610

Email: anubha.upadhyay@rediffmail.com

Dr. Anubha Upadhyay has a structured and accomplished career spanning nearly 38 years in the fields of teaching, research, and extension. A graduate of Jabalpur University, she earned her Master's degree in Food Science from JNKVV, Jabalpur, and completed her doctoral research from Rani Durgavati Vishwavidyalaya (RDVV), Jabalpur. She has served JNKVV with distinction—holding the position of Assistant Professor for 12 years, Associate Professor for 9 years, and is currently serving as Professor.

Dr. Upadhyay holds recognized expertise in the areas of food processing and value addition, having contributed significantly to the development of 52 value-added products incorporating medicinal herbs, which continue to benefit the university and stakeholders. Her notable research includes the development of innovative methods for extracting active ingredients from commercially cultivated medicinal plants. She has led six nationally funded projects and earned commendation for her contributions to a BARC, Mumbai-funded initiative.

Dr. Upadhyay has guided four Ph.D. and twenty M.Sc. students, and her commitment to academic excellence is reflected in over 70 research publications in reputed national and international journals. Her outstanding contributions to science have been recognized with awards from various national and international scientific societies.

Dr. Gyanendra Tiwari
Professor & Head
Department of Plant Physiology, CoA
JNKVV, Jabalpur
Mobile: 94795 66954
Email: drgyanendratiwari@gmail.com



Structured career of Dr. Gyanendra Tiwari in the field of teaching, research and extension is spanning around 25 years. Achieved his graduation and master's degree in Agriculture (Plant Physiology) from JNKVV, Jabalpur. His doctoral research was completed from Awadhesh Pratap Singh University, Rewa. He has served the university on the post of Assistant Professor for 8 years, Associate Professor for 3 years and continuing servicing as Professor and Head of the department of Plant Physiology.

His field of expertise in Crop Physiology and medicinal & aromatic plants. He has handled 6 nationally funded projects. Eight Ph.D. and Twenty Seven M.Sc. students completed their thesis work under his guidance. Academic excellence is widely noticeable through his more than 70 research papers, 15 Book chapters and 3 books published in Journal of National and International repute. He has granted 5 patents in the field of Agriculture. He has been also awarded by different National and societies for their research work.



Dr Laveena Sharma

Business Manager, J-RABI

Institute of Agri-Business Management

JNKVV, Jabalpur

Mobile: 877 084 4397

Email: laveena.sharma91@jnkvv.org

Dr. Laveena Sharma is a dynamic and goal-oriented professional committed to fostering innovation and entrepreneurship in the Agri-Business sector. She currently serves as the Business Manager at the Institute of Agribusiness Management, JNKVV, Jabalpur, where she leads initiatives aimed at nurturing Agri-Startups, building sustainable Agri-Business models, and bridging the gap between academic research and industry needs.

In recognition of her outstanding contributions to agricultural entrepreneurship and innovation, Dr. Sharma was honored with the Krishi Bhushan Award in 2022. She holds a Ph.D. in Management from AKS University, Satna (M.P.), awarded in May 2023.

Dr. Sharma has also completed specialized international training in Rural Entrepreneurship – Driving Innovations in Agrifood Value Chains from Wageningen University & Research, Netherlands. Her core competencies span agribusiness, business strategy, project management, entrepreneurship development, startup development, and project analysis. Guided by the belief to "Engage, Inspire, and Achieve," Dr. Sharma is making meaningful contributions towards shaping a vibrant, innovative and inclusive entrepreneurial ecosystem in Startup culture.

Ms. Laxmi Singh
Asst. Manager, J-RABI
IABM, JNKVV, Jabalpur
Mobile: 9892112914
Email: laxmi.m.singh@gmail.com



Ms. Laxmi Singh is an agricultural professional with over 17 years of diverse experience in Farm Management, Agricultural Economics, farmers' training, organic farming technologies, and Agri-Startup Incubation. She holds an M.Sc. in Agriculture (Economics & Farm Management) from Jawaharlal Nehru Krishi Vishwa Vidyalaya (JNKVV), Jabalpur. Currently, she is working as an Assistant Manager under the RKVY-RAFTAAR Agri-Business Incubator (Jawahar R-ABI) at the Institute of Agri-Business Management, JNKVV.

Ms. Laxmi previous roles include key positions at ICAR-CIRCOT, Mumbai, where she contributed to technology commercialization, entrepreneurship development programmes, and high-quality Publications.

