

Agro-Entrepreneurship Startup in India

Case Bank

Envisioning Innovative Future for Indian Agriculture



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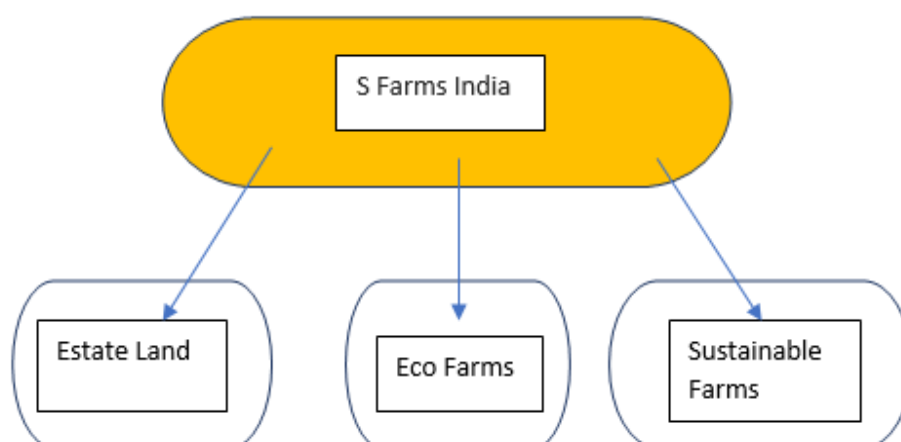
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1**S FARMS INDIA: AN ONLINE WEB APPLICATION FOR FARMERS****Prof. (Dr.) Ravi Kant Swami and Deepali Sharma****ABOUT THE ORGANIZATION**

Due to a shortage of money, farmers and developers of agricultural real estate in India have trouble selling their agricultural land. In addition, HNIs are currently exploring investing in agricultural land as a potential alternative asset, but they are having trouble locating or searching for agricultural lands. The medium income group wants to purchase agricultural properties as well, but they are unable to do so because of a lack of financing options.

Although the majority of the real estate platforms currently in operation are devoted to selling urban properties such as houses or apartments, there is currently no liquidity platform to buy or sell agricultural lands. The market as a whole remains unexplored, and the majority of transactions are carried out by agents who earn enormous commissions and profits. SFarmsIndia - India's First Agri Land Marketplace was established to address these issues and take advantage of the market. The first Agri Land Marketplace in India is SFarmsIndia. It was created specifically to make it easier for both farmers and non-farmers to find, acquire, and sell estate lands, eco farms, and sustainable farms. Our ultimate objective of achieving client satisfaction and earning customers' trust from the beginning has been something we have consistently accomplished. The market size for agricultural lands is expected to be over \$15 billion.

Figure 1: Prominent elements of the company*Source: Author*

**KHETIGAADI: THE WORLD'S FIRST PLATFORM WHERE ONE CAN BUY,
SELL, RENT, COMPARE, AND REVIEW TRACTORS AND FARM
MACHINERY**

Prof. (Dr.) Poorva Ranjan and Deepali Sharma

ABOUT THE ORGANIZATION

India ranks second globally in terms of farm outputs, making it one of the top nations. 50% of the workforce in India is employed in the agricultural sector, which also accounts for 17–18% of the GDP. Our populace, especially our farmers, is heavily dependent on the agricultural sector. And our nation's farmers are in a worrying state of affairs. Farmers, their families, and the agriculture business as a whole suffer as a result of floods, droughts, low revenue, and the lack of financial resources. Farmers are supported in numerous ways by both governmental programmers and non-governmental groups. Yet, there is still much work to be done. Khetigaadi.com is a startup that has recognized these problems and stepped forward to further the mechanization of the agricultural industry.

The first website in the world to sell tractors and farm mechanization is Khetigaadi.com. The platform serves as a marketplace for the purchase, sale, and rental of agricultural equipment and provides farmers with knowledge-based advice as well as insurance and finance support for that equipment.

Private business Khetigaadi.com has been active in the sector for 7 years. Currently, the business focuses on the automotive and agricultural products sectors. Pravin Shinde is the Founder and holds the title. Pune, Maharashtra, IN is where its headquarters are situated.

The company is appropriately referred to as "Khetigaadi" because the platform works with agricultural (kheti) and vehicular (gaadi) equipment.

All manufacturers and dealers use Khetigaadi as a platform for advertising and marketing. The Khetigaadi business model is based on:

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**FARM 2 FARM: GROWS MICROGREENS FREE FROM PESTICIDES,
HERBICIDES, AND CHEMICALS**

Dr. Shuchi Goel and Deepali Shama

ABOUT THE ORGANIZATION

A firm in Mumbai called Farm2Fam cultivates microgreens that are delivered right to the customer's door without the use of pesticides, herbicides, or other chemicals. A rise in illnesses including cancer, diabetes, blood pressure, thyroid, migraines, sinusitis, etc. is a result of modern lifestyle. Considering this, the microgreens market is certain to expand rapidly. In a gourmet recipe, microgreens frequently take centre stage and are incorporated for flavour and presentation. Microgreens, on the other hand, are tiny gems packed with nutrients like lutein, beta-carotene, and multivitamins.

Due to the general public's lack of knowledge about microgreens, their uses, and advantages, the microgreens sector is now in its infancy. At the moment, only the USA and Europe are exposed to microgreens, yet the trend is slowly spreading worldwide.

Microgreens have higher nutritional value than their mature counterparts, according to research from the University of Maryland College of Agriculture and Natural Resources (AGNR) and the United States Department of Agriculture (USDA).

Recently, natural nutrition has come under more attention. A rise in illnesses including cancer, diabetes, blood pressure, thyroid, migraines, sinusitis, etc. is a result of modern lifestyle. Considering this, the microgreens market is certain to expand rapidly. In a gourmet recipe, microgreens frequently take centre stage and are incorporated for flavour and presentation. Microgreens, on the other hand, are tiny gems packed with nutrients like lutein, beta-carotene, and multivitamins. Urban farming will significantly expand as a result of the need for microgreens.

ABOUT THE FOUNDER/ENTREPRENEUR

KeyaSalot graduated from the Government Law College in Bombay with a law degree. Prior to founding Farm2Fam, she had experience working with reputable farms. She always wanted to start her own business, but before doing so full-time, she decided to study law to have a deeper understanding of the field from a different angle. She loves to refer to herself as a sustainable urban farmer as she is the founder.

CRO FARM: THE PLATFORM HAS OVER 10,000 FARMERS ON ITS NETWORK

Dr. Shalini Gautam and Deepali Sharma

ABOUT THE ORGANIZATION

Crofarm, an agricultural supply chain business with offices in Delhi, purchases fresh produce and fruits directly from growers and efficiently distributes them to online and offline shops. India's agriculture supply chain is exploitative and characterized by inefficiencies at all levels. According to a recent government estimate, there are 20 million tonnes of foodgrains lost after harvest that could have been avoided. This percentage equals 10% of the overall crop output. For perishable farm products like fruits and vegetables, the number of losses is significantly higher. The existence of multiple intermediaries who work to prevent farmers from receiving a fair price for their goods makes everyone's problems worse. Being aware of the enormous losses caused by the chaos in Indian agriculture's logistics.

