

UNIVERSITY OF AGRICULTURAL SCIENCES, DHARWAD
Krishik – Agri Business Incubator
RKVY-Innovation and Agri-Entrepreneurship Programme



NATIONAL
Agri **STARTUP**
EXPO-2024
(NASE-24)
REPORT



Executive Summary

National Agri Startup Expo-2024 (NASE-24) was organized by KRISHIK-ABI, RKVY-Innovation and Agri Entrepreneurship program, University of Agricultural Sciences (UAS), Dharwad on 27 and 28 December 2024 at Farmers Knowledge Centre, UAS Dharwad. This National level expo provided collaboration & networking opportunities and facilitated B2B and B2C connections to Agri and allied sector startups. Various technical and knowledge sessions were conducted to share the best practices in agriculture and allied sectors.

NASE-2024 was sponsored by K-tech, Karnataka Innovation and Technology Society (KITS), Govt. of Karnataka, Agrinnovate India Ltd., ICAR, New Delhi, National Bank for Agriculture and Rural Development (NABARD), Karnataka State Agricultural Produce Processing and Export Corporation Ltd. (KAPPEC), Visvesvaraya Technological University (VTU), Belagavi, State Bank of India (SBI), dhaRti Foundation and IIT Dharwad.

Technical sessions on Marketing Strategies for Start-ups and Opportunities for e-Commerce on Open Network for Digital Commerce (ONDC) Platform, Karnataka Biotechnology Policy, Commercialization of Innovation: Public Private Partnership, Leveraging B2B marketing, Bridging the Gap: Branding and Digital Integration, Growth Without Burnout- How to Scale your Startup Smartly, Intellectual Property and Patents and Panel discussion on Harnessing Investment Opportunities for Startups were conducted.

In the expo latest technologies, products, and services from innovators, startups and established organizations were exhibited, offering attendees a chance to explore groundbreaking innovations. A total of 158 stalls including 130 Agri and allied related startups (42 Startups on food processing and value addition, 19 Startups on Waste to wealth, 25 Startups on farm mechanization, 17 Startups on IoT and App, 9 Startups on livestock medicines and nutrients, 18 Startups on crop management), 4 Incubators, 10 associated Organizations/sponsors, 10 UAS, Dharwad Technology & Agro Innovate stalls, 4 Registration Desk/B2B Center were exhibited. The startups from 9 states, 30 districts, 14 Agri Incubation Centers were participated, that created learning and networking opportunities.

The expo witnessed visitors from across the country including 153 Incubates/ Founders, 502 FPOs, 250 DAESI, (Diploma in Agricultural Extension Services for Input Dealers), 92 Farm Women, 36 Farmers, 58 students and faculty from Farm University, 178 students and faculty from UAS Dharwad, 1655 students from Engineering & Management colleges and 4500 local visitors from the North Karnataka region.

Each startup stall received an impressive average of 433 visitors over the course of the event. The participating startups collectively generated a total revenue of approximately ₹5,24,000, showcasing the tangible commercial benefits of the pavilion. On an average, each startup earned ₹4,000 during the event. Individual startup's revenue ranged from ₹1,500 to ₹40,000. Startups have successfully established 22 Business-to-Business (B2B) and 1104 Business-to-Customer (B2C) connections, paving the way for future collaborations, partnerships, and scaling opportunities. This connection not only contributed to immediate sales but also laid the foundation for long-term brand loyalty and market expansion.

Introduction

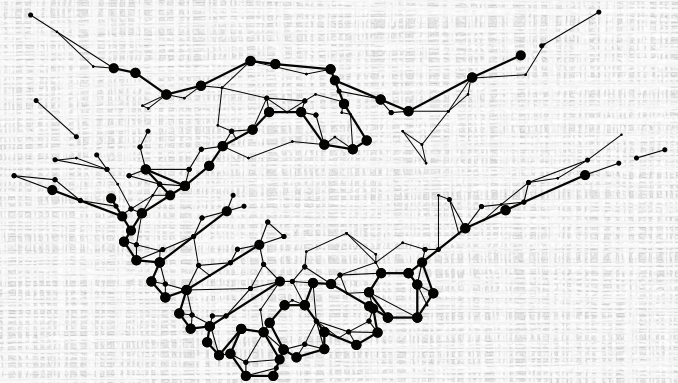
About University of Agricultural Sciences Dharwad (UASD):

The University of Agricultural Sciences Dharwad (UASD) is a prominent agricultural university located in Dharwad, Karnataka State, India. The University of Agricultural Sciences, Dharwad was established on October 1, 1986. The University has 5 Colleges, 27 Research Stations, 6 Agriculture Extension Education Centers, 6 Krishi Vigyan Kendras and ATIC. The University has its jurisdiction over 7 districts namely Bagalkot, Belgaum, Bijapur, Dharwad, Gadag, Haveri, and Uttar Kannada in northern Karnataka. Greater diversity exists in soil types, climate, topography cropping and farming situations. The jurisdiction includes dry-farming to heavy rainfall and irrigated area. Important crops of the region include sorghum, cotton, rice, pulses, chilli, sugarcane, groundnut, sunflower, wheat, safflower etc. The region is also known for many horticultural crops. Considerable progress has been registered in the field of education, research and extension from this University.

About KRISHIK Agri Business Incubator:

University of Agricultural Sciences (UAS), Dharwad has been designated as a Knowledge Partner for the implementation of the RKVY-Innovation and Agri-entrepreneurship Programme (formerly RAFTAAR), launched by the Ministry of Agriculture and Farmers Welfare, Government of India, in 2019. Since its inception, the KRISHIK-ABI at UAS Dharwad has made significant achievements in supporting over 100 start-ups with funding of ₹10.85 crore, trained over 300 incubates, generated ₹4230.45 lakhs of revenue, and created 632 employment opportunities, including 20 women-led startups.

However most of the startups are facing challenges in marketing and scale up. Hence National Agri Startup Expo was organized on 27 and 28 December 2024 at University of Agriculture Sciences, Dharwad to facilitate networking, marketing and scale up.



