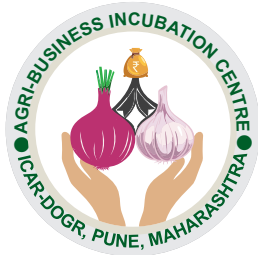


Idea to Impact: Inspiring Journey of Start-ups Incubated by ABI, ICAR-DOGR



ICAR-Directorate of Onion and Garlic Research
Pune-410 505, Maharashtra, India



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The Agribusiness Incubation (ABI) Center facilitates incubation, mentorship, and technical guidance to its incubatees. It also encourages and assist incubatees to undertake scientific testing, certification, and quality assurance of their products. However, ABI and ICAR-DOGR do not endorse, certify, or promote any specific product developed by the incubatees, especially those without proper scientific testing or valid test reports

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Foreword

It is heartening to witness the dynamic transformation unfolding in India's agricultural innovation ecosystem, where research, entrepreneurship, and technology are converging to create meaningful impact. The Agri-Business Incubation (ABI) Centre at ICAR-DOGR, Pune, stands out as a leading example of this change. Through its focused efforts, the Centre has nurtured promising start-ups, translating innovative ideas into viable agri-based businesses that are both economically and socially impactful.

The success of these start-ups is not a coincidence—it is the result of a well-structured support system that the ABI Centre has established over time. By offering handholding, mentoring, business facilitation, technical guidance, and access to state-of-the-art facilities, the Centre has created an enabling environment for entrepreneurs to overcome challenges and bring their ideas to fruition. Its initiatives ranging from training programs and investor meets to knowledge-sharing workshops have played a significant role in building essential entrepreneurial skills and bridging the gap between research and commercialization.

This publication, capturing the success stories of start-ups incubated at ICAR-DOGR, is a timely and commendable effort. Each story is a reflection of the centre's role in catalyzing innovation and fostering enterprise. More importantly, these success narratives underline how agricultural research, when combined with entrepreneurial zeal, can lead to tangible benefits such as rural employment, value addition, and sustainable development.

I take this opportunity to congratulate the team at ICAR-DOGR for their vision and dedication in building a robust incubation platform. I also extend my appreciation to all the entrepreneurs featured in this volume for their perseverance, creativity, and contribution to the agricultural innovation landscape.

I express sincere gratitude to the Indian Council of Agricultural Research (ICAR) for its unwavering support in promoting agri-entrepreneurship through the NAIF-ABI initiative. The continued growth of such centres reflects ICAR's broader commitment to transforming Indian agriculture through innovation, enterprise, and inclusive growth.

I am confident that this publication will inspire many more young minds to take the path of agri-innovation and create solutions that address real-world challenges.



A handwritten signature in purple ink, reading 'Dr. Neeru Bhushan'.

Dr. Neeru Bhushan

Dr. Vijay Mahajan

Director

ICAR-Directorate of Onion and Garlic Research,
Pune- 410505

Preface

Under the strong and forward-looking leadership of our ABI Centre, startups at ICAR-DOGR have not just grown but succeeded, turning smart ideas into real, successful businesses. The Centre has played an important role in supporting entrepreneurs by providing everything they need—guidance, mentorship, facilities, and help with business development. These resources have made it easier for new entrepreneurs to face challenges, learn how startups work, and bring their ideas to life.

The ABI Centre has created an active and supportive space where new ideas, teamwork, and learning are encouraged. It helped people from different fields work together, speed up the development of new products, and stay updated in fast-changing markets. With regular workshops, meetings with investors, and training programs, the centre builds important business skills and helps turn research into real products and services.

The results of the ABI centre's constant support can be seen in the strong growth and success of the startups it has helped. Their progress shows how the Centre is truly helping entrepreneurs succeed and grow in a way that benefits everyone. As the ABI Centre continues to grow and support new ideas, it is becoming an even more important part of the startup journey. In this bulletin, we have gathered and shared the success stories of the startups we have supported over the years. Our goal is to highlight the achievements of our incubatees and showcase how they have grown, overcome challenges, and made a positive impact. By sharing these stories, we hope to inspire others and celebrate the hard work, innovation, and progress that has taken place within our community.

We/I would like to express our sincere gratitude to all our incubatees for their continued trust, collaboration, and support. Their dedication, hard work, and innovative spirit have played a crucial role in making our journey a success. We truly appreciate their contributions and look forward to growing together in the future.

We/I sincerely thank the Indian Council of Agricultural Research (ICAR) for approving the ABI Centre at ICAR-DOGR, a forward-thinking initiative that has become a strong base for innovation and entrepreneurship in agriculture and related fields. ICAR's support has played a key role in building a platform that helps startups grow, supports research-based solutions, and connects science with business. The Centre has helped turn new ideas into successful businesses and has also supported rural development, job creation, and added value to agriculture. We are truly grateful to ICAR for its vision and continued support in building a strong ecosystem for agri-entrepreneurs.



A handwritten signature in black ink, appearing to read 'Vijay Mahajan'.

Dr. Vijay Mahajan

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About ICAR-DOGR

The ICAR-Directorate of Onion and Garlic Research (ICAR-DOGR), located in Pune, Maharashtra, is a premier national research institute under the Indian Council of Agricultural Research (ICAR). Established to address challenges in onion and garlic cultivation, the Directorate focuses on developing high-yielding, disease-resistant varieties and innovative cultivation practices to enhance productivity and sustainability in these crops.

ICAR-DOGR has developed and released several improved onion varieties, which are recommended for various agro-climatic zones across India. These varieties are known for their high yield potential, disease resistance, and suitability for different seasons, including kharif and rabi. ICAR-DOGR also developed several production, protection and post-harvest management technologies. In addition to varietal development, ICAR-DOGR emphasizes the commercialization of its research outputs through public-private partnerships. The Directorate also plays a pivotal role in capacity building and extension services. It organizes training programs for farmers on scientific onion cultivation, seed production, and processing techniques. Through its multifaceted approach encompassing research, commercialization, extension, and legal protection, ICAR-DOGR significantly contributes to the advancement of onion and garlic cultivation in India.

The ABI Centre at ICAR-DOGR is helping to promote entrepreneurship by creating a supportive environment for growth in agriculture and agri-tech. It provides new entrepreneurs with important resources like mentorship, access to the latest technology, and advice on building their businesses. By bringing research and industry together, the Centre helps startups turn their creative ideas into products that are ready for the market.

About PRARAMBH (AGRI-BUSINESS INCUBATION CENTRE)

The Agri-Business Incubation (ABI) Centre at ICAR-DOGR, established in 2019 under the National Agricultural Innovation Fund (NAIF), helps entrepreneurs turn their agribusiness ideas into successful ventures. It provides technical assistance, consultancy, infrastructure, and training, focusing on areas like organic farming, agri-clinics, biotechnology, food processing, and IoT in agriculture. Start-ups, new entrepreneurs, FPOs, and recent graduates can access services such as office and lab space, scientific support, business facilitation, and industry connections. The selection process includes an application, expert review, and MoU signing, with evaluation based on business potential, financial viability, and entrepreneur commitment. Once a venture becomes self-sustainable, secures investors, or completes the incubation period, it graduates from the program.

Role of ABI, ICAR-DOGR in mentorship and incubation

1. Mentorship and Guidance

Startups receive expert advice on business planning, product development, and market strategies. This helps refine ideas, avoid common pitfalls, and build a strong foundation for sustainable growth.

2. Access to Infrastructure

Incubators provide essential facilities like office space, laboratories, processing units, and storage. These resources reduce initial setup costs and enable entrepreneurs to focus on product development and operations.

3. Funding Support

Startups are assisted in securing seed funding, grants, or connections with potential investors. This financial support is crucial for covering early-stage operational costs and scaling efforts.

4. Networking Opportunities

Incubators facilitate connections with industry experts, government agencies, research institutions, and potential customers. Such networks open doors to collaborations, partnerships, and business opportunities.

5. Capacity Building and Training

Workshops and training sessions are organized on topics like entrepreneurship, agribusiness, value addition, and technology use. These programs enhance the skills and knowledge needed to run successful ventures.

6. Market Linkages

Startups receive support in identifying suitable markets at local, national, and international levels. This increases product visibility and helps establish strong sales channels.

7. Business Development Services

Support is offered in areas like legal compliance, intellectual property rights, branding, packaging, and marketing. These services ensure startups present their products professionally and remain competitive.