Varun Khurana founded Otipy in 2016, and it focuses on on-demand harvesting in accordance with anticipated demand in order to minimise wastage through cutting-edge technologies utilised for procurement, distribution, and delivery. Farmers in Haryana, Uttar Pradesh, Delhi, Gujarat, Himachal Pradesh, Karnataka, Rajasthan, and Maharashtra are the source of Otipy's fresh products.

Otipy is the first social commerce network in India that links end users with farmers via a community of resellers, most of whom are female. It is creating a scalable, demand-driven, and technologically enabled fresh produce supply chain that gets fruit from the farm to the table in under 12 hours, providing consumers unrivalled freshness. We closely collaborate with 5000+ dealers around Delhi-NCR and are already providing fresh products to over 3 Lakh customers at their doorstep. Otipy obtains fresh produce from more than 10,000 farmers worldwide.

BOMBAY HEMP COMPANY: RESEARCH AND PROMOTE INDUSTRIAL HEMP

Dr. Rashmi Chawla and Deepali Sharma

ABOUT THE ORGANIZATION

A social venture called BOHECO, or the Bombay Hemp Company, was established in Mumbai in 2013 with the goal of studying and promoting industrial hemp. Their activities include market development, market creation, promotion of Indian industrial hemp both domestically and abroad, research, cultivation, harvesting, processing, manufacturing, trading, wholesaling, and retailing.

In the industrial and medical hemp sector for health and wellbeing, BOHECO is quickly rising to the top. "Finding someone who has flourished in the legal North American Hemp business while also having a solid grasp of Indian values and the historical significance of Ayurvedic medicines is unusual and exceptional. We are overjoyed to be able to make use of Sikka's experience in order to establish a presence for our products in Canada and Europe while growing our holistic wellness offerings in India ", said Avnish Pandya, co-founder and CRO of BOHECO.

Cannabis-based items like Bhaang have been a part of Hindu festivals, culture, and social norms for a very long time, yet there is a very fine line between use and abuse.

Cannabis was denied its rightful place in India's medical and wellness industries due to the abuse narrative. The startup idea of seven students from Mumbai's HR College of Commerce and Economics — Avnish Pandya, Chirag Tekchandaney, DelzaadDeolaliwala, Jahan PestonJamas, Sumit Shah, Yash P Kotak, and Sanvar Oberoi — was however inspired by the same hemp or cannabis.

They established Bombay Hemp Company in 2013. (BOHECO). The idea was to establish a vertically integrated company that uses hemp to produce building materials, textiles, and Ayurveda health and wellness products.

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**AARAV UNMANNED SYSTEMS: DRONE STARTUP THAT
MANUFACTURES UNMANNED AERIAL VEHICLES****Dr. Pooja Sharma and Deepali Sharma****ABOUT THE ORGANIZATION**

AUS is a start-up that had its beginnings at IIT Kanpur in 2013 and is now based in Bengaluru. It produces survey-grade drones and offers end-to-end integrated managed solutions based on drones for use in urban planning, industrial regions, smart cities, micro-irrigation, watershed, mining, power, and infrastructure.

The solutions from AUS are 10 times faster and produce data that is a million times richer, which makes it easier to construct intelligent analytics and help organisations make wise decisions. Expense reductions and revenue growth come naturally.

Due to enormous efforts in design innovation, data analytics, and data democratisation, drone solutions at AUS are continually setting top-tier technological benchmarks. AUS is now the market leader for commercial drones in India after serving important clients from several verticals. For several projects, AUS has mapped more than 55 Lac Acres of land.

Founded on September 26, 2013, Aarav Unmanned Systems Private Limited is a non-governmental organisation. It is categorised as a "company limited by shares" and is a private, unlisted firm.

The authorised capital of the company is Rs 9.26 lakhs, and its paid-up capital is Rs 6.58 lakhs, or 71.08664% of that amount. On September 28, 2017, Aarav Unmanned Systems Private Limited had its most recent annual general meeting (AGM). According to the Ministry of Corporate Affairs, the company last updated its financial information on March 31, 2017. (MCA).

Throughout the past 10 years, Aarav Unmanned Systems Private Limited has mostly operated in the Manufacturing (Machinery & Equipment's) industry. There are currently nine board members and directors: ***Ravi Balasaheb Thakur, Vipul Singh, Suhas Banshiwala, Nikhil Sunil Upadhye, Yaritha Yeswanth Reddy, And Bollempalli Venkata.***

AIBONO: FARMING- RELATED INTELLIGENCE, TECHNOLOGY, EXPERTISE, AND GADGETS TO FARMERS

Dr. Navya Jain and Deepali Sharma

ABOUT THE ORGANIZATION

IIT Madras alumnus Vivek founded Aibono, which was once known as Air Wood Aerostructures and is now known as Aibono and offers farmers information, tools, and technologies connected to farming.

The start-up offers advice to farmers on how much input they should use to get the best possible output. They got their start in the specialised field of offering "Farm Management as a Service," which allows a farmer to delegate all of his measuring, production management, and decision-making functions to a Service.

For roughly 140 farmers, the Agri tech company has assisted in raising yields by close to 50%. It operates in Tamil Nadu's Nilgiris Hills. Its data scientists and agronomists enable centrally managed Data Science and Recommendation Engines to provide precise day-to-day interventions to farmers, which produces a 30 to 50% improvement in yield. Aibono Smart Farming Pvt. Ltd. has received \$2 million (about Rs 14.6 crore) in new finance to support its artificial intelligence-driven platform for aggregating fresh foods.

Lessing Artha, a division of Rianta Capital, Mitsui Sumitomo Insurance Venture Capital, and venture capital firm Rebright Partners provided the money. Vivek Rajkumar, the founder of Aibono and a graduate of IIT Madras, was quoted in The Press Trust of India as saying that the company would utilise the money to expand. In order to assist farmers in using analytics, the Internet of Things, and data science to boost yield, Aibono launched operations in 2014. Since then, the company has increased the range of services it offers, integrating just-in-time harvesting with real-time demand and precision farming. The approach synchronises the farm's predictive harvesting system with the cropping matrix.

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**AGRICXLAB: ASSESS THE QUALITY OF AGRI-PRODUCE THROUGH ITS
MOBILE APP**

Dr. Khushbu Khurana and Deepali Sharma

ABOUT THE COMPANY

Ritesh Dhoot and Saurabh Kumar established the Thane-based online B2B platform Agricx Lab to link operators of cold storage facilities with large-scale consumers of agricultural products. Via its mobile app, which applies artificial intelligence and computer vision to photos to provide objective, accurate, and quicker quality assessments of agri-food, they employ smartphone imagery to evaluate the quality of produce.

Ankur financing, an early-stage venture financing firm, led the \$500,000 (Rs 3.2 crore) seed round raised by Agricxlab, an agricultural technology company that employs smartphone imagery to evaluate the quality of agricultural produce. The Centre for Innovation Incubation and Entrepreneurship (CIIE), an incubator turned investor at IIM Ahmedabad, also took part in the round. According to a release, the business would utilise the money to improve product development and expansion.

Agricx is a mobile application that assesses the quality of agricultural products using computer vision and artificial intelligence on photographs. It was founded in 2016 by Saurabh Kumar and Ritesh Dhoot. The Thane-based firm provides a service to enterprises and warehouses, and it intends to broaden its quality criteria to cover a wider range of crops along the entire food supply chain.