This event aims to:

Facilitate B2B and B2C connections for agri and allied sector startups

Foster collaborations and networking opportunities

Position startups for sustainable growth and scalability

Explore innovative funding models

Share best practices in agri-innovation through knowledge sessions



NATIONAL
Agri **STARTUP**
EXPO-2024
(NASE-24)

Visitors for National Agri-Startup Expo-2024

153 Incubators/
Founders/RABI

502 FPO (Farm produce
Organisations)

250 DEASI (Diploma
in Agricultural
Extension Services
for Input Dealers)

92 Farm Women

58 Faculty
and students of
Farm University

36
Farmers

178 UAS-D Students
& Staff

1655 Students from
Engg/Management
colleges

4500 Other local visitors

The National Agri-Startup Expo 2024 (NASE-24) attracted a diverse audience, showcasing its significant impact on fostering innovation and collaboration in the agricultural ecosystem. Among the attendees were 153 incubators and startup founders representing various RABIs, bringing their innovative ideas and entrepreneurial zeal to the forefront. The event also engaged 502 members from Farmer Producer Organizations (FPOs), creating a platform for collective action and shared learning in agri-business ventures. A notable presence was seen from 250 DEASI representatives, emphasizing the growing involvement of development agencies in driving agricultural innovation.

92 farm women and 58 faculty members and students from agricultural universities and 178 UAS-D students and staff from constituent colleges participated in the NASE-2024. The event garnered significant interest from educational institutions, with 1,655 students from engineering and management colleges exploring the convergence of technology and agriculture.

The Expo further attracted 4,500 local visitors, including entrepreneurs, general public, underlining the broad appeal of the event and its potential to inspire community involvement in agriculture and allied sectors. The wide-ranging participation underscored the Expo's success as a comprehensive platform for showcasing innovations, fostering partnerships, and building a future-ready agricultural ecosystem.





The National Agri-Startup Expo 2024 (NASE-24) witnessed a remarkable representation from across India, reflecting its national significance and the diverse interest in fostering innovation in the agricultural sector. Participants from 9 states showcased regional advancements and unique solutions tailored to local agricultural challenges, fostering a rich exchange of ideas and practices.

The event also saw active participation from 8 State Agricultural Universities (SAUs), 6 prestigious National Institutes brought their expertise to the expo, further enriching the discussions and collaborations with cutting-edge knowledge and technologies.

In addition to these academic and institutional participants, key organizations such as Karnataka State Agricultural Produce Processing and Export Corporation (KAPPEC), Agrinnovate India, NABARD, Open Network for Digital Commerce (ONDC), IIT Delhi, GINSERV and KDEM were among the 6 other major contributors. Their presence underscored the multidisciplinary approach required to address agricultural challenges and highlighted the collaborative efforts of government bodies, financial institutions, technology providers, and academic organizations in advancing the sector. This diverse representation significantly enhanced the Expo's impact, fostering a holistic ecosystem for agricultural innovation and entrepreneurship.

Representation from

No

States

09

(Karnataka, Maharashtra, Telangana, Tamilnadu, Kerala, Punjab, Gujarat, Delhi, and Bihar) (30 District)

State Agriculture Universities (SAU)

08

(KAU, Kerala, NG Ranga-Tirupati, IGKV-Raipur, JNKVV-MP, AAU-Gujrat, AAU-Assam, CCS-NIAM, BAU-Bihar)

National Institutes

06

(MANAGE, IIT-Varanasi, IVRI-UP, NaaVic-Banglore, CIRCOT-Mumbai, NRRI-Odisha)

Others

06

(KAPPEC, Agrinnovate, NABARD, ONDC, IIT-D, KDEM)



Programme Schedule

The NASE scheduled programme features a diverse array of activities designed to foster innovation, collaboration, and growth in the sector. Key highlights include:

Technical Session 1

Commercialization of Innovation: Public Private Partnership

Speaker: Dr. Praveen Malik

CEO, Agrinnovate India Ltd., NASC Complex, New Delhi

Praveen Malik CEO, Agrinnovate India Ltd highlighted the role of Agrinnovate India Ltd., the commercialization and innovation arm of the Indian Council of Agricultural Research (ICAR). He explained that the organization is dedicated to promoting agricultural innovations and transforming them into commercially viable products and services. Agrinnovate India Ltd. serves as a vital link between research and the marketplace, facilitating the adoption of advanced technologies to drive progress in the agriculture sector.

Key Functions of Agrinnovate India Ltd.:

- **Technology Commercialization:** Agrinnovate acts as a facilitator for the commercialization of agricultural innovations developed by ICAR institutes and other research bodies. It helps in transferring research outcomes to private companies, startups, and entrepreneurs for further development and market penetration.
- **Incubation and Startups Support:** The organization supports agricultural startups through incubation services. This includes providing access to research, infrastructure, mentoring, and funding opportunities to accelerate growth. Agrinnovate plays an instrumental role in fostering an entrepreneurial ecosystem in agriculture.
- **Research and Development (R&D):** Agrinnovate collaborates with public and private sector entities to drive joint R&D projects in areas such as agri-biotech, crop protection, seed technology, irrigation solutions, and agricultural machinery. It also facilitates the development of new products, such as bio-fertilizers, pest management solutions, and precision farming tools.
- **Technology Transfer:** Agrinnovate acts as an intermediary between research organizations and private sector players. It ensures the smooth transfer of technologies that have commercial potential. The company manages Intellectual Property Rights (IPR), ensuring fair licensing agreements and royalty distribution for innovations.

Technical Session 2

Bridging the Gap: Branding and Digital Integration

Speaker: Mr. Prasanna Kulkarni

Co-founder, Think Media Corp., Hubballi

Mr. Prasanna Kulkarni, Co-founder of Think Media Corp., Hubballi, shared insights on key strategies for businesses aiming to remain competitive and build strong connections with their audiences in today's rapidly evolving digital landscape. He emphasized that



“branding” involves how a company positions itself in the market, crafts its identity, and conveys its core values. Meanwhile, “digital integration” focuses on leveraging digital tools and channels to amplify the brand’s visibility, foster engagement, and streamline business operations.

