



IIM KASHIPUR



# FOUNDATION FOR INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT

A HANDBOOK OF THE MOST PROMISING

AGRICULTURAL STARTUPS OF INDIA

*Funded by RKVY- RAFTAAR*

2020-21  
COHORT-2



# OORVI SUSTAINABLE CONCEPTS PVT. LTD.

## SAHAS (PRE-SEED STAGE) SANCTION AMOUNT ₹5LAKH

Oorvi Sustainable Concepts created “Holy Waste” to rejuvenate Floral Waste. Using “FloRejuvenation” Holy Waste gives a new lease of life to floral waste in new forms such as Charcoal Free Hand-rolled Incense, Paraben Free Soaps, Natural Compost. It is further researching developing Bio-Yarn, Bio-Fresheners, and Bio-Pigment from discarded flowers, working closely with a prominent agricultural university at Hyderabad. “Holy Waste” employs women from disadvantaged sections as its Rejuvenators.

### Problem Statement:

Flower Waste generates health hazards and pollutes the environment when not disposed of and handled properly. The more the number of flowers and their uses, the more waste generated.

### Solution:

“Holy Waste” has successfully created a business model which creates a social impact and generates employment. It is replicable across different geographies. The model is within the scope of Sustainable Development Goals.



FOUNDER

MAYA VIVEK

SECTOR

WASH INNOVATIONS,  
FLORAL WASTE MANAGEMENT

STATE

TELANGANA

# INFYU LABS PVT. LTD.

## SAHAS (PRE-SEED STAGE) SANCTION AMOUNT ₹5LAKH

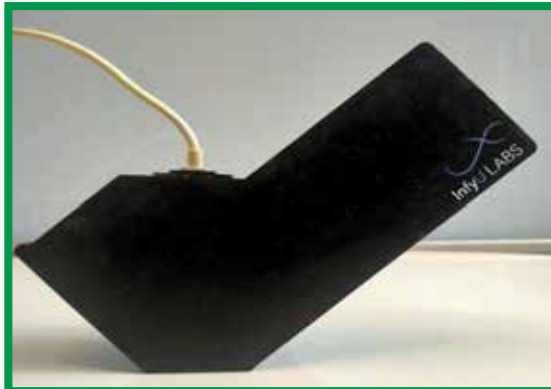
InfyU Labs is working on an IoT-based handheld device that can perform the rapid non-invasive testing of fruits to check their chemical composition. The device can be used at the procurement source, thus reducing costs and wastage incurred during the sample testing of the consignment. It is also capable of identifying the nutritional values and presence of harmful chemicals in the fruits (using parameters such as BRIX level, ripeness, and pesticide content threshold)

### **Problem Statement:**

Quality testing in the food processing industry is a time-consuming and expensive process. Currently, testing cannot be done at origin, which further complicates the testing process.

### **Solution:**

They are developing a handheld device that can determine the quality of fruits and vegetables non-invasively at the procurement source itself. Additionally, with its cloud-based app, clients can remotely monitor the grade of incoming raw material and can generate reports for the same.



  
InfyU LABS

FOUNDER

AMIT SRIVASTAVA

SECTOR

AGRITECH,  
POST-HARVEST TECHNOLOGIES

STATE

GUJARAT

# RHODOTION INTERNATIONAL PVT. LTD.

## SAHAS (PRE-SEED STAGE) SANCTION AMOUNT ₹5LAKH

“Rhodotion” promotes regenerative farming methods, technology adoption, farmer training, procurement, marketing, and job creation in rural India. It removes middlemen from the supply chain to generate higher value for produce and increase farmer's accessibility to information through capacity building.

### **Problem Statement**

Conventional farming, climate change, water scarcity, and multiple middlemen in the supply chain have affected the small landholding farmers of India.

### **Solution**

Rhodotion promotes regenerative integrated farming methods and agroforestry for indigenous crops, and capacity building of small farmers and rural producers. It increases farmer's accessibility to information, adding value to the produce to reduce wastage and create more income opportunities.