8. Technology Transfer

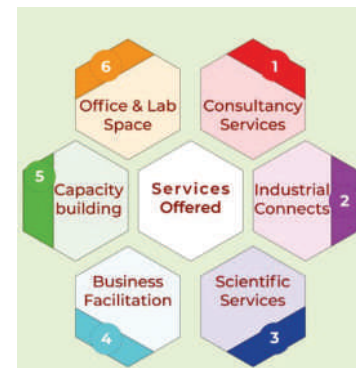
Innovations developed in research institutions are made available to startups for commercial use. This allows entrepreneurs to leverage cutting-edge technologies and improve product offerings.

9. Monitoring and Evaluation

The centre regularly tracks the progress of incubated startups and provides constructive feedback. This ensures businesses stay on course and make informed strategic decisions.

10. Support for Scaling Up

Startups are guided in expanding operations, increasing production capacity, and entering new markets. Sustainable growth strategies are emphasized to ensure long-term success.



Incubatee Profile



Sector

Innovative Food Technology



Incorporation Year: 2020

Registration as Incubatee
28-04-2023



Founder

Mrs. Manisha Suunil Ingawalay
Mr. Suunil Shamrao Ingawalay



Address

Renata Chambers, CTS No. 2145,
Vijayanagar Colony,
Sadashiv Peth, Pune,
Maharashtra, India 411030



Corporate Identity Number of the company

U24210PN2020PTC192704



Products/ services

Garllium (Black Garlic)



Contact Details: 7887890904



Email

sunilingawalay@gmail.com



Website

www.aluntagro.com



Alunt Agro: Transforming Garlic into Gold

Motivation/Identifying the problem

Mr. Suunil, belongs to a farmer's family in Alegaon, Daund Taluka, Pune, had always envisioned doing something innovative in agriculture. From a young age, he observed that garlic stored for 8-10 months often turned black or spoiled, leading to wastage. This inspired him to investigate the cause of blackened garlic and explore whether it had any potential uses. Through the internet search, he found that black garlic results from a specific heat treatment process. To his surprise, black garlic is more nutritious than fresh garlic and offers numerous health benefits. This revelation motivated him to pursue the idea of producing black garlic.

Achievements

After the trial, error and consultations, Suunil and his wife Manisha successfully developed black garlic. The product was tested for its nutritional value in lab, confirming its potential as a health product.

Recognizing the opportunity, he established *Alunt Agro Products Pvt. Ltd.*, a start-up dedicated to produce black garlic. Today, the company uses a unique process that makes their black garlic more affordable, nutritious and ready to eat healthy product.

Role of mentorship and incubation

Mr. Suunil credits ICAR-DOGR's ABI Centre for playing a pivotal role in his journey. The centre supported him with technical knowledge and lab testing for the nutritional analysis of black garlic. The centre also conducted sensory analysis to understand consumer preferences. Furthermore, the ABI Centre has facilitated funding efforts through ICAR-CIRCOT R-ABI, which resulted in grant of Rs. 20 lakh as financial assistance. Training programs at the centre provided insights into value-added products derived from onions and garlic, further enriching their entrepreneurial journey. Additionally, the incubation program facilitated product showcasing at various



agri exhibitions and Krishi Melas, enhancing market reach and visibility. Recognizing its success, the ABI Centre, with the support of DD Sahyadri, featured Alunt Agro's journey in the "Aamchi Mati Aamchi Manas" program. This platform not only highlighted the startup's growth story but also helped in showcasing its products and expanding its market reach.

Profits and returns

With a focus on affordability and quality, *Alunt Agro Products Pvt. Ltd.* has gained a competitive edge. Their black garlic is priced to cater to a broader audience, including the middle class. The company has generated a turnover of ₹6-8 lakh in just two years, showcasing steady growth and profitability.



Challenges

Despite their achievements, the company initially faced challenges in understanding the fermentation process and lacked technical knowledge. However, with the guidance of ICAR-DOGR ABI Centre, these hurdles were gradually overcome. Another challenge was gaining consumer trust for a relatively unknown product, which was addressed through extensive sensory analysis, market promotions and feedback mechanisms.

Future vision and goals

Both Sunnil and Manisha envision scaling *Alunt Agro Products Pvt. Ltd.* to make black garlic a household staple known for its health benefits. He aims to expand production capacity, introduce new value-added products, and secure a global market presence. With a strong foundation and continued support from institutions, he is confident that the company will achieve greater heights in the coming years.

Incubatee Profile



Sector

Food processing



Incorporation Year: 2022

Registration as Incubatee
28-04-2023



Founder

Mr. Siddappa Pujari



Address

At Post : Muttagi,
Tq: Basavan Bagewadi



**Corporate Identity Number
of the company**
U01100KA2022PTC67528



Products/ services

Gi Tagged Indi Lemon by
products and All vegetable
dehydration



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Email

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Website

www.palanduh.com



Power of farmers' collectives: Palanduh Farmer Producer Company's Journey in Agri-Entrepreneurship

Motivation/Identifying the Problem:

The Palanduh Farmer Producer Company Limited (FPC) was established in November 2022 in Vijayapura, Karnataka, to address the challenges faced by local farmers, especially onion cultivators. Farmers in the region were grappling with fluctuating market prices, lack of timely credit, and limited access to common facility centers. The FPC aimed to unite the farming community by creating a robust value chain, enhancing profitability, and enabling sustainable agricultural practices. Recognizing the potential of value-added processing, the FPC decided to focus on transforming local produce like onions and lemons into innovative value added products that cater to premium markets.

Achievements:

Since its inception, Palanduh FPC has achieved remarkable milestones. With over 1,008 members cultivating 12,000 acres of land, the FPC has successfully launched its

brand "VJOY" and introduced a range of value-added products, including dehydrated onion flakes, powder, and dehydrated lemon products. The FPC has also developed 50+ value-added products, conducted 15+ farmer training sessions, and participated in 13 national and state-level events and exhibitions. Furthermore, they have set up four procurement centres and delivered 8,100+ metric tons of onion and lemon produce.

Role of Mentorship and Incubation:

The success of Palanduh FPC can be attributed to the mentorship and support received from ABI, ICAR-DOGR, Department of Horticulture (GoK), and Selco Foundation. These organizations played a pivotal role in equipping the FPC with technical expertise, facilitating workshops on organic fertilizers, pest management, and post-harvest technologies. The ABI Center at ICAR-DOGR conducted training program on "Value chain management in Onion" on 28th June 2023 for the farmers of Palanduh



FPCL which helped them to business planning, value chain development, and market linkages and also empowered the members to adopt innovative practices, improve product quality, and scale operations effectively.

Profits and Returns:

The FPC's focus on value addition and direct market linkages has resulted in significant financial gains. With a turnover of Rs. 2 crore and a profit margin that has established a net worth of Rs. 1.2 crore, Palanduh FPC exemplifies how collective action can transform the fortunes of small farmers.



Challenges:

Limited access to timely credit and the absence of common facility centers were significant hurdles in the initial stages. Market price fluctuations posed a risk to farmers' incomes, potentially leading to losses.

Future Vision and Goals:

Looking ahead, Palanduh FPC is determined to expand its product portfolio and market reach. Plans are underway to establish linkages with supermarkets and explore export opportunities to tap into global markets. The FPC aims to invest in branding and advertising initiatives to enhance product visibility and attract a broader customer base.

Incubatee Profile



Sector

Farm Mechanization



Incorporation Year

2020

Registration as Incubatee

08-03-2024



Founder

Mr. Saurabh and Mr. Prasad



Address

A/P-Lakh road, Jatap, Deolali
Pravara, Maharashtra 413716



Corporate Identity Number of the company

AAU-5643



Products/ services

Onion transplanter



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Website

<https://spagro.co/>



Success Story of SP Agro Innovations: Transforming Onion Farming through Mechanization

Motivation and Identifying the Problem

SP Agro Innovations, based in Ahmednagar, Maharashtra, was co-founded in 2020 by Mr. Saurabh, an M.Tech graduate in Construction Management, and his partner Mr. Prasad, a B.A. graduate. Hailing from farming families, both were deeply connected to agriculture and keen observers of the challenges faced by farmers. Their active involvement in a farmers' club comprising 20 members allowed them to discuss and identify critical issues in farming. The major concern was labor shortages particularly for onion transplanting, which traditionally requires intensive manual effort for seed sowing on ridges. This challenge inspired them to develop innovative solutions to ease the burden on farmers.