Technical Session 3

Growth without Burnout- How to Scale your Startup Smartly

Speaker: Mr. Ram Subramanian

Serial Entrepreneur, Hubballi

Mr. Ram Subramanian, a serial entrepreneur from Hubballi, shared valuable insights on key considerations for entrepreneurs aiming to scale their businesses effectively. He emphasized the importance of pursuing growth that is both strategic and sustainable, ensuring that neither



the entrepreneurs nor their teams and resources are overstretched. While scaling a startup can open doors to greater success, it also brings unique challenges. Mr. Subramanian highlighted the risks of burnout, inefficiencies, and excessive pressure, underscoring the need for careful planning and execution to navigate the scaling process successfully.

Panel Discussion on Harnessing Investment Opportunities for Startups

Moderator: **Mr. Girish Hiremath**
COO, Ginserv, Bangalore

Panelists: **Mr. Balaji**
Founder and CEO Momentum, Hubli, Karnataka

Dr. Ravi Shankar
Director, Gram Paathashala, Chennai

Mr. Anand Kadkol
Freelancer and Co-founder of Netwrk.store,
investor in agri bid

Mr. Mayur Kamble
Assistant General Manager, NABARD, Dharwad

Speakers	Questions on Current Gaps in Investor Readiness	Answers
Mr. Balaji	What are the most common gaps you observe in early-stage agritech startups during their investor pitch?	Early-stage agritech startups often fail to clearly articulate their value proposition, market potential, and scalability while overlooking key elements like competitive analysis, financial projections, and go-to-market strategies. Additionally, insufficient validation of their solution and inadequate emphasis on team capabilities or ESG impact further weaken investor confidence.
	How can startups in tier-2 regions like Dharwad overcome challenges related to financial modeling and business planning?	Startups in tier-2 regions like Dharwad can overcome challenges in financial modeling and business planning by leveraging local incubation centers, government schemes, and mentorship programs to access expertise and resources. Additionally, collaborating with industry experts, attending workshops, and utilizing digital tools for financial projections and business strategy can help bridge gaps and build robust, investor-ready plans.

Mr. Anand Kadkol	Where do you think early-stage startups often falter in connecting with real customer needs (Product-Market Fit)?	Early-stage startups often falter in connecting with real customer needs by relying too heavily on assumptions rather than gathering direct feedback from potential customers. They may focus on creating a product based on perceived solutions, rather than validating the product-market fit through customer interviews, surveys, or pilot testing, leading to a mismatch between the product and actual market demand.
	How important is design and branding for B2C agritech startups, and what are your suggestions for improvement?	Design and branding are crucial for B2C agritech startups as they help differentiate the product in a competitive market, establish trust, and appeal to consumers' emotions. To improve, startups should focus on creating a strong, consistent visual identity, including user-friendly designs, clear messaging, and a brand story that resonates with the target audience, while leveraging digital platforms to build brand awareness and engage consumers effectively.
Dr. Ravi Shankar	What role does technology like AI/ML play in validating Product-Market Fit for agritech startups?	Technology like AI and machine learning plays a critical role in validating product-market fit for agritech startups by analyzing large datasets to identify patterns, trends, and customer behavior. These technologies enable startups to optimize their products based on real-time insights, predict customer needs more accurately, and refine their offerings to ensure they align with market demands, ultimately enhancing the likelihood of achieving product-market fit.
	How can startups leverage data-driven insights to refine their prototypes and scale effectively?	Startups can leverage data-driven insights to refine their prototypes by continuously collecting feedback from early users, analyzing usage patterns, and identifying pain points or areas for improvement. By using this data to iterate on their product design, optimize features, and adjust their business strategies, startups can make informed decisions that enhance the user experience and scalability, ensuring they are aligned with market demands as they scale.
Mr. Mayur Kamble	From NABARD's perspective, what elements should an agritech startup address before seeking government grants or funding?	From NABARD's perspective, agritech startups should address key elements such as having a clear and scalable business model, demonstrated market potential, and a well-defined product that addresses specific agricultural challenges. Additionally, startups should present a sound financial plan, robust technical feasibility, a capable management team, and evidence of the social and environmental impact their solution can create, as these factors are critical in securing government grants or funding.

Speakers	Actionable Strategies for Scaling and Attracting Investment	Answers
Mr. Balaji	What strategies do you recommend for startups to present unit economics and competitive analysis effectively during pitches?	To present unit economics effectively, startups should clearly outline the cost structure, pricing strategy, and margins, demonstrating how they plan to achieve profitability at scale. For competitive analysis, startups should provide a detailed overview of the competitive landscape, highlighting their unique value proposition, differentiation, and how they compare in terms of pricing, features, and market position, using data to back up their claims and showcase their competitive edge.
	How important is demonstrating customer traction, even at an early stage?	Demonstrating customer traction, even at an early stage, is crucial as it provides validation that the product or service addresses real market needs and has potential for growth. Early traction, such as user engagement, pilot results, or early sales, builds investor confidence, showing that the startup is not just an idea but has proven demand and the ability to scale.
Mr. Anand Kadkol	What storytelling techniques can startups use to make their pitches more compelling to investors?	Startups can enhance their pitches by framing the narrative around a relatable problem and showcasing how their solution addresses it, along with sharing customer success stories and future growth potential. Personal anecdotes and the journey of overcoming challenges help create an emotional connection with investors.
	What local resources or mentors can startups tap into for branding and design support?	Startups can tap into local resources such as design colleges, industry-specific incubators, and government-supported innovation centers for branding and design support. Additionally, local mentors, experienced entrepreneurs, and freelance designers with expertise in branding can provide valuable guidance in shaping a strong visual identity and market positioning.
Dr. Ravi Shankar	How can startups align their prototypes with investor expectations, ensuring scalability and market relevance?	Startups can align their prototypes with investor expectations by ensuring the product addresses a significant problem and is scalable for a large market. Demonstrating real user validation, a strong go-to-market strategy, and adaptability to market changes will further increase investor confidence in the prototype's potential.
	Could you share an example where strong operational readiness helped a startup secure funding?	A precision farming startup secured funding by demonstrating strong operational readiness, with a tested prototype and an efficient supply chain in place. Investors were impressed by the startup's clear scaling roadmap and its ability to execute the business model effectively.

