

# IIM KASHIPUR

FOUNDATION FOR INNOVATION  
AND ENTREPRENEURSHIP DEVELOPMENT

2022-23

**Cohort-4**



A HANDBOOK OF THE MOST PROMISING  
AGRICULTURAL STARTUPS OF INDIA.

Funded by  
RKVY-RAFTAAR



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# Acknowledgment

No words can adequately express the gratitude we have for Shri Manoj Ahuja (IAS) Secretary- Ministry of Agriculture & Farmers' Welfare, Dr. Abhilaksh Likhi (IAS) Additional Secretary- Ministry of Agriculture & Farmers' Welfare & Mr. Ashish Kumar Srivastava Joint Secretary, Ministry of Agriculture and farmers' welfare for giving us this wonderful opportunity to serve the country through the RKVY RAFTAAR incubation program to develop agri-entrepreneurs. For a country that's indire needs to create jobs for its youth, such a program plays a very vital role in developing the buildingblocks of development, 'entrepreneurs'; a force that takes the country forward.



We are indebted to the director of IIM Kashipur, Prof. Kulbhushan Balooni, for the helping hand he extended to us ungrudgingly. Had he not offered his help at each and every step, we would have grappled in darkness for a helping hand. His encouraging words for us and to the startup owners at the inauguration event set the tempo for the rest of the program to follow.

This program would have not been possible without the support and belief of our Dean - Prof. Mala Srivastava, professors, and trainers who worked around the clock to make sure that the entrepreneurs, the insatiable force of any growing economy, get the required training so that these budding entrepreneurs could come out of the program with a new zeal, and sky-high condence to take on the rigours of an entrepreneurial life. Moreover, the professors, in spite of a very hectic schedule, made sure that the basics of every important aspect of entrepreneurship was touched upon.

Special thanks to all the mentors who took the responsibility of developing and nurturing our startup owners. Though any startup owner has to traverse his own path, yet having a mentor to guide through is priceless and indispensable, at times. We are indebted to the mentors for providing the guidance.

Lastly, we say 'thanks' to our wonderful, startup owners who came from every walk of life, from every possible direction to congregate at Kashipur in order to take the baton of entrepreneurship forward. This second cohort of entrepreneurs at IIM Kashipur was so diverse, and multifaceted that they brought direrent, new viewpoints on entrepreneurship onto the table. Whether he was a veteran in the industry or he was a seasoned professor, the class had something new to offer and the former had something new to learn. We are thankful to these entrepreneurs for this once in a lifetime experience, and wish them all the best in life and in every endeavour they undertake.

# About IIM KASHIPUR



The Indian Institute of Management Kashipur is a second-generation IIM set up by the Government of India in 2011. It aspires to achieve excellence in management education by using innovative teaching methods, promoting high quality research and practicing sustainable leadership. The institute believes that as an institution of national importance, it has a larger role to play in the field of management education and social transformation. Key strategic goals of IIM Kashipur include improvement of the academic ecosystem; synergy between educational theory, practice and research; promotion of innovation, entrepreneurship and public service; empowerment of local stakeholders; upliftment of economically challenged sections of the society; and gender diversity

IIM Kashipur has achieved a remarkable feat by securing the 19th rank among the top 50 Management Institutes/Colleges in India in the recently released National Institutional Ranking Framework (NIRF)-2023 ranking by the Ministry of Education. This achievement has set IIM Kashipur apart as the sole IIM to make it into the prestigious Top 50 in NIRF-ARIIA (Atal Ranking of Institutions on Innovation Achievements), surpassing its counterparts.





## Mission

*The institute strives to create and disseminate knowledge through applied and interdisciplinary research and practices in emerging areas of management. The institute develops socially conscious, competent, and ethical business leaders and researchers capable of critical thinking, innovation, and entrepreneurship while being inclusive and focusing on both regional development and internationalisation.*

## Vision

*To be an Institute of eminence that fosters management research and education and develops leaders for creating positive societal impact in a changing world.*

## Core Values



Pursuit of  
excellence



Integrity



Mutual  
Aspect



Lifelong  
Learning



Transparency

# About IIM KASHIPUR FIED



IIM Kashipur FIED is a Sec.8 company incorporated on 09th March 2018 under the Companies Act, 2013. Foundation for Innovation and Entrepreneurship Development (FIED) is the incubation centre of IIM Kashipur with an objective to nurture and strengthen the entrepreneurship ecosystem of India. It is fully owned & hosted on the campus of IIM Kashipur with a dedicated space of 20,000 square feet. FIED incubates the most promising startups of India in the domain agriculture, education, healthcare, logistics & supply chain, green energy, waste management, tourism and hospitality, social entrepreneurship and sustainable development goals. It supports start-ups in finetuning the business idea, developing a minimum viable product, making short and long-term business plans, providing market connections for products/services, connecting to angel investors/early-stage venture capital firms for seed funding, facilitating in business collaborations and help in growing from seed to series funding level.