ABOUT THE FOUNDER/ENTREPRENEUR

Ritesh is a seasoned engineer with more than 19 years of expertise developing difficult high-tech products. He is also capable of building and managing geographically dispersed teams and has start-up experience. He has expertise dealing with both Enterprise and Service Provider clients and is customer-focused. Before to AgricxLab, he worked for a number of big corporations, including TCS, Cisco, Riverbed Technology, etc.

Ritesh has expertise envisioning and delivering products utilising a variety of technologies and quality standards. He can construct and lead large teams across geographical boundaries and perform end-to-end project management, custom

CROPIN: BUSINESS INTELLIGENCE ACROSS RURAL INDIA

Ms. Pooja Tripathi and Deepali Sharma

ABOUT THE ORGANIZATION

In order to create Cropin Cloud, a multi-tenant, secure, scalable, adaptable, and intelligent agricultural cloud platform, Cropin has pooled its more than 12 years of experience in the worldwide agribusiness.

With this ground breaking industry platform, they want to offer a full range of agriculture-specific capabilities with the express purpose of accelerating company growth and bringing about a quick and profound digital revolution throughout the agri-ecosystem. CropIn is a user-friendly, perceptive, and self-improving technology that offers the entire agricultural industry farming solutions that are prepared for the future. It provides agribusinesses with decision-making tools that increase consistency, dependability, and sustainability.

CropIn is digitising every farm while data-managing the entire ecosystem thanks to its cross-geography live reporting, analysis, interpretation, and insight capabilities. Their most intelligent agricultural solutions are real-time powered, allowing users to record patterns, forecast trends, and create business blueprints for the future.

CropIn boosts productivity by streamlining data collection with a smartphone app that logs actions and accomplishments. providing your field agents with improved visibility, more cost-effective operations, and efficient operations at all times. Farm management firms are able to scale productivity through in-the-moment actionable insights, allowing them to make deliberate and timely business decisions. By meeting today's agri-needs while preserving resources for the future by fostering a healthy environment, economic profitability, and social and economic equity for all, the predictability of quantity and quality of yield combined with lower operating costs results in higher productivity for the businesses. By giving businesses access to actionable insights and providing farmers with guidance and alerts, we are empowering the agricultural sector within the agri-ecosystem.

ABOUT THE FOUNDER/ENTREPRENEUR

Cropin, a leader in Agtech, has created Cropin Cloud, the first industrial cloud for agriculture, and Krishna Kumar is its co-founder and CEO. Before the phrases

FASAL: AI-POWERED PLATFORM FOR THE AGRICULTURAL ECOSYSTEM

Ms. Roli Wadhwa and Deepali Sharma

ABOUT THE ORGANIZATION

Fasal got its start by eliminating farming's element of speculation. Farming is difficult and fraught with uncertainty. The majority of these choices are made by farmers based on their own experience, wisdom from their elders, or suggestions from other farmers. But The farmers are now faced with a situation where everything around them, such as the soil, agrochemicals, seeds, and fertilisers, has changed while their methods of decision-making have stayed the same. Fasal believed that a significant change in the way the farmers make choices at the farm level was necessary. There cannot be any element of speculation in these selections.

Fasal observed that these uncertainties were on farmers' minds constantly while the crop was standing in their fields, not only at particular phases. Fasal understood that only data-driven farming could eliminate farming's element of guessing by identifying precisely what works and what doesn't.

With only four team members when we began in 2018, Fasal is now well on its way to having a significant impact on Indian agriculture. Through our AI-powered platform for horticulture, which provides farm specific, crop specific, crop-stage specific, actionable guidance, Fasal has since its beginnings assisted its numerous farmers in reducing cultivation costs and increasing quality and production. We promote sustainable agriculture, and our remedy has an effect on

ABOUT THE FOUNDER/ENTREPRENEUR

Ananda is a member of a farming family from Azamgarh, which is close to Varanasi, and he has witnessed his father lose a crop due to inaccurate weather predictions and a lack of knowledge. He continues, "And this difficulty is not only with him; every farmer suffers the same dilemma of not having enough information to make a judgement. Ananda realised he could address this guesswork problem utilising technological advancements in the Internet of Things and machine learning after receiving his degree from IIT Bangalore and spending more than five years working in the IT software sector (ML). He founded Fasal with co-founder Shailendra Tiwari as a result of this blending of agriculture and engineering.

GOLD FARM: MOBILE APP TO PROVIDE AGRICULTURE FARM EQUIPMENT'S THROUGH BOOKING FROM AGENTS

Ms. Shanu Jain and Deepali Sharma

ABOUT THE ORGANIZATION

Aggrotech startup Gold Farm, situated in Bangalore, was established in 2012, and it offers agricultural farm equipment through booking farm agents. Abhilash Thirupathy was the one who started it.

In areas of our nation with a lack of power, they provide solar water pumps for farmers. Using its contact centre and mobile app, Gold Farm offers farmers the chance to reserve farm equipment.

Presently, Gold Farm has 500 tractor owners connected to their mobile app, in addition to over 250 booking agents. By arranging productive ecosystems through innovation and technology, they want to improve the development and sustainability of farmers. The firm has received \$3 million in total investment.

According to co-founder Abhilash Thirupathy of the startup, Mahindra & Mahindra, a maker of farm machinery and automobiles, and early-stage venture catalyst Infuse Ventures have invested \$2 million (about Rs 13 crore) in agricultural technology platform Gold Farm. According to VCCEdge, the data research division of Circle, Infuse Ventures, which is located at IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship, has also taken part in a \$560,000 round at the company in June 2014. According to Thirupathy, the business would utilise the money to hire more employees, enhance its technology, and offer more services throughout Karnataka. A portion of the funding will also go towards outreach initiatives for farmers.

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NINJA CART: AGRICULTURE SUPPLY CHAIN COMPANY

Mr. Bhupinder Singh and Deepali Sharma

ABOUT THE COMPANY

The largest fresh fruit supply chain firm in India, Ninja Cart, is using technology to address one of the most difficult issues in the world. Using internal systems that power end-to-end operations, we directly connect food farmers with merchants, eateries, and service providers. Now, our supply chain is able to transport 1400 tonnes of perishables daily, in less than 12 hours, from fields to companies.

Agriculture was created ten thousand years ago, and we then began to systematically produce food. It helped human culture advance by enabling clans and tribes to remain in the same place for multiple generations. Agriculture mostly gave rise to what we are now, including trade, culture, and cities. They first overcame hunger, established local communities, safeguarded them, gathered money, gathered even more wealth, and then became enraged. We misplaced the food in the midst of all of this. Ecologically, economically, and politically (BTW, nothing is more political than food!) food has gotten riskier for humans today. additionally, it is no longer SAFE TO EAT.

Food safety is the only factor that matters when it comes to consumption. In the society we live in, while shampoo is completely chemical free and has a shelf life, food does not. Food itself no longer holds as much importance as the trade that surrounds it.

ABOUT THE FOUNDER/ENTREPRENEUR

Co-founder and CEO of Ninja Cart Thirukumaran Nagarajan said on the social networking site LinkedIn that the agritech behemoth will aid entrepreneurs in the industry in obtaining seed funding in as little as two days. "Do you want to own an idea that you can use to tackle large-scale issues? We'd want to work with you as a team. Even if you lack an idea but are passionate and determined to find solutions on your own, we still adore you "he stated. The only way to create a scalable solution, he said, was through technology. It will be an easy procedure. The startup will have two calls: a screening call and an assessment call. After the initial contact, it will take two days for the ninja cart team to respond with a yes or no.