Mr. Mayur Kamble	What are the key elements NABARD looks for in startups applying for climate-resilient project funding?	NABARD looks for climate-resilient projects that demonstrate clear environmental impact, long-term sustainability, and the ability to mitigate climate risks. Startups must also present a solid financial plan, scalability, and community involvement to qualify for funding.
	How can startups better utilize networks like NABARD to access national and global markets?	Startups can leverage networks like NABARD by participating in its programs and events that provide exposure to national and global markets. By tapping into NABARD's industry connections and funding opportunities, startups can gain access to valuable resources and partnerships to scale and expand their reach.

Speakers

Rapid-Fire Round Future Trends and Advice

Answers

Mr. Balaji	If you could invest in one agritech trend for the next decade, what would it be?	Invest in one agritech trend for the next decade, it would be precision agriculture using AI and IoT to optimize resource use and crop yields. This technology has the potential to reduce waste, increase efficiency, and promote sustainability, transforming the future of farming.
Mr. Anand Kadkol	What's one mistake startups should avoid when approaching customers?	One mistake startups should avoid when approaching customers is failing to listen to their needs and feedback, instead pushing a product based on assumptions. This often leads to a mismatch between the solution offered and the actual problem, reducing customer engagement and hindering growth.
Dr. Ravi Shankar	What's your top tip for using AI to refine business models?	Using AI to refine business models is to leverage data analytics and machine learning to gain insights into customer behavior, market trends, and operational inefficiencies. This enables startups to make informed, data-driven decisions that optimize their products and strategies for better scalability and market fit.
Mr. Mayur Kamble	What's one untapped area in agriculture you see as a goldmine for startups?	An untapped area in agriculture that could be a goldmine for startups is the development of sustainable solutions for food waste reduction and repurposing. Startups focusing on converting food by-products into valuable products, like animal feed or biodegradable packaging, can address key environmental and economic challenges in the sector.

Exhibition

Innovators, startups and established organizations exhibited Innovative technologies, products and services which offered the attendees a chance to explore groundbreaking innovations in the agriculture and allied sector.



Glimpses of the Startups exhibiting their innovative products and technologies

Sector-wise Startups Exhibited in NASE-24

A) Startups on food processing and value addition

Sl. No.	Startup/Company	Product
1	One Bee Organic LLP, Vadodara, Gujarat	Apiculture
2	Beeja Botanicals, Sirsi	NTFP based self care products
3	Sossa Pvt. Ltd, Belagavi	Organic bottled Sugarcane juice
4	FPC Global Pvt. Ltd, Nipani	Ayurvedic bath soaps
5	Shri Pruthvi Agro Food Products LLP, Gadag	Mushroom byproducts
6	Farmfreshorganics, Sorab, Shimoga	Mushroom byproducts
7	Sri Ram Home Products LLP, Sirsi	Powdered food products
8	Deeksha Food Products, Siddapur, Uttara Kannada	Jackfruit powder products
9	Haridhvarna Agro LLP, Sirsi	Supplimentry food products
10	Prishigo Foods & Beverages Pvt. Ltd, Periyakulam, Theni	Millet bite
11	Bhagyashree Bee Equipments Center, Yellapura, Uttara Kannada	Bee wax sheet
12	Sidharth Agro Marketing & Logistics Pvt. Ltd, Raipur, Chhattisgarh	Millet products
13	Purple Springs, Madanapalle, Andhra Pradesh	Saffron products

14	Shree Annapurneshwari Food Products, Gadag	Kaddi chilli malsal powder
15	MISIRI Foods LLP, Sirsi	Bee hive
16	Shree Aarogya Food & Beverages Products, Davangere	Millet byproducts
17	F&F Farmers First LLP, Dharwad	Automated Beehive Box
18	GrainAnalyser, Bathinda, Punjab	Food grain quality analyser
19	Agrider Biotech LLP, Bagalkot	Millet based beverages
20	Healthspire, Surat, Gujarat	Food product
21	Krishitattva Agtech Pvt. Ltd(ME2MILLET), Anand, Gujarat	Millet products
22	Biological Research Innovation Center and Solutions LLP, Avalahalli, Anjanapura	Starin remover
23	Pimani Udyog India Pvt. Ltd, Sangli, Maharashtra	Dehumidifier
24	Rajwardhini Nutricare and Foods, Nashik, Maharashtra	Baby food product
25	Gourai Agro, Vishrambhag, Sangli	Processed fruits and vegetables
26	Prafulla Winery Pvt. Ltd, Kolhapur, Maharashtra	Beetroot healthy wine
27	Arde Patil Pharma Pvt. Ltd, Kolhapur, Maharashtra	Ayurvedic medicines
28	Vasundhara Shashwat Shetimaal Utpaadak va Prakriya Sanstha, Sangli, Maharashtra	Organic jaggery

29	Jorium Endeavours, Bengaluru	Chemical free soaps
30	Alunt Agro Products Pvt. Ltd, Pune, Maharashtra	Garllium (Black Garlic)
31	Smaran Udyog Pvt. Ltd, Maharashtra	Fast moving consumer goods
32	Urber Nature Pvt. Ltd, Odisha	Bioplastic
33	Farm Gulp Private Limited, Yellapur, Uttara Kannada	Bio Tan
34	Village Honey, Sirsi	Royal honey powder
35	Enviroveda Innovations Pvt. Ltd, Dandeli	Value added product
36	Karbokisaan - Mukund Agritech & Research Pvt. Ltd, Bengaluru	Super foods
37	R.A.C Chocolate Ind. LLP, New Delhi	Frugal fruit chocolate
38	Zen Agro Foods, Hubballi	Millet based ready to eat
39	King of Oyster Manufacturing and Marketing Pvt. Ltd	Mushroom value added products
40	Amoghi Organic Jaggery Unit Nagarah, Mudhol	Organic jaggery
41	Spicehaven, Bagalkot	Value added product
42	Mommy Mills Foods Private Limited, Mysore	Food products