Achievements

In response to the labor-intensive nature of onion transplanting, SP Agro Innovations developed a transplanter implement that

gained widespread attention and adoption among farmers. An article about their innovation published in *Agrowon* further boosted their popularity, resulting in increased demand for their equipment. Although they started their work in 2018, the company was officially registered in 2021 and launched as a Limited Liability Partnership (LLP). Their dedication paid off when they secured a ₹15 lakh grant under the RKVY RAFTAAR scheme. Today, their startup employs 25 people.

Role of Mentorship and Incubation

SP Agro Innovations' success was significantly supported by strategic collaborations and incubation programs. The company benefited from the mentorship and technical guidance provided by institutions such as ICAR-DOGR, IIM Kashipur, MAGIC Incubation Centre in Aurangabad, and the Atal Incubation Centre in Mumbai. These partnerships provided valuable insights, networking opportunities, and access to resources that accelerated their growth.

PLANTOMATE-Onion Transplanter

Profits and Returns

Since inception, Saurabh and Prasad demonstrated perseverance, reinvesting all their earnings into their startup while treating farming as their primary source of income. Despite challenges in the initial years, their commitment paid off, and they

now earn an average profit margin of Rs. 4 crore revenue in a single year after overcoming the breakeven point.

Challenges

The early years of SP Agro Innovations were marked by financial challenges and slow growth. However, Saurabh and Prasad remained resolute, leveraging their income from farming to support the development of their startup.

Future Vision and Goals

SP Agro Innovations aims to revolutionize onion farming by developing a comprehensive range of machinery for every stage of the production process from seed sowing to harvesting and grading. Their focus is on creating affordable, efficient, and farmer-friendly implements to enhance productivity and reduce labor dependency.



Incubatee Profile



Sector

ICT and IoT in Agriculture



Incorporation Year

2018



Founder

Ms. Kalyani Shinde



Address

A/P-Nashik, Maharashtra, India



Corporate Identity Number of the company

U72900PN2019PTC184137



Products/ services

Godaam Sense, Godaam Talk



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Website

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Revolutionizing Onion Storage: Godaam innovation

Motivation/Identifying the problem

Coming from a family of onion farmers, Ms. Kalyani was well aware of the extreme market fluctuations that could swing onion prices by as much as 800 percent, leading to significant financial instability for farmers. Motivated by her father's struggles and her desire to create a stable income for farmers, Kalyani, a computer engineering student at the time, set out to find a solution to this problem. Her journey began in January 2018, during her final semester, when she was selected by Digital Impact Square, a Tata Consultancy Services Foundation-led incubation centre in Nashik. There, Kalyani explored the challenges faced by onion farmers and realized that post-harvest storage was a significant contributor to their losses. Traditional storage methods often resulted in 40 to 50% of onions spoiling, despite high demand for the crop.

Achievements

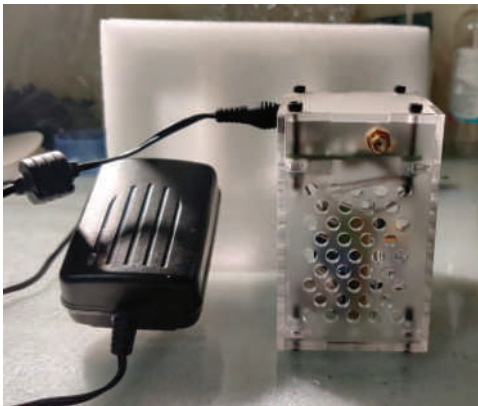
Determined to address this issue, Kalyani founded Godaam Innovations in 2018, focusing on reducing onion spoilage through

innovative, tech-enabled storage solutions. Her startup works with farmers in the Nashik district, optimizing existing warehouse infrastructures to improve airflow, ventilation, and floor spacing, thereby to reduce storage losses. She also introduced sensor based IoT devices to detect early signs of rotting and control the micro-climate within the warehouses. These innovations have reduced spoilage by 20 to 25 percent, allowing farmers to reduce waste and increase their income.

Role of mentorship and incubation

A key factor in Kalyani's success has been her incubation at the Agri-Business Incubation (ABI) Centre at ICAR-DOGR, Pune. The ABI Centre provided her with valuable mentorship on optimal storage conditions, such as temperature, humidity, and ventilation, as well as networking opportunities and access to resources. With this support, she refined her business model and scaled her operations effectively. She also mentioned that a 21-day start-up cohort

Godaam Solution Components



organized by the Agri-Business Incubation (ABI) Centre at ICAR-DOGR, Pune, was instrumental in enhancing her networking and capacity-building efforts.

Profits and returns

Godaam Innovations has demonstrated strong financial performance, with a 30 percent profit margin on their IoT devices. Farmers can recover the cost of the device within one year, enjoying an average annual profit of 10-15 percent. Since focusing on revenue post-COVID in 2021, the startup has generated approximately Rs 26 lakh in revenue for the 2021-22 period. Their business model, which includes hardware installations and ongoing service fees, provides a solid return on investment for farmers and a stable revenue stream for the company.

Networking and collaboration

Godaam Innovations has strategically leveraged numerous partnerships and grants to enhance its operations and growth. Collaborating with Tata Steel, the company has contributed to the construction of Agronest, India's first smart warehouses for

onion storage, located in Madhya Pradesh, Maharashtra, and Uttar Pradesh. The startup is also supported by significant grant programs, including BIRAC and Pusa Krishi, receiving a total of INR 75 lakhs along with valuable mentorship. Additional collaborations with Tata Center at IIT-Bombay provided expert guidance on data collection and analysis, while the UnLtd India incubation program awarded Rs. 2 lakhs. Further mentorship was gained through the Nidhi Fellowship and Pune International Centre.

Future vision and goals

Godaam Innovations is set to significantly expand its operations over the next 2-3 years, aiming to achieve annual revenues of INR 15-20 crore by scaling its products and services for onion farmers and exploring new opportunities with other long-shelf-life crops, such as potatoes. Additionally, as a committee member of the National Horticulture Mission, the founder is actively involved in discussions to secure subsidies for the IoT devices and promote their adoption in government warehouses, further driving growth and impact in the agricultural sector.

Incubatee Profile



Sector

Processing and Value Addition



Incorporation Year

2023

Registration as Incubatee

28-04-2023



Founder

Mrs Sujata Dattatray Kolhe



Address

A/P- Chombhut, Tal- Parner,
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Maharashtra-414305



NIC Number

MH/AH/PNER/21/708677



Products/ services

Onion Hair Oil and Shampoo



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Empowering Women with Kukadimai

Motivation/Identifying the problem

Mrs. Sujata Dattatray Kolhe, comes from a rural background where agriculture was more than just a livelihood it was a way of life. Growing up surrounded by farming, she developed a strong understanding of agribusiness and a desire to create something meaningful. From early on, Ashwini envisioned building a venture that would not only align with her agricultural roots but also uplift the women in her community. The turning point came when the Block Development Officer (BDO) of Panchayat Samiti, Parner, visited the village and appealed for creation of women based value addition agribusiness involving farm women. He recommended the formation of women's self-help groups to produce value-added agricultural products. Inspired by this idea, Sujata recognized an opportunity to lead a women-centric initiative. Determined to make a difference, she founded the "Kukadi Mahila Swayam Sahayata Samuha," a self-help group of 15 women focused on producing health-focused agro-products, driven by her vision of community empowerment and women's participation.

Achievements

Ashwini and her group decided to address a common issue i.e. hair loss faced by many people. They started by producing virgin coconut oil, a natural remedy known for its beneficial properties. The initial production cost was around Rs. 2,000 per liter, which made them worried about the market potential, especially when considering a selling price of Rs. 200 for a 100 ml bottle. However, they demonstrated the product and the positive feedback of customers provide boost for the business. Building on their initial success, they innovated further by introducing onion oil, known for its properties to combat premature graying. Again, they conducted demonstrations, and the positive results spoke for themselves.

Role of mentorship and incubation

A significant milestone in Sujatas journey was the collaboration with ICAR-DOGR's Agri-Business Incubation (ABI) Centre. When they started production of onion oil, customer initially reluctant to purchase due to its pungent odour. To get solution of this



problem, they reached out to ABI Centre, at ICAR-DOGR. The centre provided essential training and mentorship, particularly in overcoming the challenge of the strong smell associated with onion oil. One of the crucial pieces of advice they received was to use onion seed oil instead of fresh onion, as this would significantly reduce the strong odor without compromising the product's effectiveness. This mentorship proved invaluable, not only in enhancing their product but also in developing effective marketing strategies. The partnership with ABI allowed them to showcase their products at national symposiums and

agricultural expos, further expanding their reach and market presence. The centre also provided hands on trainings of onion processing, networking support, promotions in the exhibitions including stalls at various agricultural fairs and exhibitions opened doors to new opportunities for these women. Recognizing its success, the ABI Centre, with the support of DD Sahyadri, featured Kukadi SHG's journey in the "Aamchi Mati Aamchi Manas" program. This platform not only highlighted the startup's growth story but also helped in showcasing its products and expanding its market reach.