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**WAY COOL: FOOD DISTRIBUTION COMPANY THAT HAS NETWORK OF
35,000 FARMERS**

Mr. Swaraj Manchanda and Deepali Sharma

ABOUT THE COMPANY

Unlisted private firm Way Cool Foods and Products Private Limited was established on July 1, 2015. It is based in Chennai, Tamil Nadu, and is categorised as a private limited business. Its entire paid-up capital is INR 1.07 billion, and its authorised share capital is INR 1.25 billion. The operational revenue range for Way Cool Foods And Products for the fiscal year ending on March 31, 2022, is over INR 500 cr. EBITDA has dropped by -151.58% compared to the prior year. Its book net value has also improved by 293.43% over this time.

The business offers services for both retail and wholesale grocery items Fruits, vegetables, nuts, spices, sauces, dairy products, baked goods, as well as grocery products are stored, packed, repackaged, transported, and traded

According to our data, Waycool Foods and Products Private Limited's most recent recorded AGM (Annual General Meeting) took place on December 14, 2022. Our records show that its most recent balance sheet was created for the period ending on March 31, 2022.

Way Cool's in-house brands are created from the ground up with strict quality control from the manufacturing process to your door. Take advantage of the best-in-class consistency and diversity across all product categories, including staples like fruits and vegetables and staples like staples like pastes, purees, and batter.

INTELLO LABS: QUALITY ASSESSMENT OF FOOD COMMODITIES USING COMPUTER VISION AND AI

Ms. Priyanshi Jain and Deepali Sharma

ABOUT THE ORGANIZATION

To monitor and evaluate fruits and vegetables, Intello Labs has created digital solutions that make use of artificial intelligence (AI) capabilities including computer vision and deep learning. Milan Sharma, Nishant Mishra, Himani Shah, and Devendra Chandani launched the business in 2016. The business wants to establish itself as the de facto quality platform for the trading, procurement, grading, pricing, traceability, and marketing of F&V (fruits and vegetables). The firm secured \$5.9 million, or around INR 45 crore, in Series A fundraising in May 2020 under the direction of Saama Capital. Reliance Fresh, Dole, and Ocean Spray are a few of Intello Labs' customers.

Intello has distributed 1,961 compulsory convertible preference shares (CCPS) at an issuance price of INR 118,509 each in order to raise \$2.82 million, according to regulatory filings. Saama Capital invested INR 7.72 Cr in Intello, and the business also received INR 3.88 Cr apiece from Avaana Capital, Omnivore, Nexus Ventures, and AgFunder. With the most recent fundraising included, Intello has now raised a total of \$15.72 Mn.

The Gurugram-based firm, which was established in 2016 by Milan Sharma, Nishant Mishra, Himani Shah, and Devendra Chandan, employs AI and image recognition algorithms to grade and inspect the quality of agricultural products. It attempts to increase openness in agricultural supply networks while lowering risk and waste. An Inc42 analysis predicts that by 2025, the country's agritech market would be worth \$24.1 billion. This area has recently seen a number of fundraising events. For instance, Sofina Ventures and Temasek sponsored a \$60 Mn Series E funding round for the agritech business DeHaat. Along with RTP Global Partners, Prosus Ventures, and Lightrock India, existing investors also participated in the investment round.

In November, the logistics firm AllFresh received funding from agritech startup WayCool in order to develop a Keiretsu-style business network in the food supply chain. Prior to that, in June, Prosus Ventures led a \$25 Mn Series B fundraising round for the B2B agritech platform Vegrow.

AGROWAVE: AGRI TECH COMPANY THAT AIMS AT HELPING FARMERS

Ms. Shirly Rex and Deepali Sharma

ABOUT THE ORGANIZATION

Anu Meena founded Agrowave, an Agritech enterprise that works to support farmers by establishing direct connections between them and companies and building sustainable supply chains.

Small and marginal farmers in India have battled to secure a fair price for their produce for decades, which has resulted in hoarding and food waste. They have also suffered from the effects of supply chain inefficiencies. Due to these supply chain obstacles, it is estimated that India loses close to \$13.7 billion annually, or 7% of its whole food production.

While entrepreneurs have made an effort to close the gap by trying to connect with farmers in the interior of India, the coverage is far from comprehensive. With its mobile pickup stations, Gurugram-based Agrowave hopes to meet farmers at the field gate rather than transporting them to mandis and other marketplaces.

It has developed a number of pick-up sites so that farmers may load their goods and sell them without having to drive very far. Farmers may sell their fruit through a mobile app that runs on iOS and Android, and delivery vans pick it up at farmer gates and pick-up points while facilitating easy payments. Then, this stuff is conveyed to the final customers using a well-planned route. A company that offers agricultural services with the goal of creating a supply-driven farm-to-market supply chain. In addition to providing first-mile logistics at the farm gate with its technologically advanced mobile pickup stations, the company offers customised sorting, grading, and packing services to maintain quality and logistic support. This enables farmers to sell their produce from their farm gates in a matter of clicks.

ABOUT THE FOUNDER/ENTREPRENEUR

Now comes Anu Meena, a young woman from the Rajasthan village of Manoli, who made the decision to change the course of events. Anu Meena, a graduate of the Delhi IIT, came up with this idea after seeing her grandfather, a farmer himself, struggle and face difficulties in Rajasthan.

BHARATAGRI: PERSONALIZED SERVICE FOR FARMERS**Prof. Dr. Ravikant Swami and Lavanya Bhardwaj****ABOUT THE ORGANIZATION**

BharatAgri is a platform for farming technologies where we directly collaborate with farmers and the entire agriculture value chain. With a goal of reaching 140 million Indian farmers, they at BharatAgri support our aim of bridging the technology and agriculture divide in India. They assist farmers in "Growing Efficient, Growing More" through the methodical use of scientific methods by disseminating crucial information at the proper times and conducting routine checks.

Each farmer's needs are understood by BharatAgri, and we think every farmer deserves the ability to have a successful future using technology. One of the leading startups in India today, BharatAgri offers farmers smart farming techniques and practical insights depending on shifting conditions. The startup's algorithm considers more than 30 factors that have an impact on crop growth when cultivating any crop in order to offer customised services. The founders claim that this is what encourages consumers to renew their subscriptions on their app. Farmers who use the app typically experience productivity gains of more than 60% and decreases in production costs of more than 20%. The founders consider competition advantageous in a nation like India.

BharatAgri is an app-based platform that provides farmers with AI-based agronomy services on a monthly subscription basis. It was founded in 2017 by Sai Gole and Siddharth Dialani, and it boosts agricultural revenues through the systematic application of scientific farming methods.

BharatAgri has seen a 20x increase in premium subscription sales over the last 12 months, with a 65% renewal rate. By March 2022, BharatAgri hopes to increase the number of subscribers on its platform to 150,000 from the existing active paying user base of over 33,000. On the platform, there are almost equal numbers of farmers farming horticulture crops and farmers growing commodity crops. For a six-month membership, farmers typically pay about \$8.00 (Rs 600) per acre.