B) Startups on Waste to wealth

Sl. No.	Startup Name	Product
1	Esha Sutram LLP, Sarsa, Gujarat	Banana fiberloom product
2	Agrobites Green Venture Pvt.Ltd, Surat	Banana based natural products

3	Pollan Fertilizer Pvt. Ltd, Junagadh, Gujarat	Organic agro input
4	Bioman Technologies Pvt. Ltd, Bengaluru	Organic manures
5	Bhoomi Agri Ventures, Shivamogga	Natural leather
6	Larveo LabsPvt. Ltd, Mudigere, Chikkamagaluru	Organic manure
7	Maitri Home Products, Sonda, Sirsi	Natural colours
8	SootheEarth LLP, Pune, Maharashtra	Paper products
9	Arudha Agrifarm Services, Dharwad	Biodegradable mulching mat
10	Bhojpatta Agripreneur Pvt.Ltd, Saran, Bihar	Paper plates
11	Adindistech Pvt. Ltd, Bengaluru	Floor cleaner
12	Dharani Biotech, Sirsi	Home cleaner
13	Sukhitvam Care Pvt. Ltd, Mysore	Banana fiber pads
14	Forecast Agrotech Innovations Pvt. Ltd, Pune, Maharashtra	Organic fertilizer
15	Rubber Engineers Enterprise, Thrissur, Kerala	Rubber based garden pots
16	ASAIR Green-O-Lands Pvt. Ltd, Tenkasi, Tamil Nadu	Biodegradable cutlery
17	WeWake IndiGreen Pvt. Ltd, Pune, Maharashtra	Bioplastic
18	Cottonguru Textiles LLP, Mumbai, Maharashtra	Pellets & biochar
19	Kannalware Products, Tiruppur, Tamilnadu	Biodegradable tumblers

C) Startups on farm mechanization

Sl. No.	Startup/Company	Product
1	Rudranjali Innovative Agritech - Krushikranti, Maharashtra	Sugarcane mini Harvester
2	5 Ventures, Bengaluru	Food adultration detector
3	Kakud Post Harvest Pvt. Ltd, Harapanahalli	Cold storage unit
4	Kissanconnect LLP, Belagavi	Cultovator
5	Adaptive Agritech Solutions Pvt. Ltd, Belagavi	Fertiliser application device
6	Jakaru Technologies OPC Pvt. Ltd, Guwahati, Assam	Multipurpose farm machine
7	Krishitharanga Farmtech LLP, Vijayapura	Solar nipping machine
8	Suryanirbhar Agritech Pvt. Ltd, Bengaluru	Battery operated intercultiator
9	Agrimitra Plug-in LLP, Belagavi	Sprout weeder
10	Lofty Agrotech, Salem, Tamil Nadu	Agriculture drone
11	Shree Marut E-Agrotech Pvt. Ltd, Ahmedabad, Gujarat	Battery operated electric tractor
12	Dwali Pvt. Ltd, Hubballi	Pneumatic seperator
13	Krishi Hrudyta Pvt. Ltd, Bisuvanahalli, Bengaluru	IoT based farm automation unit
14	Agrozen Precision Tools LIP, Bengaluru	Secateur for grape growers
15	Wide Mobility Mechatronics Pvt. Ltd, Hubballi	Scanner for fruit fly

16	SuggiVeer Innovations, Hubballi	Complete crop harvester
17	Tayibeeru LLP, Huvinahadagali	Multi power saver for flour mills
18	Greinventek Pvt. Ltd, Jalna	Agri drone
19	Setu Agrobiotech and Textile Industry Pvt. Ltd, Kolhapur, Maharashtra	Hydroponic system
20	Sanrajya Agro India Pvt. Ltd, Kolhapur, Maharashtra	Sugarcane planting machine
21	Farmland Industries India Pvt. Ltd, Shivamogga	Multifunctional tractor
22	Michanologia Enterprises, Nagpur	Ginning machine
23	EagleEye Drones Pvt. Ltd, Mysuru	Drones
24	Chandra Siri Farm Agritech LLP, Mudhol	Sugarcane harvester
25	Kalpik Agroteh LLP, Maharashtra	Cow dung collecting machine

D) Startups on IoT and App

Sl. No.	Startup/Company	Product
1	Pequrel Technologies Pvt. Ltd, Hubballi	Advanced adaptable agricultural systems
2	Agrikart Organics Pvt. Ltd, Dharwad	App for marketing organi products
3	KH24 Agro Venture Pvt. Ltd, Indore, Madhya Pradesh	Kissan app
4	Grape Master, Nashik, Maharashtra	App for grape growers
5	WeatherCast Solutions Pvt. Ltd, Mumbai, Maharashtra	App for weather forecast

6	Areka Karmik Pvt. Ltd, Sirsi	App for arecanut growers
7	Bio Electro Lead, Bengaluru	App to repel birds
8	Vishvaksenah Herbs & Aromatic Pvt. Ltd, Ghaziabad, Uttar Pradesh	Herbal products
9	Unikisan AgroTech Pvt. Ltd, Nagpur	App for organic growers
10	Gavyam Gentech Pvt. Ltd, Gujarat	App for tracking livestock health and productivity
11	Pravinya Infotech, Hubballi	App for seed quality and germination
12	Smart Sampark, Belagavi	Kissan app
13	eBizzyy, Belagavi	eBizzyy app
14	E-Agricraft Livlink Pvt. Ltd, Bengaluru	Agritech App/ platform
15	Farmaculture, Shivamogga	Self life detection device
16	OneShell, Bengaluru	Billing app
17	Samath Global Food Consultants, Hyderabad, Telangana	Food consultancy services

