

ACTION FOR INDIA

NEWSLETTER

**Breaking Barriers, Setting Standards –
2024 Year in Review and a Preview of 2025**

Highlights of 2024

Remarkable Cohort Participation: Total 56

- Hosted two sector-agnostic Impact Catalyst cohorts: The first, with 18 startups, concluded in February 2024. The second, one of the largest in AFI's history with 23 startups, began in March 2024.
- Launched our first sector-specific Agri cohort, featuring 15 startups focused on key themes to drive meaningful and targeted impact in the all-important agriculture sector that shapes food security and the overall rural economy in India.

Comprehensive Impact Assessment

- Developed a robust impact assessment report that provides clear insights into the outcomes and effectiveness of our initiatives, laying a strong foundation for data-driven scaling.

Formation of the Agri Council

- Established a dedicated Agriculture Council to address the pressing challenges faced by the farming community, promoting innovation and resilience in the agri-tech ecosystem.



Action for India's mission

Action for India's mission remains clear: to empower high-potential social entrepreneurs to scale their solutions and drive sustainable, impactful change. By connecting these innovators with a supportive ecosystem of impact investors, mentors, technology resources, and government partners, we continue to break down barriers and accelerate the path to meaningful development.

Aligned with the United Nations' vision for sustainable human development, we're proud to focus on the areas most crucial to India's growth and resilience:



Education



Healthcare



Agriculture



Energy

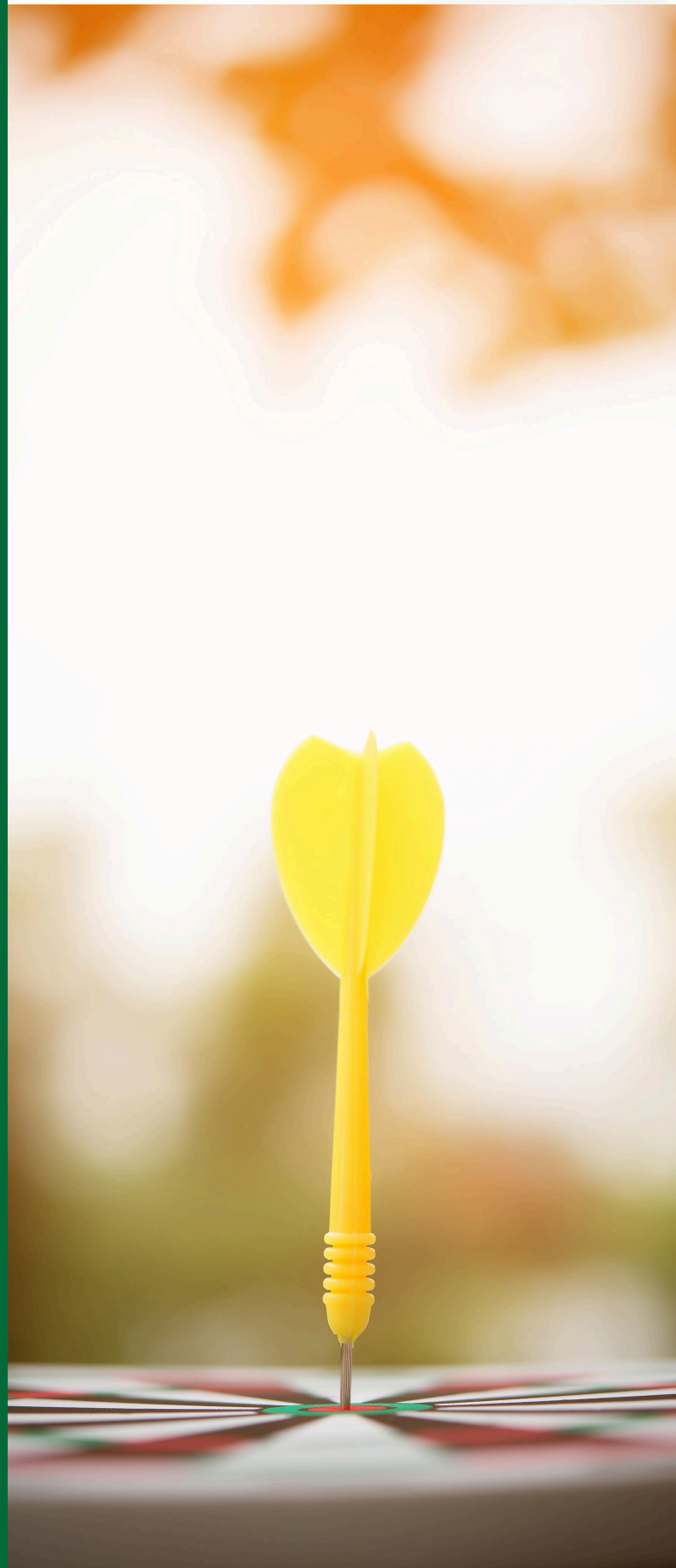


Livelihoods



**Financial
Inclusion**

As you read through this edition, we hope you find inspiration and resources that propel you on your own journey. Thank you for being a part of the Action for India community, and here's to creating even greater impact in the year ahead!



Chairman's Message



Dear Friends and Supporters,

As we come to the close of 2024, I am filled with immense gratitude and pride for all that we have achieved together this year. It has been a year of remarkable growth, resilience, and impact for the Action for India community.

Each of you—our dedicated entrepreneurs, mentors, partners, and supporters—has played an invaluable role in advancing our mission of empowering social entrepreneurs to scale their solutions and create meaningful, lasting change in India.

This year, we have seen our AFI alumni and current cohort of startups push boundaries and overcome challenges to drive transformative impact in communities across the country. Whether addressing critical issues in education, healthcare, agriculture, energy, livelihoods, or financial inclusion, these social entrepreneurs are the changemakers lighting the path forward.

One such shining example is Dimple Parmar, an esteemed AFI alumna and the founder of an integrative oncology healthtech platform that provides guidance and end-to-end healthcare services to cancer patients. This year, her venture achieved a significant milestone by inaugurating a new 50-bed cancer hospital in Varanasi. This expansion is a testament to her unwavering commitment to improving cancer care accessibility in India, demonstrating the incredible impact that social entrepreneurs can achieve.

As we celebrate their successes, I am reminded of the power of collaboration. At AFI, we are fortunate to partner with an ecosystem of impact investors, mentors, technology experts, and government allies who share our vision for a better future. Together, we are breaking down barriers and building pathways that enable our entrepreneurs to thrive, scale, and create even greater impact.

As we look toward 2025, I am energized by the possibilities that lie ahead. With renewed commitment, we will continue to strengthen our network, amplify the voices of our social entrepreneurs, and drive initiatives that align with the United Nations Sustainable Development Goals, ensuring that India's growth is sustainable, inclusive, and equitable.

Thank you for being a part of this journey. Here's to another year of impact, innovation, and collaboration!

Warm regards,

Sanjay Kadaveru

Founder & Chairman, Action For India

CEO's Message



Dear AFI Community,

As we bring 2024 to a close, it's incredible to reflect on the groundbreaking milestones achieved by Action For India this year. Our theme, *Breaking Barriers, Setting Standards*, encapsulates the immense progress we've made, driven by the passion and commitment of our community of entrepreneurs, mentors, and partners.

One of the most notable highlights of 2024 was the remarkable cohort participation. We hosted two sector-agnostic cohorts, with one featuring 18 entrepreneurs & second with 23 social entrepreneurs—the largest in our history. This level of engagement underscores the growing momentum and need for platforms that empower changemakers.

In addition, we launched our first sector-specific Agri Cohort, with a focused approach to solving critical challenges in agriculture.

We also took a significant step forward with the development of a comprehensive impact assessment report. This report not only showcases the tangible outcomes of our efforts but also provides a clear roadmap for scaling our programs.

By embracing a data-driven approach, we are better positioned to amplify our impact in the years ahead.

Another major milestone was the formation of the Agriculture Council, a dedicated body aimed at addressing the pressing challenges faced by the farming community. This council brings together experts and innovators to drive resilience, innovation, and sustainable growth in the agri-tech ecosystem.

Looking Ahead to 2025

As we enter 2025, we are committed to building on our momentum. Our priorities include scaling programs to the next level, launching additional sector-specific cohorts, hosting regional forums, and growing our network of changemakers. Together, we'll continue to break barriers and set new benchmarks for social impact.

Thank you for your invaluable support—it drives our mission to empower entrepreneurs and transform communities. Let's make 2025 a year of even greater impact!

Warm regards,

Vishal Dhale CEO, Action For India



AFI Update:

We are excited to share the latest developments at Action for India, showcasing the progress of our initiatives and the vibrant activities within our community. From onboarding new social impact startups to upcoming events designed to foster innovation and collaboration, this section provides a comprehensive overview of our recent efforts and future plans. We invite you to delve into these updates and discover the impactful work being done by our teams and partners.