BIGHAAT: AGRICULTURAL INPUT AND DIGITAL MARKETPLACE FOR FARMERS

Prof. Dr. Poorva Ranjan and Lavanya Bhardwaj

ABOUT THE ORGANIZATION

A group of enthusiastic entrepreneurs created BigHaat in 2015. The premier Agri Digital Platform in India, BigHaat, uses science, data, and technology to alter the entire value chain of agriculture, from pre-harvest to post-harvest. It has an impact on millions of farmers around the nation by making a wide variety of high-quality inputs accessible, giving end-to-end crop assistance, and creating market connections for a variety of commodities, delivering a 360-degree solution to farmers with a highly distinctive approach.

Using data-driven business intelligence, BigHaat Technology Platform is helping manufacturers of agricultural inputs increase efficiency in the areas of distribution, marketing, and operations. Our data strategy enables diverse Agri value chain stakeholders to collaborate and create a complete ecosystem for the agricultural community, hence promoting sustainable agriculture.

In order to connect with producers all throughout India and meet their agricultural input needs, BigHaat has implemented a multichannel strategy. A wide variety of Seeds, Plant Protection, Plant Nutrition, and Agri Implements are all part of our portfolio offering. Farmers, nurseries, FPOs, NGOs, and other institutional growers are among our clientele.

ABOUT THE ENTREPRENEUR

The following are some of Sateesh Nukala's principal duties:

1. Assume strategic leadership for the business by establishing long-term objectives, strategies, plans, and policies with the Board and key management.
2. Create a plan, put it into action, oversee it, and assess the organization's financial success.
3. As a strategic partner, take part in the creation of the company's plans and programmes.
4. Assess the effects of long-term planning, the implementation of new programmes or initiatives, and regulatory action, and offer advice.

BIJAK: AGRI COMMODITIES EXCHANGE PLATFORM

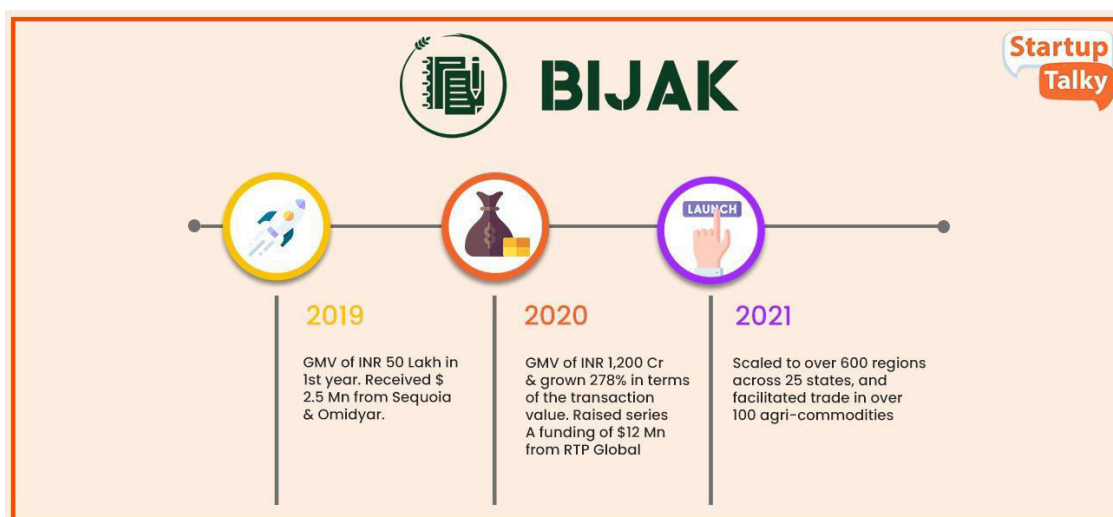
Dr. Shuchi Goel and Lavanya Bhardwaj

ABOUT THE ORGANIZATION

The most reputable agriculture trading platform in India enables 30,000+ dependable traders to purchase and sell premium agricultural commodities at the best prices with mandi dealers around India. Receive comprehensive agribusiness services, including the ability to pay in advance, a bijak limit, daily mandi bhav from more than 2,000 mandis, and more.

Agricultural commodity buyers and sellers can benefit from better prices, more operating capital, and improved logistics thanks to the B2B platform Bijak. The Gurgaon-based business primarily makes sure that loans are disbursed quickly, lowers costs, eliminates waste through logistics and efficient payment channels, and serves as an accounting software. Bijak uses a buyer and seller rating system that is based on real-time transaction data to provide accountability and transparency to the agricultural value chain. These ratings can be used by platform users to identify and trade with reliable counterparts.

Figure 1: Growth of Bijak



Source: Startup Talky

Bijak, an agritech B2B trading platform, uses a buyer/seller rating system that is based on real-time transaction data to provide accountability and transparency in the

CLOVER VENTURES: FARM NETWORKS IN KARNATAKA, TELANGANA, AND ANDHRA PRADESH

Dr. Shalini Gautam and Lavanya Bhardwaj

ABOUT THE COMPANY

The greenhouse agritech startup Clover Ventures was established in 2018. The four founders of the organization—Avinash B R, Arvind M, Gururaj S Rao, and Santhosh Narasipura—represent each leaf of the clover. The Bangalore-based business has received Series A funding. The fresh food supply chain is being built by Clover.

Their answers can be found in a perishables supply chain driven by demand and centred on quality, consistency, and traceability. They are in charge of a network of "dark farms" in the peri-urban area that grow this fresh produce in a high-quality, high-yield manner. By collaborating with a number of smallholder farmers, the company today manages farms spanning more than 70 acres. The B2B clients of Clover Ventures include Internet Kitchens, fine-dining establishments, food processors, and modern retail stores throughout the world.

The business is in the midst of launching its farm-to-consumer brand of fresh produce. This year, in April, it started its B2C adventure in Bangalore. Soon, it will expand its B2C offering to include both Bengaluru and Hyderabad.

Agritech firm Clover Ventures, with offices in Bangalore, specialises in the development and administration of agricultural networks in the states of Karnataka, Telangana, and Andhra Pradesh.

It intends to address a number of agricultural hurdles that farmers confront, including a complicated and inefficient supply chain, problems with uniformity and quality, and an unstable backend supply. It strives to establish and solidify a planned fresh produce supply chain.

Currently, the business oversees more than 70 acres of farmland and supplies fresh produce to a variety of gourmet restaurants, retail stores, food processors, and online Internet Kitchens.

The four clover leaves in the company's logo stand for its co-founders Arvind M, Avinash B R, Gururaj S Rao, and Santosh Narasipura.

ERGOS: FACILITATES STORAGE FOR FOOD GRAINS AND PROVIDES DIGITIZED SOLUTIONS

Dr. Rashmi Chawla and Lavanya Bhardwaj

ABOUT THE COMPANY

One of the most distinctive models in the Agri-tech market belongs to Ergos. We are developing a "Grainbank" that will give small and marginal farmers doorstep access to complete post-harvest supply chain solutions, allowing them to turn their grains into tradable digital assets, obtain credit against those assets through affiliated NBFCs and Banks, and command higher prices for their products.

In India, small and marginal farmers account for over 86% of all farmers. Because they lack the tools and expertise necessary to properly store their produce, post-harvest grain loss and a decline in grain quality result. Farmers have the freedom to store/withdraw a single bag of grains using Ergos' "Grainbank" model. It is fungible because of the uniform grain quality and digitalization of the grains stored.

Grain loss due to inappropriate farmer storage is completely avoided by correct storage. For the farmers that store their grains with Ergos, it also makes finance and market connections possible. Farmers don't have to sell their produce during the harvest season, when prices are at their lowest, by using the loan facility to access fast financing. They can sell their produce on the Ergos platform off-season to earn more money for themselves. At the farm gate, all of this!