E) Startups on livestock medicines and nutrients

Sl. No.	Startup/Company	Product
1	Nutrica Supplements LLP, Dharwad	Animal feed supplements
2	Nutriplus Foods Pvt. Ltd, Bagalkot	Animal feed supplements
3	MSLV4 Endurance Pvt. Ltd, Mysuru	Pet products
4	Biosouk Life Sciences LLP, Bengaluru	Adulterants detection in milk
5	DelyFresh Farm Tech Pvt. Ltd, Patna, Bihar	Veterniry service at single platform

6	Hydrogreens Agri Solutions Pvt. Ltd, Bengaluru	Hydroponic fodder
7	LK Vet Care Pvt. Ltd, Pune, Maharastra	Artificial insemination kit
8	Aamrut Foods & Herbs (I) Pvt. Ltd, Pune Maharastra	Feed suppliment
9	Kodo Premium Feeds Pvt. Ltd, Dharwad	Feed out of silk worm puppae

F) Startups on crop management

Sl. No.	Startup/Company	Product
1	Desai Organic Agro Solutions LLP, Belagavi	Hortipuncture
2	Future Biotech Pvt. Ltd, Dharwad	Biofertilizers
3	Divya Agros, Bengaluru	Organic manure
4	Gmsig (Opc) Pvt. Ltd, Bhagalpur, Bihar	Ureactivator fertilizer
5	Krishi Sai Ekatha Pvt. Ltd, Bengaluru	Biofertilizers
6	Rashvee International Phytosanitary Research and Services Pvt. Ltd, Bengaluru	Herbal termite repellents
7	Citron Field Agro, Sirsi	Entomopathogenic nematodes for pest control
8	Tropical Farms and Agro Solutions, Hubballi	Polyhouse for vegetables
9	Diagopreutic Pvt. Ltd, Goa	Pathogen diagnostic kits
10	Msaf Bio Organics Pvt. Ltd, Anand, Gujarat	Organic soil amendments
11	Arhat Agro Solutions Pvt. Ltd, Belagavi	Single eye bud sugarcane seedlings

12	Durga Nursery, Vijayapura	Bench grafted grape seedlings
13	Bhosale Brothers LLP, Pune, Maharashtra	Plant box
14	Bioorgo - Kempmann Bioorganics LLP, Bengaluru	Lures and trap systems
15	Shreel-Surya Research Private Limited, Kolhapur, Maharashtra	Bioinaculants
16	Achyutha Innovations, Tumakuru	Biosuppliments to enhance self life
17	Fala Tech Pvt. Ltd, Hubballi	AI based fertigation
18	Sirigiri Corporate Pvt. Ltd., Hubballi	Fertilizer

Total stalls exhibited at the Expo: 158

Sl. No.	Stalls category	No.
1	Agri and allied related startups	130
2	Incubators	4
3	Associated Organizations/ Sponsors	10
4	UAS-D Technology Stall & Agro Innovate	10
5	Registration Desk/ B2B Center	4

The Agri-Startup Expo 2024 witnessed the participation of 130 agri and allied sector startups, showcasing innovative solutions aimed at revolutionizing agriculture and related industries. These startups displayed groundbreaking technologies and products. The event was supported by four incubators, providing the necessary mentorship and guidance to the startups, and ensuring the expo served as a platform for growth and collaboration. Additionally, ten associated organizations and sponsors played a pivotal role in enhancing the scope and scale of the event, facilitating a robust network for the participating entrepreneurs.

The University of Agricultural Sciences, Dharwad, hosted a dedicated Technology Stall along with the Agro Innovate pavilion, showcasing 10 cutting-edge UAS-D technologies, including research breakthroughs and innovations developed in-house. These stalls became a focal point for knowledge sharing, drawing the attention of stakeholders from across the agricultural ecosystem. To streamline activities and enhance business opportunities, a well-organized Registration Desk and B2B Center was set up with four counters, facilitating smooth registration for participants and enabling meaningful interactions through dedicated business-to-business meetings. This comprehensive arrangement ensured a seamless and enriching experience for all attendees.

B2B Networking Opportunities: Dedicated platforms for businesses to connect, collaborate, and explore potential partnerships, fostering a robust ecosystem of innovation and entrepreneurship.

Speakers & Investors



Dr. P.L. Patil

Vice-Chancellor, UAS, Dharwad



Dr. Praveen Malik

CEO, Agrinnovate India Limited, A Government of India Enterprise, NASC Complex, New Delhi



Mr. Girish Hiremath

COO, GINSERV, Bangalore



Mr. Mayur Kamble

AGM-District Development NABARD, Dharwad



Dr. Ravi Shankar

Director, Gram Paathashala, Chennai



Mr. Prasanna Kulkarni

Co-founder, Think Media Corp., Hubballi



Mr. C. M. Patil

CEO, Krishi Kalpa



Mr. Ram Subramanian

Serial Entrepreneur, Hubballi

Speakers & Investors



Dr. Satischandra Chintamani

ED, Institute for Agricultural Technology and Finance Management



Mr. Avinash Kumar Choudhary

Outreach Manager, ONDC, New Delhi



Shri. Mahesh Patil

CEO, NV-Eco-Farm, Goa



Mr. Anand Kadkol

Freelancer and Co-founder of Network.store, investor in Agri bid



Dr. G S Dasog

Chairman, SIC, KPUAS, Dharwad



Mr. Balaji

Founder and CEO Momentum, Hubli, Karnataka



Mr. Azhar Yakkundi

Associate at Arali Ventures



Mr. Jeevan M

Manager, SPMU-PMFME, KAPPEC, Bengaluru

Outcome of NASE-2024

The Startup Pavilion at Krishi Mela 2024 showcased innovative agri-startups and their cutting-edge products to a diverse audience. Below is a detailed analysis of the performance metrics:

Visitor Engagement

Average Visitors per Stall:

Each startup stall received an impressive average of 433 visitors over the course of the event. This high footfall highlights the significant interest from the agricultural community, stakeholders, and general attendees in exploring innovative solutions.