Program Update

Onboarding Social Impact Startups:

March 2024: Impact Catalyzer Program, Cohort 1

In March, Action for India welcomed 23 new social impact startups into our network. These startups are addressing critical Sustainable Development Goals (SDGs) in sectors that are essential for India's progress, including:

- **Education:** Startups focused on expanding access to quality education and innovative learning solutions.
- **Climate:** Ventures developing sustainable solutions to combat climate change and promote environmental resilience.
- **Agriculture:** Startups working to enhance agricultural productivity and support sustainable farming practices.
- **Healthcare:** Solutions aimed at improving healthcare access, quality, and affordability for underserved communities.
- **Financial Inclusion:** Innovations that empower individuals with financial tools and resources to build resilient livelihoods.

November 2024: AgriTech Cohort Onboarding

In November, Action for India onboarded 15 promising AgriTech startups as part of our AgriTech Cohort 2024. These startups were selected based on their focus in three key AgriTech areas that are crucial for advancing agricultural practices and farmer welfare in India:

- **Precision Agriculture and Automation:** Startups that leverage advanced technology to enhance farm efficiency, optimize crop yields, and reduce resource wastage.
- **Agri Fintech:** Ventures focused on improving financial access for farmers, including credit, insurance, and payment solutions tailored for the agricultural sector.
- **Dairy and Cattle Management:** Innovations in livestock management, aimed at improving productivity, health, and sustainability in the dairy and cattle industries.

These cohorts represent our commitment to supporting high-potential startups that tackle India's most pressing challenges. Through Action for India's network of mentors, investors, and technology partners, these entrepreneurs gain access to the resources and guidance they need to scale their impact.



AGRI COHORT 2024-25

Selected Startups

Koushik Bose
Koushik Bose



 Azocado

Devleena Bhattacharjee
ClimaCrew Pvt Ltd



 ClimaCrew

Santosh Devidas Khawale
Dhenoo Tech Solutions Pvt Ltd



 Dhenoo

Yogesh Sahu
GEECOM INDIA SERVICES PRIVATE LIMITED



 GeeCom

Indu S
Agriminds Innovation private limited - Gokrit



 GOKRIT

Tribidesh
InQube Technologies Private Limited



 inQube

Sanket kedar
DruFarm Technology Private Limited



 DruFarm

Dharmendra Kumar
Flixdrop Technology Pvt. Ltd.



 FlixDrop
Cattle Health Monitoring Solution

Monisha Chahal
Sugee



 sugee

Atharva Naik
FlyLab Solutions Private Limited



 FLYLAB SOLUTIONS
FlyLab Solutions Private Limited

Akshay Kawale
AgrowSure Products and Innovations Pvt Ltd



 agrowsure

Tarang Patel
Intech Harness Pvt. Ltd.



 Intech Harness Pvt. Ltd.

Subhajt Sinha
4CLIMATE (NATUREX AI)



 4CLIMATE

Mahadeva Swamy H M
Crop Domain



 Crop Domain

Dhiraj Chaudhary
Ekosight Technologies Pvt. Ltd.





























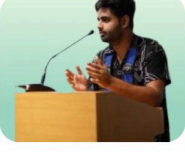



 Ekosight



Impact Catalyzer Program 2024

Cohort 1

| | | | | |
|---|--|--|--|--|
| <p>Ravi Kaushik Airth</p>   | <p>Sandeep Sinha ARFICUS PRIVATE LIMITED</p>   | <p>Mrutyunjay Sahu BARIFLO CYBERNETICS PRIVATE LIMITED</p>   | <p>Kartik K. Bramhansh Technologies Pvt Ltd</p>   | <p>Kalyani Shinde Godaam innovations Pvt Ltd</p>   |
| <p>Akriti Gupta Canferm</p>   | <p>Deepak Rajmohan Greenpod Labs</p>   | <p>Aditya Shukla Saltech Design Labs Private Limited</p>   | <p>Aastha Singh Gramshree Agri</p>   | <p>Debabrata Das Promeat</p>   |
| <p>Vivek Kumar Shahi Parallel Platform Private Limited</p>   | <p>Mistry Ronak Yogesh Greenovate Solutions</p>   | <p>Upamanyu Borkakoty Woolah Tea (TTLT INDIA PVT LTD)</p>   | <p>Devika Chandrasekharan Fuselage Innovations Pvt Ltd</p>   | <p>Ravindra Singh myUDAAN</p>   |
| <p>Prabodh Mahajan Learn and Empower Private Limited</p>   | <p>Leena Chakrabarti Godaam Innovations Pvt Ltd</p>   | <p>Biswajit Shaw Protrainy</p>   | <p>Samrat Singh Chauhan Goploh Ventures Private Limited</p>   | <p>Gundlupet Sadananda Murthy Sampark Bindu</p>   |
| <p>Suket Amin Sunbots Innovations LLP</p>   | <p>Amit Panwar Sunqulp</p>   | <p>Amartya Gupta Cre-AID Labs Pvt. Ltd.</p>   | | |