In order to provide higher-quality solutions to all stakeholders, they ensure direct farmer interaction through technology and gather a lot of data about the farmers.

They currently operate in Bihar with the intention of providing sustainable income to over 2 million farmers nationwide by 2025. In the future years, they want to give farmers access to top-notch services right at the farm gate and have a substantial influence by raising their standard of living.

ABOUT THE ENTREPRENEUR

Founder & CEO, ERGOS Kishor Kumar Jha is the Founder & CEO at ERGOS. Before ERGOS, Kishor was the Premier Banking at Barclays. Prior to that he was he was working as Manager at ICICI Bank.

FRESHOKARTZ: ECOMMERCE MARKETPLACE FOR FARM-FRESH PRODUCE

Dr. Pooja Sharma and Lavanya Bhardwaj

ABOUT THE ORGANIZATION

Rajendra Lora and Chandrakanta founded Freshokartz in December 2016 with the goal of organising the Indian agricultural ecosystem. Agri input is now delivered to farmers' doorsteps from a network of Freshokartz physical centres based on suggestions for crops and fertilisers based on soil data. Farmers can also get crop advice, agri equipment, financial services, and market connections via Freshokartz.

Freshokartz assists farmers in being organised so they may buy agri inputs, sell their products on the market, access financial aid, and receive crop advisory services. Freshokartz accomplishes this through a network of what we refer to as FreshokartzSaarthi's, or Village Level Micro-Entrepreneurs. They are working with more than 2,000 000 farmers, primarily in Rajasthan, and will soon be spreading into neighbouring states, thanks to a network of more than 10,000 Saarthi.

They train Saarthi and develop a network of trained Saarthis who can counsel farmers on their purchasing habits, suggest products, etc. Via Saarthi, they gather information about farmers and assist them in making data-driven decisions that could result in a 20–30% increase in yield and higher revenue.

Farmers can purchase crop and fertiliser from Freshokartz based on soil data. Seeds, insecticides, and fertilisers are other items that Freshokartz sells through our physical locations in the communities. In rural India, Freshokartz is evolving into a one-stop store for all the needs of farmers.

With a yearly subscription price of Rs 500 to Rs 1,000, Freshokartz offers one soil test, unrestricted call centre support, and a field visit at the farmer's door. We manage the entire crop cycle's data, including sowing dates, fertiliser dates, and pesticide dates, using farm management software. This makes it easier for us to monitor the data and provide these farmers with precise guidance. We provide marketing assistance to farmers who have subscribed. Our field executives also utilise mobile app to map the data.

DEHAAT: GOING THE WHOLE STACK

Dr. Navya Jain and Lavanya Bhardwaj

ABOUT THE ORGANIZATION

DeHaat is one of the Agri-Tech sector's fastest-growing start-ups and one of the few businesses offering comprehensive services & solutions to India's farming community. We are developing AI-enabled tools to change farming's supply chain and production efficiency.

We currently serve 1.8 million+ farmers in 12 agrarian states of India through a vast network of 11,000+ DeHaatCenters& 503 FPOs. Additionally, we provide farmers 30+ AI-enabled agricultural advising services in local languages.

DeHaat, a fully funded start-up with an extraordinary growth rate, was founded by alumni from renowned institutions including IIT Delhi, IIT Kharagpur, IIM Ahmedabad, and others. It has received the Best Place to Work certification for the years 2022–2023 and 2023–2024. Throughout the past 12 years of our activities, we have made an incredible effect at the grassroots level, which has been recognised and honoured by organisations like NASSCOM, Forbes, ET, Niti Aayog, the Bill Gates Foundation, and many more.

Shashank Kumar, an IIT Delhi alumna, Shyam Sundar, an IIT Kharagpur and IIM Ahmedabad alumnus, Amrendra Singh, an NIT Jamshedpur alumnus, and Adarsh Srivastava and Abhishek Dokania, alumni of IIT Dhanbad, created DeHaat in 2012. DeHaat offers farmers a range of agricultural services, such as the provision of seeds, pesticides, fertilizers, farm equipment, cattle feed, and all other related products, as well as farm consultancy, financial services, and market connections for the sale of agricultural commodities.

DeHaat purchased FarmGuide, a business-to-business (B2B) Software as a Service (SaaS) platform, in January 2021.

DeHaat acquired the agri-input marketplace company Helicrofter in January 2022 to increase its presence in Maharashtra and other western Indian states.

DeHaat purchased food technology company Y-Cook India Pvt. Ltd. in April 2022 to increase its position in the global food supply chain.

OTIPY: PLATFORM HELPING FARMERS DELIVER FRESH PRODUCE TO CONSUMERS

Ms. Shirly Rex and Lavanya Bhardwaj

ABOUT THE ORGANISATION

By giving consumers access to farmers' fresh produce, Otipy supports farmers. We are recognised as India's quickest delivery app since we provide direct farm-to-fork delivery in just 12 hours. We provide a wide range of groceries, bread goods, dairy goods, home care products, as well as farm fresh fruits and vegetables.

Directly from the farm, it collects the fresh fruits and vegetables. The best products are then chosen and packaged in environmentally friendly packaging after passing a quality checking test at the warehouse. To provide our customers with the best rates and minimise waste, we focus primarily on technology predictive algorithms.

About 10,000 resellers (community leaders) are assisted by otipi, which operates on a special community group buying model throughout Delhi NCR. 70% of our resellers are women, thus we promote female emancipation and inspire them to sign up for Otipy to achieve financial independence.

Otipy supports farmers from several different states, including Gujarat, Himachal Pradesh, Delhi, Haryana, and the U.P.

ABOUT THE ENTREPRENEUR

With more than 15 years of expertise in technology, startups, and general management, the entrepreneur is a serial entrepreneur. was chosen as one of India's top 3 youngest entrepreneurs by the Businessworld magazine in 2011. Presently a co-founder at Crofarm, an agri-tech firm that wants to enhance the fresh produce supply chain. Formerly served as CTO at Grofers, India's top on-demand delivery service that links customers with neighbourhood businesses. Before that, she was a co-founder of Mygreenbox, a Grofers-purchased app-based mobile grocery delivery service. had previously co-founded Wirkle Technologies, a company that was acquired by Location Labs, a leader in location-based services and a Silicon Valley company. is both an independent angel investor and a member of the Indian Angel Network. Fitso, Daily Ninja, CollegeSearch, Superprofs, and Loancircle are current investments. Invested money: getShifu.com. Began a career in Silicon Valley, where she worked for NetApp

APNA GODAM: POST-HARVEST SOLUTION COMPANY**Ms. Pooja Tripathi and Lavanya Bhardwaj****ABOUT THE ORGANISATION**

India-based Agri fin tech startup Apna Godam. The company's main office is in the Rajasthani city of Jaipur, and it focuses on the post-harvest area of agriculture. Its business divisions include warehousing, buyer credit, pledge financing, and online trading of agricultural commodities.

Six States, namely Rajasthan, Uttar Pradesh, Bihar, Bengal, Punjab, and Haryana, are where Apna Godam conducts business. Singodwala Warehousing and Logistics Private Limited is the company's official name. Singodwala fintech Private Ltd is its NBFC Arm. A licence from the Reserve Bank of India for onward lending in its NBFC arm and a licence for online mandi in its warehousing company were both obtained by Apna Godam in 2019. Both licences helped the business establish stronger roots in the agriculture marketing industry, and the business felt independent because it was no longer dependent on APMC for produce marketing or on pursuing lenders for small-ticket pledge loans.