**FOUNDER**

**SUBHANKAR SANYAL**

**SECTOR**

**AGRICULTURE**

**STATE**

**KOLKATA**



# GR - AGRITEK LABS PVT. LTD.

## SAHAS (PRE-SEED STAGE) SANCTION AMOUNT ₹5LAKH

GR Agritek Labs is working on drone-based precision & intelligent spraying of pesticides. It strives to provide solutions for a pesticide-free approach towards pest management. The company's pest traps for fruit flies are handy, affordable, and give quick results for 478 varieties of fruits and vegetables.

### **Problem Statement**

Currently, almost all crops are under pest attack by various types of pests. Damage due to pest attacks could be 20% to 30% of the produce.

### **Solution**

GR Agritek Lab's product is a pest trap loaded with slow-release type semiochemicals (synthetically made Pheromones). Typically, the semiochemicals attract the male pests who get trapped inside the box loaded with bioadhesive.



**FOUNDER**

**RAGHU BURLI N**

**SECTOR**

**AGRITECH**

**STATE**

**KARNATAKA**

# SURSONA FOODS PVT. LTD.

**SAHAS (PRE-SEED STAGE) SANCTION AMOUNT ₹5LAKH**

Sursona Foods Pvt Ltd is in the business of manufacturing naturally pigmented vegetable powders. It has developed beetroot powder for red colour, spinach powder for green colour, etc. Its products are very convenient to use and have brought a change in routine cooking. Thus, teaching homemakers a sustainable and easy way to be nutritious.

## Problem Statement

Use of chemical-based synthetic colours have resulted in rising child obesity, nutritional deficiencies, etc. This solves this problem and helps farmers generate an alternative source of income.

## Solution

Sursona Products are concentrated powders that have natural pigments in them that boost the daily nutritional intake of an individual. Also, this value-added agricultural product ensures that the farmers get right and regular price for their produce.



**SURSONA**



**FOUNDER**

**SIDDHI SURESH SARMA**

**SECTOR**

**VALUE-ADDED AGRI PRODUCT  
- CONSUMER GOODS**

**STATE**

**MAHARASHTRA**

# BANANATURE LLP.

**SAHAS (PRE-SEED STAGE) SANCTION AMOUNT ₹5LAKH**

“Bananature” makes disposable packaging items and cutlery in several specifications. Its products are soak-proof, have no plastic or wax lining, and are gluten-free. These are ideal for hot and cold items and can handle hot liquid up to 220-degree Fahrenheit temperature. The largest advantage of their product is its independence from carbon-based products, which harm the environment. Its products also meet FDA standards for compostability: ASTM D-6400.

## Problem Statement

Problems with growing cotton across the World are constrained by the high incidence of pests and diseases, weed pressure and evolution of herbicide resistance in weeds, salinity and soil degradation, and climate aberrations such as drought, floods, and heatwaves.

## Solution

Molded natural fiber plates are easily compostable and biodegradable. Compostable packaging requires less carbon to produce, and thus, it helps in reducing the amount of waste sent to landfills.



**FOUNDER**

**HIMANISAHU**

**SECTOR**

**COMPOSTABLE FOOD  
PACKAGING PROJECT**

**STATE**

**UTTARAKHAND**

# SHIVAR NATURALS AGRO INNOVATION PVT. LTD.

## SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹23LAKH

Shivar Naturals aims to create alternative livelihoods for farmers by developing the market for hand-made beauty soaps made of Osmanabadi goat milk. These goats are reared in drought-prone areas, and their milk has proven nutrients beneficial for skincare.

### Problem Statement

Shivar Naturals is addressing the issue of farmer suicide abetted by livelihood insecurity and the economic crisis faced by farmers of the Osmanabad region.

### Solution

The Shivar soap is an innovative product based on a key resource input of the region: the Osmanabadi goat's milk. This alternative livelihood initiative secures financial sustainability.