Profits and returns

Sujatas startup has steadily grown, with weekly sales reaching 80-100 bottles. Their revenue model, focused on high-quality, natural hair care solutions, has attracted a loyal customer base. To date, they have invested around Rs. 10 lakh over three years. While the initial returns were modest, they have managed to recover their investment and generate a profit of Rs. 5 lakh. The demand for their oil bottles fluctuates, with the market requiring anywhere from 4000 to 5000 bottles annually.

Challenges

The initial cost of production, concerns about market acceptance, and the technical difficulties associated with producing onion oil were significant hurdles. Additionally, marketing their hair oil proved to be one of the biggest challenges. Since hair oil is a sensitive product for many people, most consumers tend to be cautious and often distrust new brands entering the market. This skepticism made it difficult to gain traction and build a customer base.

Future vision and goals

Looking ahead, Sujata and her team plan to expand their business significantly. One of their key strategies is to launch an online store, which will allow them to reach a broader audience and cater to customers beyond their local market. They are also working diligently on developing their website to showcase their range of products, making it easier for customers to learn about and purchase their products online. With plans to increase their presence in national and international markets, Ashwini envisions a future where the "Kukadi Mahila Swayam Sahayata Samuha" becomes a leading name in the agro-processed product industry, driven by the strength and determination of rural women.

Incubatee Profile



Sector

Processing and Value Addition



Incorporation Year

2020

Registration as Incubatee

08-03-2024



Founder

Mrs. Aparna Vivek Bhujbal



Address

A/P- Ladwad, Tal. Khed,
Dist- Pune,
Maharashtra-410505



UDYAM

MH-26-0080880



Products/ services

Dehydrated Vegetables



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Empowering Farmers through Innovation: The Story of Shreya Trading Company

Motivation/Identifying the problem

Mrs. Aparna initially engaged in home delivery of fruits, vegetables, and Gir cow milk, her understanding of market demand gave her a strong foundation. During the COVID-19 pandemic, Aparna faced a turning point and began exploring opportunities in agricultural processing to add value to farm produce. This led to the idea of processing onion, garlic, moringa powder, and tablets.

Achievements

Aparna successfully established a processing unit producing onion and garlic powder, moringa powder, moringa tablets, and coriander powder. She also founded "Krusha Bhagyoday Farmer Producer Company," which operates an outlet to showcase and sell farmers' and small-scale producers' goods.

Role of mentorship and incubation

The ABI Center at ICAR-DOGR played a pivotal role in Aparna's journey. The center provided technical guidance, production planning, and business development training. Inspired by their mentorship, Aparna applied for the PMFME scheme, securing financial support that eased the startup process. The Custom Hiring Centre (CHC) at ABI helped the startup carry out cutting and paste-making operations, enabling them to conduct small-scale product trials before full-scale production. Additionally, the ABI Centre provided free stalls at Krishi Melas, allowing Shreya Trading Company to showcase and promote its products to a wider audience. Recognizing its success, the journey of Shreya Trading Company was also documented and featured on Doordarshan's "Aamchi Mati Aamchi Manas" program, further boosting its visibility and credibility.



सावित्रीबाई फुले महिला बचत गट

महाराष्ट्र ग्रामीण जीवनोन्नती अभियान

Dehydrated Red Onion Flakes





+91 9307679187

+91 9022431258

Address Ladwad, post - Pimpri Bk, taluka - khed, dist - Pune.410505

Manufactured by: Shreya Trading Company

ISSA | Lic.No.-21523038000207

keep cool and dry place

Net Weight: Batch No. Mfg. Date MRP (Best before 9 months)

aparnab3993@gmail.com

Profits and returns

Although initial profits are modest, they are consistent. Aparna's processing approach ensures long-term product stability, enabling her to capture demand regardless of seasonal price fluctuations. By turning low-price onion and garlic into valuable powders, she created a reliable and scalable revenue stream. Her business now generates a steady monthly profit of Rs. 25,000 to Rs. 30,000.

Challenges

Managing fluctuating raw material prices and ensuring consistent product quality were significant challenges. However, Aparna overcame these hurdles by purchasing produce during low-price periods and processing it into value-added products that meet year-round consumer demand.

Future vision and goals

Aparna aims to scale up her unit and empower other farmers by offering a stable market for their produce. She envisions making agricultural processing a sustainable model, providing value-added products to customers while enhancing the income of small producers. Her determination and commitment to fulfilling the vision shared by her mentors and collaborators drive his entrepreneurial journey.



सावित्रीबाई फुले महिला बचत गट

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keep cool and dry place

Net Weight: Batch No. Mfg. Date MRP (Best before 9 months)

aparnab3993@gmail.com

Incubatee Profile



Sector

Processing and Value Addition



Incorporation Year

2024



Founder

Mr. Pratik Ganpat Langote



Address

A/P-Rakshewadi
Tal-Rajgurunagar Dist-Pune
410505 Maharashtra



Corporate Identity Number of the company

ABDFP9866D



Products/ services

Dehydrated Vegetables



Contact Details

7507929375



Email

pragunagrofoods@gmail.com



From Dream to Reality: Pragun Agro Foods Journey in Agri-Entrepreneurship

Motivation/Identifying the Problem:

Mr. Pratik Langote, a resident of Vafgaon in Pune, had always harbored the dream of starting his own business while working a regular job. He was constantly contemplating how he could break away from the routine and do something unique. In 2024, he decided to turn his vision into reality. He chose to focus on the agricultural sector, which he felt had immense untapped potential. Pratik recognized the opportunity to process farm produce like onion, garlic, moringa, beetroot, curry leaves, coriander, and jamun into value-added products.

Achievements:

Pratik's leap into entrepreneurship in 2024 was met with immediate success. In just one year, his turnover reached to profit of Rs.16 lakh, which speaks volumes about his hard work and the market demand for his products. He began producing various value-added items such as onion-garlic powder, moringa powder, beetroot powder, curry leaf powder, coriander powder, jamun

tidbits, and onion flakes. These products are not only nutritious but also convenient for consumers, giving them a longer shelf life compared to raw agricultural produce.

Role of Mentorship and Incubation:

A crucial factor that contributed to Pratik's success is the guidance he received from ICAR-DOGR's ABI Center. The training and mentorship he received there helped him build a strong foundation for his business. The ABI Center not only provided him with the technical knowledge about processing agricultural products but also helped him understand the intricacies of business planning, production management, and how to scale up. This guidance was instrumental in giving him the confidence to pursue his venture and take calculated steps toward growth. Through the ABI Center, he had the opportunity to connect with exporters and industry experts who played a key role in shaping his business strategies. Their support helped Pratik streamline his processes and take his business to the next level. Moreover, Pratik attended a training session at NIFTEM,

which further honed his skills. During this training, he learned to develop a new formulation for jamun tidbits improving the product's quality. This experience not only increased his technical knowledge but also provided him with practical insights into product development. The hands-on approach taken by experts during the training helped Pratik gain a deeper understanding of product quality improvement, which directly benefited his business recognizing its success, the

journey of Pragu Foods was also documented and featured on Doordarshan's "Aamchi Mati Aamchi Manas" program, further boosting its visibility and credibility.

Profits and Returns:

One of the most encouraging aspects of Pratik's entrepreneurial journey is his profitable business model. After just one year in operation, his turnover reached Rs. 16 lakh, and he is currently earning a profit margin of 10-15%. While this may seem modest in the

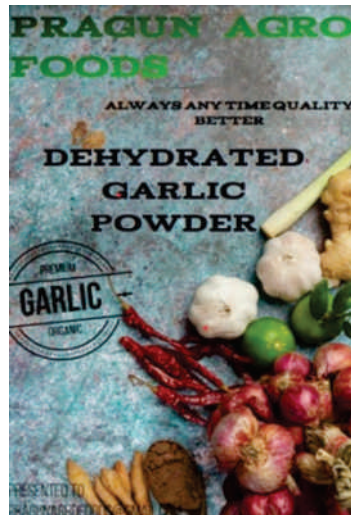
initial phase, Pratik considers it a solid and reliable return for a newly established business.