Revenue Generation

Total Revenue Generated:

The participating startups collectively generated a total revenue of approximately ₹5,24,000, showcasing the tangible commercial benefits of the pavilion.

Average Revenue per Startup:

On average, each startup earned ₹4,000 during the event. Individual revenues ranged from ₹1,500 to ₹40,000, depending on the startup's offerings, engagement, and sales strategy.

Networking Opportunities

B2B Connections Established:

Startups successfully established 22 Business-to-Business (B2B) connections, paving the way for future collaborations, partnerships, and scaling opportunities.

B2C Customer Network:

The pavilion witnessed active participation from consumers, with startups building a direct network with 1,104 individual customers (B2C). This connection not only contributed to immediate sales but also laid the foundation for long-term brand loyalty and market expansion.

Testimonials:

The event was highly informative, offering valuable connections with startups and entrepreneurs in the agriculture and food processing sectors, alongside excellent accommodation and food facilities. I was particularly impressed with the panel discussions on scaling businesses and securing funding, and I would gladly participate in future events.

Dipen Parmar, Gavyam Gentech Pvt. Ltd.

The National Agriculture Startup Expo (NASE) 2024, organized by UAS Dharwad, was a great success, showcasing innovative agricultural solutions and facilitating valuable connections among startups, investors, and industry experts. The event highlighted the potential of emerging agricultural technologies and served as a platform for knowledge exchange and collaboration.

Dr M A Rashmi, Rashvee International Phytosanitary Research and Services Pvt. Ltd.

The interactions with other participants were highly informative and valuable in building connections across India.

Vivek Kempraj, BIOORGO - Kempmann Bioorganics LLP

It was a great initiative to bring together agri-startups, FPOs, SHGs, and farmers under one roof.

Koushik Udupa, Suryanirbhar Agritech

NASE 2024 provided a comprehensive platform to understand and connect with startups, fostering valuable insights and collaborations.

Raju Patil, Agrimitra Plug-In LLP

The arrangements were excellent, and having different types of startups meet in one place was highly informative. It was a great example of teamwork and hard work from the NASE team. We gained valuable knowledge from the technical sessions covering various aspects, and we are grateful to all the mentors who guided us.

R. Rameshkumar, Kannalware products

Organizers



Dr. S. S. Dolli

Prof & Head,
Dept. of Agril. Extension
PI and CEO, KRISHIK ABI,
UAS Dharwad



Dr. C. R. Patil

Prof. and Head,
Dept. of
Microbiology,
UAS Dahrwad



Dr. G. Basavaraj

Associate professor,
Dept. of Agricultural
Economics,
UAS Dharwad



**Dr. Hemalata
Poddar**

Prof. and Head,
Dept. of
Food technology,
UAS Dharwad



**Dr. Basavaraj
Bagewadi**

Assistant Professor,
Dept. of Food
Technology,
UAS Dharwad



Mr. Amrut Patil

Chief Operating
Officer



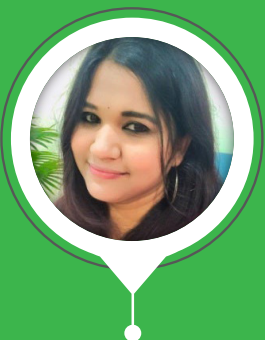
Dr. Laxmi N. Tirlapur

Manager Marketing and
Communication



Mrs. Manjula

Manager-Finance
and ICT



Mrs. Deepa Vastrad

Content Developer



Dr. Krishna Gudadur

Business Executive



Mr. Mahesh Patil

Business Executive



Sponsors:



RABI Partners:



ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
University of Agricultural Sciences, Dharwad

KRISHIK-AGRI Business Incubator
 RKVY - Innovation and Agri-Entrepreneurship Programme

NATIONAL AGRI STARTUP EXPO (NASE-2024)
ರಾಷ್ಟ್ರೀಯ ಅಗ್ರಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೊ

27 and 28 December 2024 **WELCOME TO ALL** Venue: Farmer's Knowledge Center

K-tech **STARTUP KARNATAKA** **KAPPEC** **ASHN** **SBI** **dhaRti**

ಧಾರವಾಡ: ಡಿಸೆಂಬರ್ 27ರಿಂದ ಧಾರವಾಡದಲ್ಲಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ

ಧಾರವಾಡ: ರಾಷ್ಟ್ರೀಯ ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯದಲ್ಲಿ, ಧಾರವಾಡ 27 ಮತ್ತು 28 ಡಿಸೆಂಬರ್ 2024 ರಂದು ರಾಷ್ಟ್ರೀಯ ಅಗ್ರಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ (NASE-2024) ಆಯೋಜಿಸಲಾಗಿದೆ. ಈ ಕಾರ್ಯಕ್ರಮವು ರಾಷ್ಟ್ರೀಯ ಅಗ್ರಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ (NASE-2024) ಆಯೋಜಿಸಲಾಗಿದೆ.

ಒಂದೇ ವೇದಿಕೆಯಲ್ಲಿ 200 ಸ್ಟಾರ್ಟಪ್‌ಗಳು ಪಾಲ್ಗೊಳ್ಳಲಿವೆ. ಸ್ಟಾರ್ಟಪ್‌ಗಳಿಂದ ಕೃಷಿ ಸಾವಿನೈತಗಳ ಪ್ರದರ್ಶನ ಮತ್ತು ಮಾರಾಟ ನಡೆಯಲಿದೆ. ವ್ಯವಹಾರ ಹೆಮ್ಮೆಕೊಳ್ಳಲು ಸ್ಟಾರ್ಟಪ್‌ಗಳೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸುವ ಅವಕಾಶ ಕೂಡ ಸಿಗಲಿದೆ.