FOUNDER

VINAYAK CHANDRAKANT HEGANA

SECTOR

AGRI-PROCESSING, PERSONAL CARE, BEAUTY

STATE

MAHARASHTRA



# MILT-SOL PVT. LTD.

## SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹24LAKH

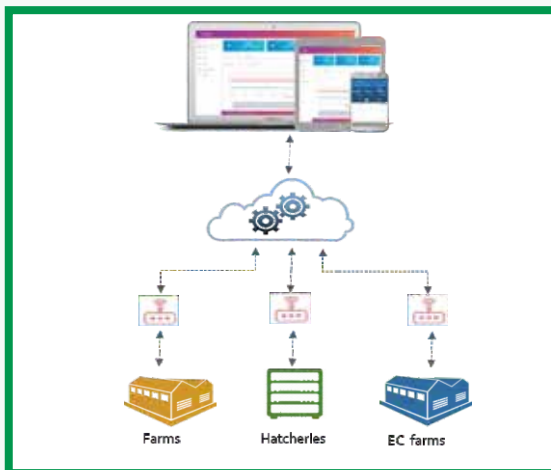
“PoultryMon” is a real-time remote monitoring solution for hatcheries and poultry farms to increase productivity and quality of products by enhancing visibility into the process using AI and IoT-based solutions. The added value of connectivity and complete visibility into the hatching process minimizes the possibilities of human errors and fraud by enhancing transparency and traceability.

### Problem Statement

The poultry industry is losing more than half a billion dollars every year due to no monitoring and process visibility. These challenges lead to high mortality, low hatchability, stresses, loss of productivity, and increase in costs.

### Solution

“PoultryMon” uses proprietary technology to help hatcheries and farms to optimize yield and minimize energy consumption. It enhances transparency and traceability using technology interfaces to help hatcheries and farms for optimisation.



FOUNDER

ARCHANA CHINDAM

SECTOR

AGRITECH FOR THE POULTRY SECTOR

STATE

TELANGANA

# SURATECH INNOVATIONS LLP.

**SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹20LAKH**

“SuraiTech” has scientifically proved that shilajit is a product of plant material (latex of Euphorbia royleana that centuries ago got dumped under the rocks in the mountains) and polycondensate. It is manufacturing Shilajit from the latex of this plant. Shilajit is an ayurvedic product demanded world over for its rejuvenation, immunity-boosting anti-aging, and sexual enhancement benefits.

## Problem Statement

Scarcity of supply resulted in very high prices of Shilajit, ambiguity about the source of origin, and hazards in extracting the plant product.

## Solution

SuraiTech has overcome the ambiguity of the source of origin of Shilajit. It has also worked out the supply scarcity of Shilajit by applying biotechnology to manufacture it from the bioresource of euphorbia royleana plants.



**FOUNDER**

**ANUJADUKLAN**

**SECTOR**

**SECONDARY AGRICULTURE**

**STATE**

**UTTARAKHAND**

# SP AGRO INNOVATIONS LLP.

**SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹15LAKH**

SP AgroEquipments is engaged in the development and manufacturing of a Multipurpose Seeding Machine. This product is gaining popularity among onion farmers in Maharashtra as well as the onion-producing states. The startup is engaged in the development and manufacturing of new and innovative solutions to various problems.

## **Problem Statement**

In the traditional practice of broadcasting techniques and the recently developed raised bed technique, the operation has been laborious and includes various other drawbacks.

## **Solution**

SP AgroEquipments has developed a multipurpose seeding machine for preparing nurseries. It is a "Mechanized Raised Bed Technique". Using the seed metering technique used for tractor-drawn seeder, this manually drawn machine is developed.



**FOUNDER**

**SAURABH RAJENDRA KADAM**

**SECTOR**

**FARM MECHANIZATION**

**STATE**

**MAHARASTRA**

# PADLI ESSENTIAL OIL LLP.

**SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹15LAKH**

Padli Essential Oil Company (PEOC) is extracting Eucalyptus oil from the waste leaves. They are using Hydro Steam Distillation technology for extracting Eucalyptus oil and grinding and pulverizing waste leaves (spent) for making fuel. Through this innovation, it is utilizing the waste plant material and converting it into the aroma wealth (high-value Eucalyptus oil and fuel).

## Problem Statement

The farmers are growing eucalyptus crops in approximately 6 lakh hectares of land. According to another estimate, eucalyptus trees in India produce 1.5 crore ton leaves which go to waste, despite having the potential to be converted into 7500-ton high-value oil.

## Solution

Waste plant material is converted into the aroma wealth that is high-value eucalyptus oil and fuel by PEOC. This product also helps farmer earns extra income on a yearly basis.