Challenges:

One of the main challenges he encountered was determining the best way to process agricultural produce into value-added products. Understanding the right production methods and maintaining product quality was a learning curve.

Future Vision and Goals:

Looking forward, Pratik has ambitious plans for his business. He aims to scale up production and increase the variety of products he offers.



Incubatee Profile



Sector

Processing and Value Addition



Incorporation Year

2023



Founder

Mrs. Sushma Shantaram
Shinde



Address

A/P-Rajgurunagar, Dist- Pune,
Maharashtra-410505



UDYAM

MH-26-0387184



Products/ services

Mahua Ladoo, Karonda Pickle,
Black rice



Contact Details

9822933894



Email

sushma.neharkar@gmail.com



Vanasth Forest Agro Foods Reviving Tribal Heritage

Motivation/Identifying the problem

The Mahua tree, revered as a Kalpavriksha by tribal communities, has been an integral part of their lives. However, its reputation has been marred by the production of mahua liquor, which was once a household tradition. Over time, the labor-intensive process of making liquor discouraged younger generations, leading to a decline in the collection of mahua flowers despite their immense nutritional and Ayurvedic properties. With reduced income from mahua trees, many villages near the Bhimashankar Wildlife Sanctuary started cutting down these valuable trees. Recognizing this alarming trend, Vanastha was born to revive the cultural and economic significance of the mahua tree.

Achievements

Mahua Flower Ladoos, a nutritious and Ayurvedic product, loved by people of all age groups. Now they have expanded the product range to include *karvanda* (wild berry) pickles, raw mango pickles, and naturally cultivated rice varieties like

Ambemohar rice, black rice, red rice, and diabetic-friendly rice. She created awareness about the medicinal benefits of mahua flowers, positioning them as a health booster for women, pregnant mothers, lactating mothers, and diabetic individuals.

Role of mentorship and incubation

The success of Vanastha is a testament to the incubation support provided by ICAR-Directorate of Onion and Garlic Research (DOGR) through its Agri-Business Incubation (ABI) Centre. DOGR played a crucial role in mentoring and guiding the startup, helping it navigate the initial challenges of business establishment and growth. Additionally, Vanastha benefited from packaging and branding assistance, industrial visits for hands-on exposure, and guidance in obtaining FSSAI registration, ensuring compliance with food safety regulations. Further support from institutions like NIFTEM and KVK Narayangaon enabled the startup to refine its processing techniques and scale its operations efficiently. Through structured mentorship and incubation,



Vanastha successfully transformed its vision into a thriving agri-business. Additionally, the incubation program facilitated product showcasing at various agri exhibitions and Krishi Melas, enhancing market reach and visibility. Recognizing its success, the ABI Centre, with the support of DD Sahyadri, featured Vanastha's journey in the "Aamchi Mati Aamchi Manas" program. This platform not only highlighted the startup's growth story but also helped in showcasing its products and expanding its market reach.

Profits and returns

Currently, she earns Rs. 1-1.5 lakh annually from these products, and while this marks the initial stage of the venture, the team aims to expand their market reach in the future to achieve higher profits.

Challenges

Overcoming the stigma associated with mahua flowers due to their traditional link

with liquor, addressing the reluctance of younger generations to engage in these age-old practices, and establishing a reliable market for tribal products in urban areas while ensuring consistent demand are key challenges that must be tackled to preserve and promote indigenous livelihoods.

Future vision and goals

Looking ahead, the initiative aims to expand access to global markets to create a sustainable and long-term income source for tribal communities. A key focus will be on developing a wider range of value-added products using naturally grown and locally available resources to cater to the increasing demand for health and wellness in urban areas. Additionally, efforts will be made to promote the cultural and economic significance of the Mahua tree, thereby preventing further deforestation and ensuring its preservation for future generations.

Incubatee Profile



Sector

Seed Production and processing



Incorporation Year

2022



Founder

Mr. Rahul Ramrao Jadhav



Address

A/P-Pimpode - Tadawale, Road, Maharashtra 415525



Corporate Identity Number of the company

U01100PN2021PTC199180



Products/ services

Traceable Onion seed



Contact Details

8511338388



Email

rahul.jadhav@raheeseeds.com



Website

<https://www.raheeseeds.com/>



India's First Fully Traceable Onion Seeds Brand-Rahee Natural Seeds

Motivation/Identifying the Problem:

Mr. Rahul Jadhav, embarked on his entrepreneurial journey with a strong passion for agriculture and innovation. Inspired by his father, a progressive farmer who began producing high-quality onion seeds in 1990, Rahul pursued his MSc in Agriculture at Mahatma Phule Agriculture University, Rahuri campus. After working as an Agriculture Officer at Punjab National Bank for 4.5 years, Rahul realized his dream of serving farmers and resigned from his job in 2021. He established Rahee Natural Seeds Pvt. Ltd. with a vision to provide high-quality, high-germination onion seeds to farmers in India and abroad. His goal was to address key challenges such as inconsistent seed quality, limited availability, and lack of traceability in the seed market.

Achievements:

Since its inception, Rahee Natural Seeds has achieved significant milestones. It serves over 15,000 farmers across 10 states and has become India's first fully traceable onion

seed brand. Innovations under Rahul's leadership include high-yielding onion varieties like Phursungi Plus and Red Plus. Rahee Natural Seeds introduced a traceability model that provides farmers with comprehensive seed data. This includes information about the onion bulbs used for seed production, geotagged locations of seed grower farms, plantation dates, irrigation schedules, and other practices. The model also includes harvesting dates, testing reports, and detailed processing information, ensuring transparency and trust. With ICAR-DOGR's guidance, Rahee Natural Seeds developed two onion varieties and continuously improved its practices to enhance seed quality and farmer satisfaction.

Role of Mentorship and Incubation:

Initially, Rahul sought guidance from ICAR-DOGR, Rajgurunagar, and signed aMoU with the institute for onion seed varieties like Bhima Super and Bhima Shakti. Experts from ICAR-DOGR, provided technical and strategic guidance. Rahee Natural Seeds was



selected for the "Sankalp" Start-Up Cohort 2024 by ICAR-DOGR, a recognition of its innovative approach. The 21-day incubation program covered essential lessons in production, marketing, branding, trademarking, and auditing, further strengthening Rahul's entrepreneurial capabilities.

Profits and Returns:

Rahee Natural Seeds has made a significant economic impact. The company provides employment to 28 skilled workers and supports over 600 farmer families. In the last financial year, the company reported a turnover of Rs. 3.85 crore with a net profit of ₹18 lakh. Investments in infrastructure, including a modern seed processing plant and storage facilities, have optimized operations and ensured consistent profitability.

Challenges:

Despite its successes, Rahee Natural Seeds faced challenges in production, packaging, and marketing. Infrastructure constraints, such as the need for advanced seed cleaning and storage facilities, were resolved by building a modern seed processing plant and spacious godown. These efforts have enabled the company to overcome operational hurdles and ensure customer satisfaction.

Future Vision and Goals:

Rahul Jadhav envisions Rahee Natural Seeds becoming the world's most trusted seed brand. The company's mission is to produce, distribute, and market high-quality onion seeds to progressive farmers. Future plans include expanding operations to serve a larger farmer base, exploring international markets, and launching innovative seed varieties. Rahul aims to strengthen the brand's presence through strategic marketing and digital platforms while continuing collaborations with research institutions.

Incubatee Profile



Sector

Seed Production and processing



Incorporation Year

2018

Registration as Incubatee

13-06-2022



Founder

Mr. Shrikant Barate



Address

A/P-Deulgaon, Tal-Patur,
Dist. Akola,
Maharashtra-444501



DPIIT Registration No:

U74999MH2018PTC314992



Products/ services

Onion seed



Contact Details

8007370370



Email

scbarate11@gmail.com

Seed of Success: Journey from Engineer to Organic Seed Entrepreneur

Motivation/Identifying the Problem:

Mr. Shrikant Barate, the owner of Think pure Organic Produce Pvt Ltd, embarked on his entrepreneurial journey driven by a desire to start his own business. Coming from an engineering background, Shrikant was inspired by his father's farming experience and motivation. After a year of working a corporate job, he realized his dissatisfaction and decided to pursue his dream of entrepreneurship. His initial focus was on cotton and pulse production on 70 acres of irrigated land, catering to Mahabeej as a regular supplier. However, he aspired to establish independent seed production to address challenges such as limited scalability, lack of value addition, and market dependency. His transition to onion seed production was catalyzed by a visit to ICAR-DOGR, where he received technical guidance and motivation.