Storage, commodity finance, and online mandi were all moved from offline to online by the company in 2020. The internally designed technology was introduced on March 1st, 2020. All operations throughout all sectors were paperless, and there was no longer any human-to-human contact. All APMCs were closed on March 24, 2020, when the lock down was completed.

The Apna Godam launched the portal in the first year with the complete complement of products and generated more than 10 Crore in sales. The company introduced its logistics service, dubbed "Uberization of Agri Commodities," in October 2020. As part of its uberization concept, agricultural products are being picked up directly from farms rather than from warehouses.

ABOUT THE ENTREPRENEUR

The company's founder Sanjay Agarwal is a company secretary and chartered accountant. From 2004 to 2015, he was employed by HDFC Bank before starting this Agritech start-up. The journey started with a Modest company called R K Warehouse, owned by Rekha Agarwal, who is now a co-founder and director of Apna Godam. R K

RESHAMANDI: SPINNING THE YARN

Ms. Roli Wadhwa and Lavanya Bhardwaj

ABOUT THE COMPANY

ReshaMandi, an Indian B2B marketplace that was founded in May 2020 and is situated in Bangalore, India, is digitising the natural silk supply chain. ReshaMandi is the first and only full-stack digital ecosystem in India for everything from fibre to fashion and everything in between.

The entire supply chain, from farms to yarns to weaves to our clients and consumers, has been digitalized. Their goals are to: - Boost the quality of products made from natural fibres such as silk, cotton, jute, bamboo, and linen; - Boost the productivity of farmers, yarn manufacturers, and weavers; - Boost customer profitability; - Boost consumers' value for money.

The sourcing centres of ReshaMandi are connected to a powerful network of farmers. It makes use of AI-enabled quality-testing of cocoons for market pricing, monitors IoT-based rearing centres for 10% greater produce, and ensures fair prices for cocoon produce through scientific testing. Additionally, it offers silk reelers a one-click platform for connecting to the market for silk yarn, helping them consistently acquire cocoons with guaranteed quality and low cost.

ABOUT THE ENTREPRENEUR

Saurabh is a full-stack technology architect & innovator with a passion to build customer-centric software products. He has been an architect & implemented microservices based on horizontally scalable back-ends, distributed RESTful services & highly interactive web-based UX's. At CGI, he was instrumental in building a multi-million-dollar financial platform. At CISCO he helped create a large-scale network software, a Zero-Conf IoT Gateway, and SDN. He has also created the industry's 1st OF compliant Wireless Controller, Distributed Systems Architecture, machine Learning. Saurabh brings in an experience of 14 years which is helping build all the technology that is powering ReshaMandi.

It was at the beginning of 2020 – he was working with CISCO in the USA and settled in my job, living a comfortable life, when one fine day he received a call from my childhood friend Mayank. With a deep interest in fabrics, textiles and a solid

VEGROW: A FRUITFUL PROPOSITION

Ms. Shanu Jain and Lavanya Bhardwaj

ABOUT THE ORGANIZATION

With a \$43 billion addressable market, Vegrow deals in fresh fruits and vegetables. A software platform called Vegrow works with farmers to aggregate production, sell to organised demand, and partner with organised demand. Using Vegrow, farmers can cultivate more efficiently and use their land more effectively. Our goal is to create the biggest asset in the world: the light farmer.

Small farmer networking is a speciality of Bangalore-based agritech startup Vegrow. Four IIT graduates named Praneeth Kumar, Shobhit Jain, MrudhukarBatchu, and Kiran Naik launched Vegrow, a company that works with small farmers on a profit-sharing basis to build an asset-light farm. It increases the net revenues of its partner farmers by utilising technology at various times during the farming cycle. It helps them plan their crops, gives them access to high-quality inputs, monitors their compliance with protocols, and eventually sells their output to the right customers. To establish value chains for particular commodities, they are engaging with farmers. They are also investing in farm technology and supply chain technologies to assist farmers in realising a higher value.

Everything is centred around this one idea. The firm received seed funding from Matrix Partners India and Ankur Capital in July 2020 totaling \$2.5 million.

ABOUT THE ENTREPRENEUR

1. Praneeth Kumar (Co-Founder)
2. Shobhit Jain (Co-Founder)
3. MrudhukarBatchu (Co-Founder)
4. Kiran Naik (Co-Founder)

GROWTH OF THE COMPANY

Fruit B2B agritech marketplace Vegrow has raised \$25 million in a Series B funding round that was spearheaded by Prosus Ventures.

According to Vegrow cofounder Shobhit Jain, ET will use the new capital to help the agritech business hire for a variety of positions, strengthen its tech stack, and extend its

FYLLO: PRECISION AGRICULTURE SOLUTIONS FOR FARMERS

Mr. Bhupinder Singh and Lavanya Bhardwaj

ABOUT THE ORGANIZATION

provider of IoT, agronomy, and machine learning-based solutions for precision agriculture. With the use of its data-driven agri-science platform, it provides assurance on the amount and quality of agricultural produce. Real-time understanding and measurement of the precise needs of plants by the IoT system is followed by timely guidance for farmers from the AI-powered agri-science platform.

Fyllo assists farmers in making informed decisions and boosting agricultural output based on real-time farm data and insights. A farm's installed Fyllo gadget transmits real-time crop, environment, and soil data. In our cloud, sensor data is processed utilising original analytics algorithms.

ABOUT THE ENTREPRENEUR

Fyllo, a company founded in 2019 by Sudhanshu Rai and Sumit Sheoran, has grown to serve more than 2,000 farmers and more than 10 organisations in four states throughout India, totaling 20,000 acres of land.

Fyllo's co-founders, Sudhanshu Rai and Sumit Sheoran, asserted, "We think Fyllo will assist farmers in improving productivity by 25% and lowering total production costs by \$700. Moreover, the export quality will increase by up to 81 percent, double the price of the enhanced export produce. After receiving the IAN money, we intend to invest in growing our brand in new markets.

GROWTH OF THE COMPANY

Agri-tech firm Fyllo is being led by Triveni Trusts, Ninjacart, and new investors Venture Catalysts, StarAgri, Kia Ora Ventures, Singularity Ventures, Mastermind Capital, as well as angel investors. Indian Angel Network (IAN), an existing investor, joined the US \$2 million round. The firm will use the funds raised for market expansion, research and development, and the creation of new crops.

Fyllo, which was founded in 2019, uses its data-driven Agri-science platform to deliver assurance to the quality and amount of agricultural produce. Its IoT technology analyses and comprehends the precise needs of plants in real-time, and the AI-powered agri-science platform then gives farmers immediate guidance. For each physiological stage,

ABSOLUTE: PRECISION TECHNOLOGY**Mr. Swaraj Manchanda and Lavanya Bhardwaj****ABOUT THE ORGANIZATION**

Provider of solutions for precision agriculture based on physiology, microbiology, and artificial intelligence. It provides software programmes for managing agricultural hardware equipment. It gathers data hourly from satellite sources, hardware systems, sensors, IoT devices, and other sources, and uses proprietary machine learning algorithms to provide insights that may be put to use. Agronomy services for farmers include soil and water testing. For the customers, it also provides traceability solutions.