## SAHAS



## Agripreneurship Orientation Program

To drive academic excellence using innovative teaching methods, promoting research and practice of sustainable leadership. To become, over the next 10 years, one of top business schools in India developing leaders who can perform globally.

## SAKSHAM



## Agri Incubation Program

To be an Institute of eminence that fosters management research and education and develops leaders for creating positive societal impact in a changing world.

## SAHAS (Pre-Seed Stage)



# PARAS MEHROTRA

**FOUNDER**

Farmour India is a D2C farmer-owned brand leveraging hydroponic technique of farming to provide pesticide-free exotic greens and vine crops to the customers using a fraction of water compared to conventional farming

### PRODUCT DETAILS:

Exotic Vegetables

**SECTOR:** Agriculture Allied Sector

**STATE:** Uttarakhand

**WEBSITE:** [www.farmour.in](http://www.farmour.in)

**SANCTION AMOUNT**

**5 LACS**





**SAHAS** (Pre-Seed Stage)



## ALOK KUMAR

**FOUNDER**

The startup working on Agri and plastic waste which is pulverized to achieve desired particle size and then fused together in the special chamber. This fused composite will be used in a compression machine for the desired product. This technology is providing the solution for the waste of agriculture.

### PRODUCT DETAILS:

Bowl and glasses from Agri and plastic waste.

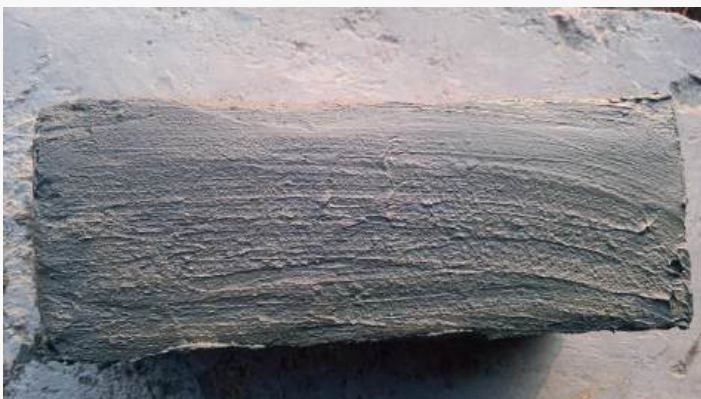
**SECTOR:** Waste to Wealth

**STATE:** Uttarakhand

**WEBSITE:** nil

**SANCTION  
AMOUNT**

**5 LACS**



# PRAADVIK ADVANCE AGRI SOLUTIONS LLP

**SAHAS** (Pre-Seed Stage)



## GAURAV KRISHNA

**FOUNDER**

Praadviik have a strong backup and linkages with progressive farmers and growers. Startup promotes tissue culture teak plantation to banana farmers by planting at the border of the banana plantation. This will help in windbreaking (which is serious threat to banana growers)

### PRODUCT DETAILS:

Tissue Culture Technology: It is a technique to regenerate complete plants from an ex-plant under controlled sterile conditions and defined nutrient media.

**SECTOR:** Agriculture Biotechnology

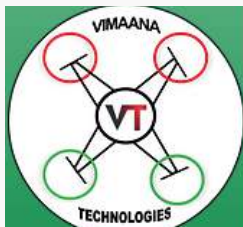
**STATE:** Uttar Pradesh

**WEBSITE:** nil

**SANCTION  
AMOUNT**

**5 LACS**





# VIMAANA AEROSPACE TECHNOLOGIES

**SAKSHAM** (Seed Stage)



## MRIDUL JAIN

**FOUNDER**

Drone manufacturers, service provider and educational firm based in India. Vimaana is the first Indian company to start manufacturing of drone based electronics and structural components in INDIA. As their first product, Vimaana has rolled out a perfect replacement of Chinese drone frames. VT400 drone frame is in tricolor and is being extensively used over the globe for training and education purpose.