Achievements:

Under the guidance of ICAR-DOGR, Shrikant transitioned from producing the seeds of local onion variety to Bhima Shakti, which offers higher yields, better storage capacity, and disease resistance. In 2024, he was able to meet only 35% of the customers means the demand was high and has now scaled up production to meet growing demand. Additionally, Shrikant has invested seed processing unit with two TPH machine for seed cleaning with gravity separator and de-stoner. He has built a storage godown. He is now in the process of producing coated seeds using organic methods under ICAR-DOGR's guidance.

Role of Mentorship and Incubation:

Shrikant's success owes much to the mentorship and support he received from ICAR-DOGR. During his initial visit to the institute as a farmer, he was guided by Scientists in ABI and ITMU of ICAR-DOGR.

Their expertise helped him to enter into organised seed chain with licensing of improved onion variety, Bhima Shakti. He also benefited from strategic advice and networking opportunity in industry meet organized by the Agricultural Business Incubation (ABI) Center at ICAR-DOGR.

Profits and Returns:

Think pure Organic Produce Pvt Ltd has

demonstrated remarkable financial growth. Over four years, the company has achieved sales of ₹56–60 lakh, with annual profits ranging between ₹20–25 lakh. The shift to Bhima Shakti onion seeds has significantly improved yield and market value, allowing the company to scale production and meet customer demand. The addition of seed cleaning machines and storage infrastructure has further optimized operations, contributing to consistent profitability.

Challenges:

Shrikant faced several challenges during his entrepreneurial journey, including limited scalability, dependency on market intermediaries, and inadequate infrastructure. The lack of advanced seed cleaning and storage facilities initially constrained his operations

Future Vision and Goals:

Looking ahead, he aims to expand his seed production operations further. Plans include increasing production capacity to meet growing market demand and venturing into organic-coated seed production. With continued guidance from ICAR-DOGR and collaborations with other research institutions, he envisions enhancing product quality and market reach. Shrikant also plans to strengthen branding and explore export opportunities, ensuring sustained growth and profitability. His journey inspires aspiring agri-entrepreneurs, demonstrating how innovation, mentorship, and determination can transform challenges into success.



Incubatee Profile



Sector

Seed Production and processing



Incorporation Year

2022

Registration as Incubatee

13-06-2022



Founder

Mr. Ashish Gadage



Address

A/P Dawadi, Tal. Khed,
Dist. Pune, Maharashtra- 410505



DPIIT Registration No:

U01100PN2021PTC197765



Products/ services

Onion and Soybean seed



Contact Details

7038704868



Email

farmerssmile2021@gmail.com



Growing Prosperity: Success Story in Onion and Soybean Seed Production

Motivation/Identifying the Problem:

Mr. Ashish Gadage, a chemistry graduate from Pune, has a rich farming heritage, with his parents being onion producers. Although he had been involved in onion trading for several years, Ashish realized the potential of venturing into onion seed production after attending a one-month training program on onion quality seed production organized by ICAR-DOGR, Pune. The challenges of ensuring high-quality seed availability and the need to expand market opportunities motivated him to establish a Farmer Producer Company (FPC).

Achievements:

Ashish Gadage established the *Farmers Smile Farmer Producer Company* and began producing seeds for onion and soybean. By leveraging his knowledge and the guidance from ICAR-DOGR, he successfully commercialized onion seed varieties such as Bhima Shakti and Bhima Super.

Simultaneously, for soybean seed production, he entered into MoUs with MPKV Rahuri, focusing on varieties ideal for preparing soybean paneer. Currently, Ashish's FPC operates in both seed production and trading of onion and soybean, achieving an impressive profits.

Role of Mentorship and Incubation:

Ashish's growth journey was significantly supported by ICAR-DOGR, which provided technical guidance on high-yielding, disease-resistant onion seed varieties like Bhima Shakti and Bhima Super. The training program enabled him to adopt advanced techniques in seed production and quality assurance. Additionally, his collaboration with MPKV Rahuri for soybean seed production opened avenues for diversifying his portfolio.

Profits and Returns:

The FPC model has provided Ashish with an edge in collective farming and seed



production. His venture's profitability is evident from the annual profit of Rs. 6-7 lakh that the business consistently generates. His trading and production operations have allowed him to scale effectively while meeting market demand.

Challenges:

Despite his success, Ashish faces logistical challenges in storing onions. Currently, he rents storage facilities for his produce but aims to construct his own storage infrastructure. While market access has been seamless due to his established network, scaling storage capacity remains a critical hurdle.

Future Vision and Goals:

Ashish plans to apply for government funding schemes to build storage houses, addressing the need for a dedicated storage infrastructure for onions. His long-term vision includes scaling seed production, expanding his market reach further, and strengthening the operations of *Farmers Smile FPC*. By investing in innovation and infrastructure, Ashish aims to ensure sustained growth and profitability while empowering fellow farmers.

Incubatee Profile



Sector

Honeybee rearing for Seed Production



Incorporation Year

2020



Founder

Mr. Uddhav Khedekar



Address

A/P- Shivni Ner Dist-Jalna
Maharashtra-431203



Corporate Identity Number of the company

U01100MH2019PTC323062



Products/ services

Beekeeping for Onion Seed Production



Contact Details

9423730657



Email

sharaduvkhedekar@gmail.com

Transforming Onion Seed Production through Beekeeping

Motivation/Identifying the Problem:

Jalna, Maharashtra, being a drought-prone region, faces severe water scarcity, making it difficult for farmers to cultivate water-intensive crops. Understanding these limitations, Mr. Uddhav Khedekar sought an alternative agricultural venture and started onion seed production through contract farming with companies. During this process, he realized that pollination was a critical factor affecting seed quality and productivity. Recognizing the role of honeybees in enhancing onion seed production, he decided to introduce beekeeping as a solution. This innovative approach not only addressed the pollination challenge but also opened up new business opportunities for him.

Achievements

Through his beekeeping initiative, Uddhav achieved significant milestones: Increased onion seed pollination rates by 30-40%, leading to higher seed yield and quality. Expanded his services to other crops like

watermelon, muskmelon, pomogranate, and vegetables, where honeybee pollination proved beneficial. Gained widespread recognition among local farmers, who started renting honeybee boxes for their fields. Diversified into honey and wax production, tapping into new market opportunities for value-added products.

Role of Mentorship and Incubation

ICAR-DOGR played a crucial role in Uddhav's success by providing technical guidance on honeybee management and production. Through their mentorship, he gained better insights into maintaining bee colonies, ensuring optimal pollination results. Knowledge about honey and wax production, enabling him to expand his business beyond pollination services. Networking opportunities with experts and farmers, helped him scale up his operations.

Challenges Faced

Uddhav's journey into beekeeping was not without obstacles. Some of the key



challenges he encountered included: Regular migration of honeybee boxes to areas with flowering crops, requiring constant monitoring and transportation. Managing colony health and productivity, ensuring the bees adapted to new locations without stress. Initial lack of knowledge and technical expertise in beekeeping practices, making it difficult to scale up operations efficiently. Despite these hurdles, his determination and problem-solving approach helped him overcome these difficulties and establish a successful beekeeping enterprise.

Future Vision and Goals:

Looking ahead, Uddhav envisions expanding his agribusiness with a multifaceted approach. He plans to venture into honey purification and packaging, aiming to establish a strong brand identity for high-quality, natural honey. Additionally, he seeks to scale up his honeybee rental services to benefit a larger number of farmers across Maharashtra. His long-term goal is to develop a sustainable ecosystem by integrating beekeeping practices with diverse crop production systems, thereby enhancing pollination, productivity, and overall farm sustainability.



Incubatee Profile



Sector

IoT in Agriculture



Incorporation Year: 2020

Registration as Incubatee
08-03-2024



Founder

Mr. Kshitij Thakur



Address

A/P-Nanekarwadi, Alandi Fata,
Chakan, Pune, Maharashtra
410501



Corporate Identity Number of the company

U72900MH2017PTC291046



Products/ services

AI powered grading and sorting
machines



Contact Details: 9833509817



Email

kshitij@agrograde.com



Website

<https://www.agrograde.com>

Agrograde

Agrograde: Revolutionizing Agricultural Grading with AI and IoT

Motivation/Identifying the Problem:

The startup was founded by Mr. Kshitij Thakur, a highly driven entrepreneur with a Master's in Engineering. At just 29 years old, Kshitij has successfully steered Agrograde towards becoming a key player in India's agri-tech sector. His vision is to integrate cutting-edge technology with traditional farming practices to enhance efficiency and productivity in the agricultural supply chain.