Ms. Singh brings strong expertise in project coordination, capacity building, documentary filmmaking for agricultural technologies, and communication design. She is proficient in Creative and Productivity Software (MS Office, Adobe Creative Suite, CorelDRAW, and professional video editing). Her career reflects a strong commitment to Agricultural development through Innovation, Knowledge dissemination, and grassroots engagement.



Ms. Sana Saiyyada

Director

Maverik Metacast Pvt. Ltd.,

Bangalore

Mobile:9611947700

Email: sana.saiyyada@gmail.com

Ms. Sana Saiyyada is a marketing professional with over 12 years of experience across digital, e-commerce, and the gaming industry. Having worked with leading brands like NVIDIA and LG Electronics, she has led impactful projects in influencer marketing, partner training, investor engagement, and product strategy. With deep insight into both brand marketing and community building, Sana focuses on driving sustainable growth for India's gaming ecosystem. Passionate about grassroots development and mainstream eSports, she envisions a more organized and thriving gaming market in one of the world's fastest-growing regions.

Mr. Debabrata Das
CEO, ProPlant Foods Pvt. Ltd.,
Mumbai, Maharashtra
Mobile: 87240 57453
Email: debabrata@promeat.in



Mr. Debabrata Das is the Co-founder and CEO of ProMeat, a trailblazing startup redefining protein through innovative plant-based meat solutions. With a background in food technology and management from NIFTEM-K, he has led ProMeat to notable milestones—including winning the India Smart Protein Innovation Challenge by GFI India and being selected for the ProVeg Incubator in Berlin.

A former Global Ambassador for Thought For Food and a GFI India Fellow, Mr. Das brings sharp insight into market trends and consumer needs in the alternative protein space. His strategic leadership continues to drive ProMeat's growth, backed by a committed team and a clear vision for a healthier, more sustainable food future.



Mr. Ankit Raghuvanshi

Director & Founder,
Spark Green Ventures & Innovations)

Mobile: 99776 58832

Email:teamspark.innovations@gmail.com

Ankit Raghuvanshi is an entrepreneur with a deep passion for the Agri-Tech sector. As the Founder and CEO of Krishak Kalyan at Spark Green Ventures & Innovations, he is committed to driving innovation and sustainability in agriculture. He and his team won the National Innovation Contest, receiving a grant-in-aid of 10 lakh from the Ministry of Education for their groundbreaking innovation. They were also winners of the Saakar Program under RKVY-RAFTAAR, securing a 15 lakh grant from the Ministry of Agriculture & Farmers Welfare. With over three years of experience in rural development, Ankit has built strong connections with farmers at the grassroots level.

He has been actively involved in agribusiness projects, including fusion food processing and smart farming initiatives. His expertise spans leadership, marketing, and management, with a proven track record of successfully organizing events at various levels. Ankit holds a degree in Electrical & Electronics Engineering from SISTec, Bhopal and has experience in R&D, entrepreneurship, and management. He is particularly enthusiastic about data science, precision farming, and drone technology, continuously expanding his knowledge to advance agricultural innovation.

Mr. Yashwant Dhakad
Founder & Director
KH24 Agro Venture Pvt. Ltd.
Indore, Madhya Pradesh
Mobile: 7415 538 151
Email: yash.dhakad@gmail.com



Mr. Yashwant Dhakad is the Founder and Director of KH24 Agro Venture Pvt. Ltd., based in Indore, Madhya Pradesh. With a strong foundation in sustainable and urban agriculture, he is passionately committed to transforming the agri-sector through innovation, research, AI Automation agri tools and market-driven solutions. His vision focuses on bridging the gap between farmers and modern agribusiness practices, ensuring environmentally sound and economically viable outcomes.

Before founding KH24 Agro Venture, Mr. Dhakad gained valuable experience as a Marketing Manager, where he honed his skills in agricultural marketing, research, and strategic brand positioning. His expertise lies in integrating traditional agricultural knowledge with contemporary practices to promote sustainability, productivity, and farmer empowerment. Through his leadership, KH24 Agro is steadily emerging as a forward-thinking agri-enterprise dedicated to shaping the future of agriculture in India.