Absolute is on a quest to build a brighter, cleaner, and more prosperous future for people. Over 400 million people in India go to bed without food, and 100 million get sick as a result of the poor quality of the food because nearly 70% of the country's freshwater is used for conventional agriculture, which is frequently drenched in pesticides. Absolute's unmatched research, created by a group of the top plant and data experts in the world, has made it possible to adjust the best harvesting parameters throughout the course of a season, resulting in consistently higher-quality, pesticide-free produce. In order to grow crops without the use of artificial enzymes and GMOs, farmers can use their digital platform, which is an AI-driven operating system that can be integrated across vertical farms, greenhouses, open farms, etc. Absolute's software can detect over 8,000 farmers across 25,000 acres of work. About 63 crop types and their appropriate harvesting settings can be found using Absolute's platform. Absolute Foods, grown without the use of chemicals, pesticides, or additives, has promoted yield, flavour, purity, and nutrition, giving farmers the information they need to employ a much less proportion of the resources than are often utilised on regular farms. Absolute is pioneering the use of AI in sustainable, precise agriculture techniques as it expands throughout India and the MENA region.

ABOUT THE ENTREPRENEUR

The Delhi-based startup, which was founded in 2015 by Agam Khare and later included Prateek Rawat as a co-founder, offers precision agriculture solutions combining phytology, microbiology, and AI technologies.

MERAKISAN: ONLINE MARKETPLACE FOR A WIDE RANGE OF FRESHLY PRODUCED FARM PRODUCTS

Ms. Priyanshi Jain and Lavanya Bhardwaj

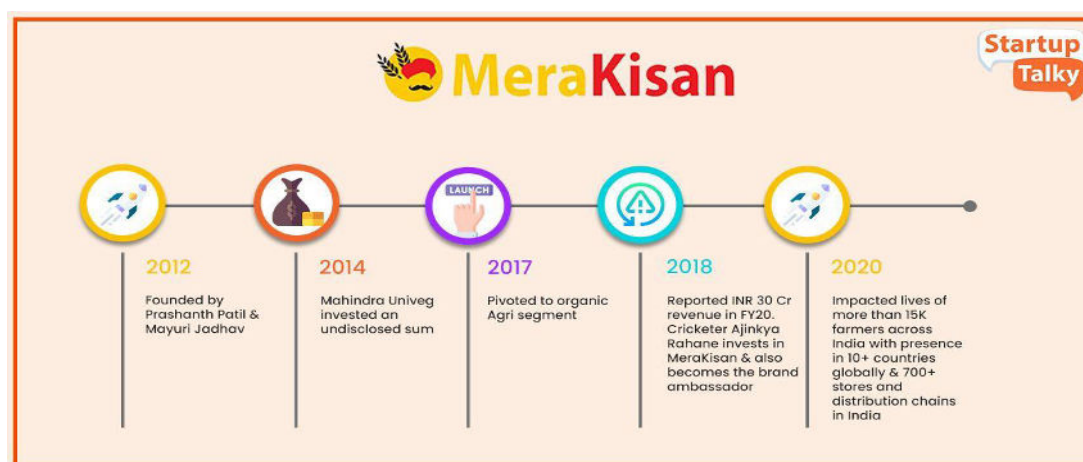
ABOUT THE ORGANIZATION

Agri-tech company MeraKisan focuses mostly on the organic food market. We deal in a whole spectrum of staple foods such cereals, pulses, millet, dry fruits, whole and blended spices, as well as processed food items, all of which are 100 percent certified organic. All of the products are sourced from reliable sources and distributed throughout India.

For the purchase of organic foodstuffs, we primarily collaborate with ICS and Organic Farmers in 7 states. We serve producers, processors, and the entire supply chain with market connectivity. Different modules of our business, including B2B, B2C, B2B2C, internet, franchising, and through our own distribution channel, are used.

For the products that farmers were previously selling in local markets because of a lack of assistance and selling at low prices, we are giving them organic seeds, organic inputs, training, a package of practices, and market connections. In terms of land ownership, crops, production planning, estimation, and advisory, MeraKisan plays a critical role in the digitalization of data. We work with products like turmeric, ginger, garlic, basmati rice, maize, urad, soyabean, lentils, fennel, horse gram, green gram, onion, and fenugreek, among others.

Figure 1: Growth of MereKisan



Source: Startup Talky

AGROSTAR: DIRECT TO FARMERS

Dr. Khushbu Khurana and Ms. Lavanya Bhardwaj

ABOUT THE ORGANISATION

AgroStar is a company that creates direct-to-farmer technology platforms that aim to make farming easier for farmers. The company's AgroStar Farmer App serves the agri-needs of farmers by providing them with a platform that lets them browse a variety of products like seeds, crop protection, nutrition, and farm equipment as well as professional advice, personalised, agri-focused content, tips, and articles for a range of crops and issues that frequently affect them. Indian farmers may purchase seeds, fertilisers, crop protection, and farm automation items using the smartphone portal AgroStar. It creates a mobile application that offers goods and services related to agriculture. For farmers, it provides agricultural advice, a social network, trade opportunities, and agricultural goods.

ABOUT THE ENTREPRENEUR

The founders of the company are Sitanshu Sheth and Shardul Sheth. Shardul Sheth is the Chief Executive Officer of the company. The nature of business is product based and it's a B2B company. The registered name of the company is ULink AgriTech Pvt. Ltd. It was founded in 2013.

The headquarter of the company is based in Pune, Maharashtra, India. Investors of AgroStar include Chiratae Ventures, Accel, Rabo Frontier Ventures, Bertelsmann India Investments, Hero Enterprise and 10 more.

VISION AND MISSION OF THE COMPANY

A startup in agricultural technology will offer farmers solutions. The leading AgTech start-up in India, AgroStar, is dedicated to #HelpingFarmersWin by giving farmers access to a full spectrum of agrisolutions. The technology platform offered by AgroStar enables farmers to greatly increase their production and profitability by combining agronomy advice with services, goods, and agri inputs.

The company make substantial use of data, technology, and agronomy expertise to provide Indian farmers with the best solutions (advice + goods).

With more than 5 lakh farmers using its digital platform, AgroStar now serves the states of Gujarat, Maharashtra, Rajasthan, Madhya Pradesh, and Uttar Pradesh. Farmers in

Agro-Entrepreneurship Startup in India

Case Bank

Agriculture is one of the most integral sectors which contribute almost 20% of the national GDP. Creation of the sustainable livelihood, especially in the times of pandemic has posed a major challenge for the rural economy. Entrepreneurial opportunities especially in and around the agriculture sector creates sustainable livelihood also ensuring employment opportunities for the local people.

The book honors the entrepreneurs who are working in the agriculture sector discussing the opportunities identified by them, challenges faced by them and their journey in the creation of their venture. The book will serve as a guide to the entrepreneurs working in the agriculture domain or wishes to be a part of the same. Involvement of the youth in contributing towards the agriculture domain is integral for the economic growth of the country.



Dr Ravikant Swami has a decorated and diverse educational background - a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



Dr Poorva Ranjan is a professor and head of DME Management School. She is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a certified POSH (Prevention of Sexual Harassment) trainer. She works closely with students for skill enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security and Google Tools, to name a few. A Google certified digital marketer, she specialises in Social Media Marketing and Content Development. Her areas of work/teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management and Skill-building.



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