Achievements:

Agrograde is a pioneering agri-tech startup specializing in sensor-based grading solutions for fruits and vegetables. Agrograde leverages Artificial Intelligence (AI) and the Internet of Things (IoT) to enhance efficiency in agricultural post-harvest management. Agrograde's patent-pending smart grading machines utilize multiple cameras and sensors to assess the size, quality, shape, and defects of produce. This advanced AI-powered technology enables accurate sorting and packing,

reducing post-harvest losses and improving marketability. The company operates through both online and offline platforms, ensuring widespread accessibility of its technology. With over 50+ units marketed and sold, Agrograde has demonstrated strong market demand and robust business potential.

Role of Mentorship and Incubation

The company has received technical guidance from Prarambh-ABI-ICAR-DOGR, particularly in onion storage management. Agrograde's innovative approach has garnered significant recognition and financial support. In 2020, the company secured ₹25 lakh in funding from RKVY RAFTAAR, a government initiative aimed at supporting agri-startups. This funding played a crucial role in scaling up operations and refining product offerings. Additionally, Agrograde has received a national patent for its smart grading technology, further solidifying its position as an industry leader.

Profits and returns

Between FY 2024 and FY 2026, Agrograde has achieved revenues of above INR 2 Cr underscoring the commercial viability and growth potential of its technology.

Employment and Farmer Impact

The startup has created direct and indirect employment opportunities, employing 12 full-time staff and

generating work for several farmers, wholesalers, and dealers. Additionally, its technology has enhanced the income of numerous farmers by improving the efficiency and quality of their produce, thus enabling them to fetch better market prices.

Agrograde aims to expand its technological offerings and reach a broader base of farmers across the country. The startup is focused on enhancing its AI capabilities to deliver even more precise grading and sorting solutions



Awards and Recognition

The startup was named among the Top 9 Agritech Startups by Mahindra Startup Leap and featured in the Compendium of 75 Agri Entrepreneurs and Innovators by NITI Aayog, Government of India. Its innovative post-harvest solutions earned it a place in the IGCC's PHL Innovations Cohort, and it was the 1st National Runner-Up in the MANAGE Samunnati Agri Startup Awards. Agrograde is also a proud winner of BigLeap, an IAIN incubatee—an initiative supported by the Bill and Melinda Gates Foundation, Tata Trusts, and IIT Kanpur, and a recipient of the prestigious Raftaar Grant by the Government of India. It was recognized as one of BSE's Top 10 Impact Ventures, a winner in the Social Alpha Quest for Agritech Innovations, and listed among the Top 100 Startups by MSINS, Government of Maharashtra. Backed by leading investors like IIM A Ventures, Social Alpha, Villgro, and Aligned Ventures, Agrograde continues to transform India's agri-value chains through cutting-edge technology and farmer-centric innovation.

Incubatee Profile



Sector
IoT in Agriculture



Incorporation Year
2020



Founder
Dr. Vishal Singhal



Address
A/P- Gopanpalli,
Tal-Gachibowli
Dist- Telangana-500046



Corporate Identity Number of the company
U74999TG2017PTC120206



Products/ services
IoT based Onion Storage



Contact Details
7659079944



Email
vishal@temperatetech.com



Website
<https://www.coldeasy.in/about/>



Temperate technologies: Transforming Onion Storage with Innovation and Sustainability

Motivation/Identifying the Problem:

The company was founded by, a 32-year-old PhD holder with a passion for agricultural technology. Along with his co-founders, Mr. Rishabh Anand and Mr. Deep Kumar Singhal, the team set out to solve critical post-harvest losses in onion storage. Their expertise and determination led to the creation of scalable, energy-efficient solutions that have significantly improved storage conditions for farmers and businesses.

Achievements

Temperate Technologies Private Limited, has emerged as a pioneering force in the agricultural cold storage sector. With a vision to enhance onion storage efficiency, the company has developed IoT-based, low-power, and cost-effective controlled environment storage solutions. Based in Telangana, the company's technology reduces energy consumption, preserves perishables, lowers greenhouse gas emissions, and supports climate adaptation efforts. Temperate Technologies has

successfully secured funding from multiple prestigious government programs, including:

- BIRAC BIG: ₹50 lakh
- NIDHI PRAYAS: ₹8 lakh
- RKVY RAFTAAR: ₹23 lakh
- BIRAC Agri GC: ₹20 lakh
- CITISI: ₹10 lakh

Role of Mentorship and Incubation

ABI-ICAR-DOGR provided invaluable technical guidance and mentorship in onion storage. This support played a crucial role in refining their product and bringing it to market.

Profit and return

Financial backing has enabled the company to scale its operations and bring its innovative storage solutions to a wider market. With a current turnover of ₹2 crore, the company is on track for continued expansion and profitability.



Employment and Farmer Benefits

The company has generated 11 direct jobs, contributing to rural employment in the agricultural sector. It has also indirectly benefited farmers, wholesalers, and dealers who rely on effective storage solutions. By preventing post-harvest losses, the technology has empowered onion farmers to maximize their earnings and reduce wastage.

Future Vision and Goals:

Looking ahead, the company is focused on expanding its operations across multiple states in India to reach a wider network of farmers and agribusinesses. It plans to develop new energy-efficient cold storage solutions tailored for a variety of perishable crops, thereby extending shelf life and reducing post-harvest losses. Strengthening IoT-based real-time monitoring systems is also a key priority, aimed at enhancing automation and improving decision-making across the supply chain.



Incubatee Profile



Sector

IoT in Agriculture



Incorporation Year

2020

Registration as Incubatee

08-03-2024



Founder

Mr. Ramesh N. Gajbhar



Address

A/P-Mangrulpir - Washim Rd,
near Bus Stand, Mangrulpir,
Maharashtra 444403



Corporate Identity Number of the company

UO1100MH2020PTC345985



Products/ services

IoT based hydroponic system



Contact Details

9552303292



Email

omdattagrotech.services@
gmail.com



Website

<https://omdattagrotech.co.in/>



Seed of Success: Journey from Engineer to AgriTech Entrepreneur

Motivation/Identifying the Problem:

Mr. Ramesh Gajbhar, founder of Omdatt Agrotech Services and Consulting Pvt. Ltd. in Washim, Maharashtra embarked on his entrepreneurial journey driven by a desire to start his own business. Coming from an engineering background, Ramesh has the motivation to launch an IoT-based low-cost automation services which contributes to the sustainability.

Achievements:

Omdatt Agrotech Services & Consulting Pvt. Ltd. is making significant strides in promoting sustainable and affordable farming through its range of low-cost IoT-based solutions. The company has developed several innovative products, including the DIY Wall Hydroponic System, which enables space-efficient cultivation of vegetables in urban homes. Their Inbuilt Hydroponic for Home further simplifies home-based farming by integrating hydroponic units seamlessly into household spaces. Additionally, Omdatt offers Grow

Cubes Sheets, designed to support healthy root development in hydroponic setups, and HBHS (Home-Based Hydroponic Systems), which cater to individuals looking to grow fresh produce with minimal resources.

Role of mentorship and Incubation

The startup's growth was significantly supported by ABI-ICAR-DOGR, which provided invaluable technical guidance and training on crucial aspects such as product marketing, licensing, and branding. This mentorship played a pivotal role in helping the startup effectively position its products in the market and scale its operations.

Challenges:

Omdatt Agrotech Services & Consulting Pvt. Ltd. faced several challenges in its early stages, including limited awareness about hydroponic farming among urban consumers, high initial skepticism toward new farming technologies, and the need for continuous technical refinement of its IoT-based systems.



Future vision and goal:

The startup envisions becoming a leading provider of affordable, tech-driven solutions for urban and small-scale agriculture in India. Its future goals include scaling up the adoption of home-based hydroponic systems across cities, developing advanced yet user-friendly IoT tools for monitoring and automation, and partnering with educational institutions and housing societies to promote awareness and training.