Spotlight: Action For India Agri Council – Catalyzing Change in Agriculture

In 2024, Action For India took a significant step forward in empowering the agriculture sector with the establishment of the AFI Agri Council. Comprising an esteemed panel of experts and industry leaders, the council has played a pivotal role in shaping the AFI Agri Cohort 2024, a program designed to support and scale agripreneurship in India.

Here's how the Agri Council has driven transformative impact this year:

Strategic Guidance and Thought Leadership

- **Defined Cohort Themes:** Leveraging their expertise, council members identified and finalized core themes that address the most pressing needs of agripreneurs, ensuring that the cohort delivers tailored, impactful solutions.
- **Developed a Knowledge Repository:** By consolidating existing data and resources, the council created a robust repository to inform decision-making and program design.
- **Enhanced Program Design:** The council provided actionable insights into what agri startups require from an accelerator, ensuring the cohort's relevance and value in the agri-tech landscape.

Expanding Outreach and Influence

- **Amplified Cohort Promotion:** The council's active efforts in outreach connected the program to a broader network of agripreneurs and stakeholders, drawing participation from the brightest innovators in the space.

Nurturing Future Agri Leaders

- **Rigorous Selection Process:** The council meticulously evaluated and shortlisted the Top 15 agripreneurs for the cohort, selecting individuals with groundbreaking ideas and the potential to revolutionize the agricultural ecosystem.



Building a Thriving Ecosystem for Agripreneurs

The Agri Council's tireless dedication and invaluable contributions have set the foundation for a transformative journey in Indian agriculture. Through innovation, collaboration, and unwavering commitment, the council has ensured the AFI Agri Cohort 2024 is primed to foster sustainability and growth in the sector.

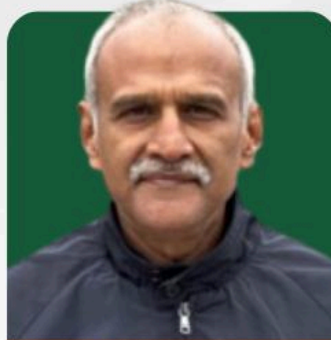
We extend our deepest gratitude to the Agri Council for their vision and leadership, and we look forward to achieving even greater milestones together!

AFI AGRI COUNCIL 2024



Hemendra Mathur

**Co founder ThinkAg & Venture
Partner Bharat Innovation Fund**



Sajal Gupta

**Entrepreneur
Business Advisor**



Emmanuel Murray

**Investment Director
Caspian**



Vijay Nadiminti

CEO & Director - AgHub



K V Iyer

**Industry Expert &
Agri Business Consultant**



Rajiv Sharma

**Founder CEO
AgVysor Innovations**

Upcoming Events

Silicon Valley Trek 2025 – A Gateway to Global Opportunities

AFI National Forum, scheduled in 2025. This event aims to foster collaboration, knowledge sharing, and networking among startups, investors, mentors, and other stakeholders. We are looking to host 200 participants to ensure a dynamic and enriching experience for everyone involved.

Our goal is to empower startups with valuable insights and connections to scale their impact. Following the forum, we are excited to organize a Silicon Valley trek to provide our startups with global exposure and opportunities to engage with leading innovators and investors.

To know more, Visit: https://actionforindia.org/afi-forum-2024/new_index.html

Level 2- Growth Accelerator Program

The Level 2 - Growth Accelerator Program is designed for ambitious, high-potential startups ready to elevate their growth trajectory toward becoming the next generation of Social Unicorns.

This program aims to eliminate significant growth obstacles and to deepen the market presence, strengthen operational resilience and to secure large-scale investment that can lead to measurable improvements.

This level builds on previous growth achievements, focusing on advanced scaling strategies, international expansion, and long-term impact. It aims to provide access to high-level resources, global industry connections, and deep technical expertise tailored to handle the challenges of rapid growth and market dominance.