Dr. Parvez Rajan

Assistant Professor
Agricultural Extension
JNKVV, Jabalpur
Mobile: 9340450816
Email: parvezrajan@gmail.com

Dr. Parvez Rajan is an accomplished academician with a Ph.D. in Agricultural Extension and currently serves as Assistant Professor at JNKVV, Jabalpur. With extensive experience in agricultural extension, rural development, and entrepreneurship promotion, he has emerged as a key resource in bridging research with field application. As Co-coordinator of Jawahar R-ABI, he plays a vital role in mentoring Agri-Startups and leading capacity-building programmes. Dr. Rajan has more than 35 research publications that reflect a deep understanding of rural systems, technology adoption, and experiential learning models. Recipient of the Young Scientist Award (2019), Dr. Rajan is dedicated to empowering rural and tribal communities through knowledge-driven interventions and practical innovations.

Mr. Deepanshu Patel

Business Executive

J-RABI, IABM

JNKVV, Jabalpur

Mobile: 95845 26668

Email: deepanshu.jnkvv@gmail.com



Mr. Deepanshu Patel is a dynamic Agri-professional currently working as a Business Executive at Jawahar R-ABI, Institute of Agri-Business Management, JNKVV, Jabalpur, under the Ministry of Agriculture and Farmers Welfare, Government of India. He brings over five years of experience in agricultural research, startup incubation, and project administration.

Mr. Deepanshu holds an MBA in Agri-Business Management from JNKVV, Jabalpur, and a B.Tech in Agricultural Engineering from Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya. Prior to his current role, he served as a Scientific Administrative Assistant under the DBT Linseed Network Project and as a Senior Research Fellow for the Mandi Board Project on the efficient marketing of farmer-produced goods.

Through his work at Jawahar R-ABI, he actively supports Agri-Startups, Innovation-driven entrepreneurship, and ecosystem building in the agri-business domain.



Mr. Lovkesh Patel

Technical/Office Assistant

J-RABI, IABM

NJKVV, Jabalpur

Mobile: 7000732079

Email: lucky.patel0@gmail.com

Mr. Lovkesh Patel is a skilled administrative and finance professional with over 10 years of experience in office management, technical coordination, and public finance. Since 2019, he has been serving as a Technical/Office Assistant at IABM, JNKVV, Jabalpur, ensuring efficient administrative and technical operations. Previously, he worked as an Administrative Office Manager at Lion Engineering Consultants, handling financial documentation, HR, and vendor coordination for an NHAI infrastructure project.

Mr. Patel is proficient in PFMS, budgeting, compliance, and reporting, with a strong grasp of public sector financial systems. Mr. Patel holds a Master's in Commerce (International Business) from IGNOU and a graduate degree from RGPV, Jabalpur. His expertise and reliability make him a valuable asset to institutional and project-based settings.

Ms. Nikita Khamparia
Naturalist & Tourism Expert & Consulting Specialist
Jabalpur, Madhya Pradesh, & Jabalpur
Mobile: 82240 68444
Email: bushwalker1012@gmail.com



Ms. Nikita Khamparia is an experienced naturalist and tourism expert based in Jabalpur, Madhya Pradesh, with a strong track record in environmental consulting and sustainable tourism practices. As a Consulting Services Specialist in Waste Management Solutions, she offers strategic guidance for both households and business establishments, promoting eco-friendly and efficient waste handling systems. She brings proven management skills and deep insight into the day-to-day functioning of non-profit organizations, having successfully trained professionals in observative and interpretive guiding techniques. Her ability to work collaboratively with teams to meet institutional efficiency goals stands out as a key strength.

A certified Wilderness First Aid Responder from the prestigious Hanifl Centre in Mussoorie, Ms. Khamparia also possesses solid operational expertise aimed at meeting organizational plans and objectives. She is adept at coordinating with internal and external stakeholders to ensure seamless business operations and is experienced in implementing procedures and service standards that support excellence in execution.



Ms. Tvisha Pohekar

Designer Consultant

New Delhi

Mobile: 88394 15940

Email: tvisha.pohekar@gmail.com

Ms. Tvisha Pohekar is an experienced designer currently transitioning into the field of UX, bringing over two years of innovative work in furniture and interior design. With a strong foundation in aesthetics and functionality, she is passionate about crafting user-centric solutions that prioritize empathy and intuitive interaction.

Ms. Tvisha excels at understanding user behaviour to design seamless, meaningful experiences that simplify and enrich everyday interactions. Her strength lies in blending creativity with strategic thinking to deliver thoughtful, engaging design outcomes. Eager to collaborate and contribute to impactful UX projects, she is driven by a clear goal: to make life easier and more enjoyable through design that truly resonates with users.





Institute of Agri-Business Management,
Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, Madhya Pradesh