Incubatee Profile



Sector

Farm Mechanization



Incorporation Year

2023



Founder

Vaibhav Balu Wagaskar



Address

Wadali road, Shrigonda
Dist-Ahilyanagr,
Maharashtra 413701



Corporate Identity Number of the company

ABC-3260



Products/ services

Onion Harvester



Contact Details

9130678734



Email

vaibhavwagaskar0000@gmail.com



Revolutionizing Agriculture: Vision for Affordable Mechanization with Payoja Agri Innovations

Motivation/Identifying the Problem

Mr. Vaibhav Balu Wagaskar, a geography graduate, grew up observing the challenges onion farmers face, as his father had been farming for many years. This first-hand experience inspired him to find solutions for farmers, particularly in mechanization. Driven by his passion for innovation and problem-solving.

Achievements

Since its inception in 2023, Payoja Agri Innovations has reached significant milestones in its journey toward agricultural innovation. The company has successfully developed prototypes for onion harvesters and other farm implements, addressing critical challenges faced by farmers. Additionally, Vaibhav secured ₹25 lakh funding from Pusa Krishi, which has been instrumental in advancing research and development efforts.

Role of Mentorship and Incubation

Vaibhav's entrepreneurial journey has been significantly shaped by the support of ICAR-DOGR. His participation in the 21-day SANKALP - COHORT program provided him with a deeper understanding of business strategies and industry dynamics, laying a strong foundation for his entrepreneurial endeavors. Additionally, the incubation support at ICAR-DOGR offered him invaluable mentorship, technical guidance, and networking opportunities, enabling him to refine his ideas and expand his professional connections.

Profits and Returns

Although the onion harvester has not yet been launched, Vaibhav's focus on developing and selling other agricultural implements has enabled him to sustain his business. With over 200 implements sold, the company has achieved a profit of ₹6-₹7 lakh. The reinvestment of profits into research and development underscores his long-term commitment to innovation.



Challenges

Vaibhav faced several challenges on his entrepreneurial journey. One of the primary obstacles was refining the onion harvester to ensure its efficiency and effectiveness, which required constant iterations and testing. Additionally, without formal training in engineering or mechanics, Vaibhav relied heavily on self-learning and his passion for innovation to develop functional machinery. Managing a startup while continually investing in research and development also proved to be a demanding task.

Future Vision and Goals

Vaibhav envisions expanding PayojaAgri Innovations to become a leader in agricultural mechanization, with a clear set of goals to drive its growth. First, he aims to launch the refined onion harvester in the market, addressing the need for efficient harvesting solutions. Additionally, he plans to develop a range of innovative and affordable implements tailored to the specific needs of farmers, further improving agricultural productivity.

Incubatee Profile



Sector

Food Processing



Incorporation Year

2023

Registration as Incubatee

08-03-2024



Founder

Ms. Swati Maichael Gaikwad



Address

A/P- Indiravishwa, PL658,
S No 169/ INR MSEB SUBSTN,
Daund, Dist-Pune,
Maharashtra-413801



Corporate Identity Number of the company

U10301PN2023PTC221297



Products/ services

Crunchy dried onion, Crunchy
fried onion



Contact Details

8983377458



Email

info@satproagro.com



Turning Trials into Taste: The Entrepreneurial Rise of Satpro Food Processing

Motivation/Problem Identification

Ms. Swati, a graduate in Agri-Biotechnology, had successfully cleared the Agriculture Officer examination and was preparing to begin her professional journey. However, she was diagnosed with a serious health issue shortly after the COVID-19 pandemic, which prevented her from taking up the position. During this challenging phase, she remained determined to make a meaningful impact. Drawing upon her academic background in agriculture, she turned her focus toward the food processing sector. Through in-depth research, she identified onion processing as a promising opportunity. To understand the market without significant initial investment, she began by white labeling onion products. This strategic approach enabled her to study consumer preferences and supply chain dynamics over a two-year period.

Achievements

In 2023, Swati officially launched her own brand of dehydrated and fried onion products. Through focused efforts and direct marketing,

she quickly gained traction in the Daund-Pune region. Her client base grew to include renowned restaurants and food brands such as Barbeque Nation, Delhi Darbar, Suhana, Tasty Bite, DORABJEE & SONS, Barbeque experts and Zaika Caters. Her unique selling point—onion products fried in less than 20% oil—helped distinguish her offerings as healthier options. Swati's efforts not only brought business success but also created employment for 14 individuals, many of them local residents. Her hands-on approach, including direct meetings with chefs and procurement managers, proved key to building trust and brand recognition.

Role of Incubation & Mentorship

Swati attributes a significant part of her entrepreneurial journey to the support received from the Agri-Business Incubation (ABI) Centre at ICAR-DOGR, Pune. The incubation program provided her with expert mentorship, guidance on legal and compliance issues, and access to critical industry networks. It also helped her explore



supply chain opportunities such as sourcing breeder seed and linking directly with farmers. Swati highlighted how ABI-DOGR helped shape her product development strategy and gave her the confidence to navigate the competitive landscape of agri-processing.

Profits and Returns

Today, Satpro Food Processing enjoys a healthy profit margin of 25–30% on bulk orders ranging from also add with a turnover of Rs. 25 Lakh in the year 2024-2025. This margin is achieved through efficient production practices, innovation in low-oil frying, and streamlined market access. While her total turnover is steadily growing, Swati remains focused on scaling her operations sustainably. Her ability to convert a small startup into a revenue-generating enterprise stands as a testament to her resilience and business acumen.

Challenges

Despite her successes, Swati faces several ongoing challenges. One of the major hurdles is the extended time required for equipment fabrication and installation, which delays the

testing and rollout of new products. Additionally, in a price-sensitive market, delivering premium-quality products at competitive rates is a constant balancing act. She continues to seek innovative ways to manage production costs without compromising on product quality. Through continuous support and training from ABI-DOGR, she is able to tackle these issues with greater strategic clarity and confidence.

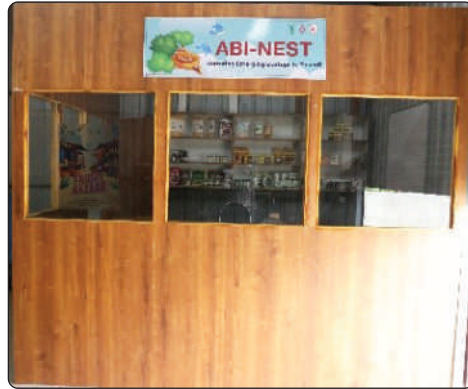
Future Vision and Goals

Looking ahead, Swati has an ambitious roadmap for Satpro Food Processing. She plans to enhance her existing product line through further trials and technology refinement. A major area of focus will be the extraction of bioactive compounds like quercetin from onion varieties, known for their health benefits, particularly antioxidant properties. By customizing processing methods based on onion variety, Swati aims to develop nutritionally enriched functional foods. Her goal is to tap into premium and health-conscious markets, further strengthening her position in the agri-food industry.

Facilities Provided by ABI, ICAR-DOGR to Incubatees



Custom Hiring Centre



Sale Counter: ABI NEST (Nurturing Emerging Startups to takeoff)



Onion and Garlic Processing Machineries



Centrifuge



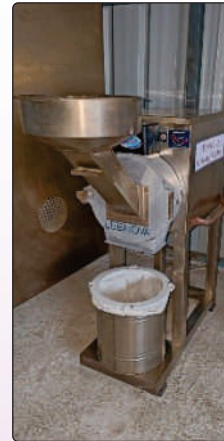
Paste making machine



Slicer/Cutter



Pasteurizer



Powder making machine



Heat pump Dryer

Exhibition Centre Showcasing ABI Incubatees success stories, Technologies, and the Onion Value Chain



Programmes Organized



Incubation Program
Support Startups with technical expertise, mentorship and networking



Entrepreneurship Development Program
Enhance entrepreneurial skills and fostering innovation in onion and garlic based agribusinesses



Hands on Training
Provide practical exposure to onion and garlic processing, value addition and packaging



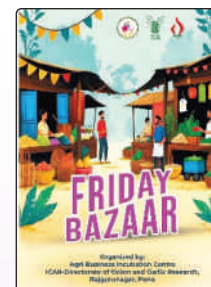
Exposure Visit
To promote exposure of innovative technologies, incubation facilities and institutes



Industrial Meet
Facilitate knowledge exchange on market trends, supply chain management and scaling strategies



Friday Bazaar
Organized on First Friday of every month to showcase and sale ABI incubates products to DOGR staff



ICAR-Directorate of Onion and Garlic Research
Pune-410 505, Maharashtra, India