**FOUNDER**

**VIVEK KUMAR SINGH**

**SECTOR**

**ESSENTIAL OIL**

**STATE**

**UTTAR PRADESH**



# GEECOM INDIA SERVICES PVT. LTD.

**SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹21LAKH**

“GeeCom India” is a transparent and democratic platform that connects farmers and rural entrepreneurs (sellers/producers/crafters) to the consumers, businesses, and industries. This platform helps in setting up an 'Online Shop' for these farmers & entrepreneurs in just 15 minutes and sell directly to end consumers. GeeCom India believes that Farmers and people in Rural India should also reap the benefits of Digital India.

## Problem Statement

Farmers receive 10 - 40% of what the end consumer pays. Moreover, the lack of solutions for farmers & rural entrepreneurs to market and sell their products beyond their geographic reach is another big problem.

## Solution

GeeCom India provides farmers free marketing, better options to sell crops/agriculture products, set up an "Online shop" and directly connecting the consumers and producers, therefore, improving farmers' income.



**FOUNDER**

**YOGESH SAHU**

**SECTOR**

**AGRICULTURE**

**STATE**

**MADHYA PRADESH**

# REVOTECH INDUSTRIES PVT. LTD.

**SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹25LAKH**

The research conducted in IIT Bombay resulted in the establishment of RevoTech Industries. This start-up works in jaggery machines and value-added products. RevoTech Industries has developed manufacturing technology that will produce premium quality products. It not only supplies technology but also provides marketing support to jaggery manufacturers.

## Problem Statement

Jaggery units work for only 100-120 days a year. The manufacturers do not get fresh sugarcane throughout the year to make premium quality products. Furthermore, sugarcane has fifty percent water, and there is an increased cost of transportation.

## Solution

Their product has the capacity of making 500 kg jaggery products a day. With its increased mobility, it can be used in any remote farm.



**FOUNDER**

**VISHWAMBHAR K CHAVANPATIL**

**SECTOR**

**POST HARVEST AND FOOD TECHNOLOGY**

**STATE**

**MAHARASHTRA**

# CHITKU DESIGN STUDIO LLP.

## SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹25LAKH

Chitku Design Studio's Fiber Project was launched after four years of Research & Development. It demonstrates tremendous potential in livelihood generation across its entire value chain, from farmlands to factories, incorporating low and high-skilled locals. It has created a new process to develop bio-enzymes for fibre production. Blending with other local fibres like wool & angora helps in supporting local shepherds and associates skills sets embedded in traditional wool-based craft industries. Waste generated in the process is utilized in creating paper to make the process sustainable.

### **Problem Statement**

Lack of appropriate technologies in manufacturing eco-friendly nettle-based textile in an economically viable range.

### **Solution**

Chitku Design Studio has designed a customized technology embedded in existing wool and cotton-based industries to replace drudgery and maximizing output, thereby offering viable economic prices on the final product. Introduction of bio-enzymes and silicon treatments has been successful in softening nettle fabric finish and in part at the degumming stage.



**FOUNDER**

**PRIYANKA TOLIA**

**SECTOR**

**NATURAL FIBRE & FABRIC FOR ORGANIC  
TEXTILE SEGMENTS**

**STATE**

**UTTARAKHAND**

# KISAN MANDI ONLINE AGRI MARKET PVT. LTD.

**SAKSHAM (SEED STAGE) SANCTION AMOUNT ₹7LAKH**

KisanMandi.com provides fully outsourced & dedicated marketing assistance to farmers from grading, packing, logistic support to sell their produce directly to end customers. It provides contract farming assistance services to farmers & companies.

## Problem Statement

No dedicated support is available to farmers for marketing their agri-products, guidance about crop insurance, contract farming agreements, etc.

## Solution

It plans to provide fully outsourced & dedicated marketing assistance to farmers from contract farming agreements, crop insurance, training, and guidance for grading & packing of agri-produce, logistics support to the delivery of agri-produce to their end customers. It plans to provide a virtual platform to farmers, buyers, and manufacturers to lower transaction costs.



**FOUNDER**

**RAJESH KUMAR KADIAN**

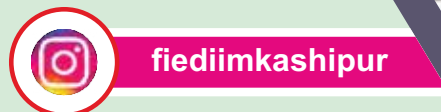
**SECTOR**

**AGRIBUSINESS**

**STATE**

**HARYANA**





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