ಈಕಾರಣಲೇ ಸ್ಟಾರ್ಟಪ್‌ಗಳ ನೋಂದಣಿ ಪ್ರಕ್ರಿಯೆ ಆರಂಭವಾಗಿದ್ದು, ಸ್ಟಾರ್ಟಪ್ ನೋಂದಣಿಗಾಗಿ <https://krishik-abiuasd.org/> ನಲ್ಲಿ ರೈಟ್ ಮಾಡಿ ನೋಂದಣಿ ಮಾಡಿಕೊಳ್ಳಬಹುದು.

73846 ರೀಟ್ 4 ಲೈಕ್ 0 ಕಾಮೆಂಟ್

ಧಾರವಾಡ: ಡಿಸೆಂಬರ್ 27ರಿಂದ ಧಾರವಾಡದಲ್ಲಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ

ಧಾರವಾಡ: ರಾಷ್ಟ್ರೀಯ ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯದಲ್ಲಿ, ಧಾರವಾಡ 27 ಮತ್ತು 28 ಡಿಸೆಂಬರ್ 2024 ರಂದು ರಾಷ್ಟ್ರೀಯ ಅಗ್ರಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ (NASE-2024) ಆಯೋಜಿಸಲಾಗಿದೆ.

ಒಂದೇ ವೇದಿಕೆಯಲ್ಲಿ 200 ಸ್ಟಾರ್ಟಪ್‌ಗಳು ಪಾಲ್ಗೊಳ್ಳಲಿವೆ. ಸ್ಟಾರ್ಟಪ್‌ಗಳಿಂದ ಕೃಷಿ ಸಾವಿನೈತಗಳ ಪ್ರದರ್ಶನ ಮತ್ತು ಮಾರಾಟ ನಡೆಯಲಿದೆ. ವ್ಯವಹಾರ ಹೆಮ್ಮೆಕೊಳ್ಳಲು ಸ್ಟಾರ್ಟಪ್‌ಗಳೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸುವ ಅವಕಾಶ ಕೂಡ ಸಿಗಲಿದೆ.

ಈಕಾರಣಲೇ ಸ್ಟಾರ್ಟಪ್‌ಗಳ ನೋಂದಣಿ ಪ್ರಕ್ರಿಯೆ ಆರಂಭವಾಗಿದ್ದು, ಸ್ಟಾರ್ಟಪ್ ನೋಂದಣಿಗಾಗಿ <https://krishik-abiuasd.org/> ನಲ್ಲಿ ರೈಟ್ ಮಾಡಿ ನೋಂದಣಿ ಮಾಡಿಕೊಳ್ಳಬಹುದು.

ಕನ್ನಡಪ್ರಭ

ಸುದ್ದಿ ಸಿಂಚನ

27, 28ರಂದು ರಾಷ್ಟ್ರೀಯ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ

ಧಾರವಾಡ: ಕೃಷಿ ಸಂವಹನ ಮತ್ತು ಫೋರ್ಟೋ ಕೇಂದ್ರ ದಿಂದ ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯದಲ್ಲಿ, ಡಿ. 27, 28ರಂದು ರಾಷ್ಟ್ರೀಯ ಅಗ್ರಿ ಸ್ಟಾರ್ಟಪ್ ಎಕ್ಸ್‌ಪೋ ರೈತರ ಜ್ಞಾನಾಭಿವೃದ್ಧಿ ಕೇಂದ್ರದಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿದೆ. ಮೇಲಿನಲ್ಲಿ 150-200 ಕೃಷಿ ಸ್ಟಾರ್ಟಪ್‌ಗಳು ಭಾಗವಹಿಸಲಿದ್ದು, ಕೃಷಿ ಸಂಬಂಧಿಸಿದ ಸಾಂಸ್ಕೃತಿಕ ಪ್ರದರ್ಶನ ಮತ್ತು ಮಾರಾಟ ಅಲ್ಲದೆ ವ್ಯವಹಾರ ಒಪ್ಪಂದಕ್ಕೆ ಅವಕಾಶವಿದೆ. ಸ್ಟಾರ್ಟಪ್‌ಗಳ ಪ್ರಾರಂಭ ಮತ್ತು ಅಭಿವೃದ್ಧಿಗಾಗಿ ಉತ್ತಮ ಮಾರ್ಗದರ್ಶನ ನೀಡಲಾಗುವುದು. ವಿವಿಧ ರಾಜ್ಯಗಳಿಂದ, ವಿವಿಧ ವಲಯಗಳಿಂದ ಆಹಾರ ತಾಂತ್ರಿಕ ಕೃಷಿ, ಸರಬರಾಜು ಸಹಕಾರ, ಸಾಮಾನ್ಯ ಕೃಷಿ, ಜೈವಿಕ ಕೃಷಿ ತಂತ್ರಜ್ಞಾನ, ಬಲಕ ಹಾಗೂ ಗಿಡಮೂಲಕಗಳ ವಿಷಯಗಳ ಸಂಬಂಧಿಸಿದ ಸ್ಟಾರ್ಟಪ್‌ಗಳು ಭಾಗವಹಿಸಲಿವೆ. ಮೇಲಿನಲ್ಲಿ ಕೇಂದ್ರ ಕೃಷಿ ಮತ್ತು ರೈತರ ಕಲ್ಯಾಣ ಸಚಿವ ಶಿವರಾಜುಂಗ ಚವ್ವಣಿ ಉದ್ಘಾಟಿಸಲಿದ್ದಾರೆ. ರಾಜ್ಯ ಕೃಷಿ ಸಚಿವ ಎಸ್. ಚವ್ವಣಿ ಅವರ ಸ್ವಾಗತ ಸಂದರ್ಭದಲ್ಲಿ, ಎಸ್. ಚವ್ವಣಿ ಪ್ರಕಟಣೆಯಲ್ಲಿ ತಿಳಿಸಿದ್ದಾರೆ.



www.krishik-abiuasd.org