### PRODUCT DETAILS:

Manufacturing of agriculture Spraying Drone

**SECTOR:** Precision Farming

**STATE:** Uttar Pradesh

**WEBSITE:** [www.vimaanatech.com](http://www.vimaanatech.com)

**SANCTION  
AMOUNT**

**25 LACS**





# BABA AGROTECH

**SAKSHAM** (Seed Stage)



## KAMAL PANDEY

**FOUNDER**

Baba Agrotech is into Mushroom cultivation and other organic farming, medicinal mushroom cultivation like, Ganoderma, Shitake, Lions mane etc. Startup's aim is to target international market in which cluster based work will help them to fulfill the bigger requirement of pharma companies or companies as Dabur, Pantanjali etc.

### PRODUCT DETAILS:

Tissue culture raised teak planting material.

**SECTOR:** Food Processing

**STATE:** Uttarakhand

**WEBSITE:** Nil

**SANCTION  
AMOUNT**

**20 LACS**





# AUSPICE CONDIMENTS INDIA PVT. LTD.

**SAKSHAM** (Seed Stage)



## PARAS GHOSH

**FOUNDER**

Auspice Social provides hands-on training and skill development to adults with autism. The startup training programs range from three weeks to six months, depending on individual needs, and they culminate with employment at Auspice Social. Workers at the startup facility are engaged in food processing activities like cleaning, sorting, grading, grinding, blending, packaging and labeling of spices, herbs and seasonings.

### PRODUCT DETAILS:

Herbs, Spices, Seasonings

**SECTOR:** Food Processing

**STATE:** Uttar Pradesh

**WEBSITE:** [www.auspice.org](http://www.auspice.org)

**SANCTION  
AMOUNT**

**20 LACS**





# MY PAHADI DUKAN

**SAKSHAM** (Seed Stage)



## HIMANSHU DUA FOUNDER

My Pahadi Dukan is a curated marketplace for small businesses and farmers based in the Himalayan region. The startup enable them to connect directly to customers across the world. It helps them with logistics, supply chain management, marketing, legal compliances, and other add-ons services such as photography, content creation and packaging and branding solutions.

### PRODUCT DETAILS:

An online marketplace for small businesses & farmers based in Himalayan region.

**SECTOR:** Supply chain & Logistics

**STATE:** Himachal Pradesh

**WEBSITE:** [www.mypahadidukan.com](http://www.mypahadidukan.com)

**SANCTION  
AMOUNT**

**25 LACS**





# BIO CRAFT INNOVATION PVT LTD

**SAKSHAM** (Seed Stage)



## ANUBHAV MITTAL

**FOUNDER**

Bio Craft Innovation technology makes bamboo-based granules that are alternative to plastic. They can be used on traditional plastic machines to make injection moulded daily use articles, stretched sheets for packaging like polybag, and single use vacuum forming products like plates, containers and does not require special investment by industry to adopt. It can also be drawn into textile fibers and textile fabrics that have fashion, medical and industrial use.

### PRODUCT DETAILS:

Bamboo Granules replacement to plastic

**SECTOR:** Post Harvest & Value Addition

**STATE:** Uttarakhand

**WEBSITE:** [www.ibanss.com](http://www.ibanss.com)

**SANCTION  
AMOUNT**

**25 LACS**





# KIMALAYA NATURALS PVT. LTD.

**SAKSHAM** (Seed Stage)



## DR. KAVITA NEGI

**FOUNDER**

The essence of iAura started flowing in 2019, Kimalaya Naturals started with the research on herbs of our teas by using the ancient techniques of wellness. Kimalaya Naturals Products & service are focused on alternate medicine solutions. e.g.: -

The startup has products like PCOD and anti-diabetic tea, turmeric products to replace conventional antibiotics, Ayurveda and aromatherapy centres.

### PRODUCT DETAILS:

Herbal Cosmetic, Herbal Tea, Essential Oils

**SECTOR:** Agriculture Allied Sector

**STATE:** Uttarakhand

**WEBSITE:** [www.iaura.in](http://www.iaura.in)

**SANCTION  
AMOUNT**

**25 LACS**





# OPERATION COMMITTEE

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**Prof. Safal Batra**  
PI, FIED-RABI



**Prof. Vaibhav Bhamoriya**  
Co-PI, FIED-RABI



**Prof. Rachita Gupta**  
Asst. Professor

# FIED Staff

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**Ram Kumar**  
CEO, FIED



**Surya Pratap Mehra**  
Business Manager



**Manoj Negi**  
Asst. Manager



**Sanjay Pal**  
Business Executive



**Sweta Thakur**  
Business Executive



**Vaibhav Kashyap**  
Tech. Asst.



**Lalan Kumar**  
Graphic Designer



**Rasil Khan**  
Video Content Creator



**Nikhil Prajapati**  
Support Staff





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