The AFI Climate Council 2025

The AFI Climate Council will be dedicated to empowering the climate sector by fostering innovation and growth among Climatepreneurs in India. Comprising an esteemed panel of experts and industry leaders, the council will play a pivotal role in shaping the AFI Climate Cohort 2025, a flagship program designed to support and scale climate-focused entrepreneurs. The council will provide strategic guidance and thought leadership by defining impactful cohort themes, curating a robust knowledge repository, and enhancing program design to maximize its reach and effectiveness. Together, we will strive to drive transformative solutions for a sustainable future.



The AFI Climate Cohort 2025

Action For India's upcoming Climate Cohort, set to launch in 2025, will focus on supporting and scaling innovative climate solutions across India. This cohort will bring together visionary Climatepreneurs who are tackling the most pressing environmental challenges, with a focus on sustainable practices, renewable energy, and climate resilience. Through targeted mentorship, strategic guidance, and access to a powerful network of experts, the cohort will provide the tools and resources needed to drive impactful change. With a strong emphasis on scaling solutions and fostering collaboration, the 2025 Climate Cohort aims to accelerate India's transition to a more sustainable and climate-resilient future.

AFI Resources

Partnerships with Amazon web Service (AWS), MSG, and Zoho:

- **AWS Activate:** Leverage up to \$10,000 in AWS credits, technical support, and training programs to accelerate your startup's growth. AWS Activate provides a scalable and secure platform to develop and deploy your applications efficiently.
- **MSG Partnerships:** Benefit from expert marketing strategies and services tailored to enhance your startup's visibility and customer reach.
- **Zoho for Startups:** Access Zoho's comprehensive suite of business software at discounted rates, designed to streamline your operations and boost productivity.

For more information, please reach out to us at info@actionforindia.org



Alumni Achievement



EF Polymer has been recognized for its innovation in the agriculture sector, as the company was selected in the Forbes Asia 100 to Watch list.

Founded in 2018 by CEO Narayan Lal Gurjar, and co-founders Ankit Jain and Puran Singh Rajput, EF Polymer developed a product known as Fasal Amrit, designed to keep crops nourished and maintain moisture in the soil.

This polymer helps the soil retain moisture for longer periods, increases crop yield, and reduces the need for fertilizers. Earlier this year, the startup secured a place in the Forbes 30 Under 30 list.



ScaNxt founded by Rajat Vardhan has been selected for undertaking cross-border expansion in Africa, under the aegis of the South-South Agriculture Alliance (SSAGA).

ScaNxt will soon establish offices in Rwanda and Tanzania to bring cutting-edge, climate-smart technologies to the heart of smallholder farming communities.

Their flagship Smart Soil testing technology, BhuParikshak, will take centre stage, complemented by a line-up of innovative and disruptive products designed to empower farmers, especially the small and marginal ones.



AgrowSure Products and Innovations Pvt Ltd, one of our proud alumni, has won the Startup Innovation Award at the World Food Forum 2024! 🏆

The award, in the Empowering Women in Agrifood Systems category, was presented at the UN Food and Agriculture Organization (FAO) Headquarters in Rome, Italy.

Out of 460 startups from 53 countries, AgrowSure's commitment to empowering women and small-scale farmers through affordable, gender-friendly farm machinery stood out globally.

This incredible milestone underscores their mission to drive inclusive innovation in agriculture. Congratulations to the AgrowSure team for making India proud! 🌟



An Assistive Technology company making education and employment digital and inclusive for everyone, founded by Akshita Sachdeva, who has been featured under the Top 33 Impact Startup Founders by Forbes. is an alumni startup of Action for India, made waves on Shark Tank India, securing INR 60 Lakh in funding. Their innovative approach continues to inspire in the tech startup ecosystem.



Alumni Achievement


XMACHINES
DREAM . CREATE

an Indian Robotics & AI company which builds innovative products infused with Robotics & AI technologies for consumer and enterprise markets. Another success story from our alumni, X Machines, Founded by Trivikram Kumar, showcased their vision on Shark Tank India, impressing with their cutting-edge technology and securing INR 72 Lakh in funding.


AgriVijay[®]
Empowering Farmers for Tomorrow

AgriVijay took 1st place in the 'Best Agtech in Sustainable Agriculture' category at the 6th edition of the FICCI Agri Startup Awards in New Delhi! 🏆

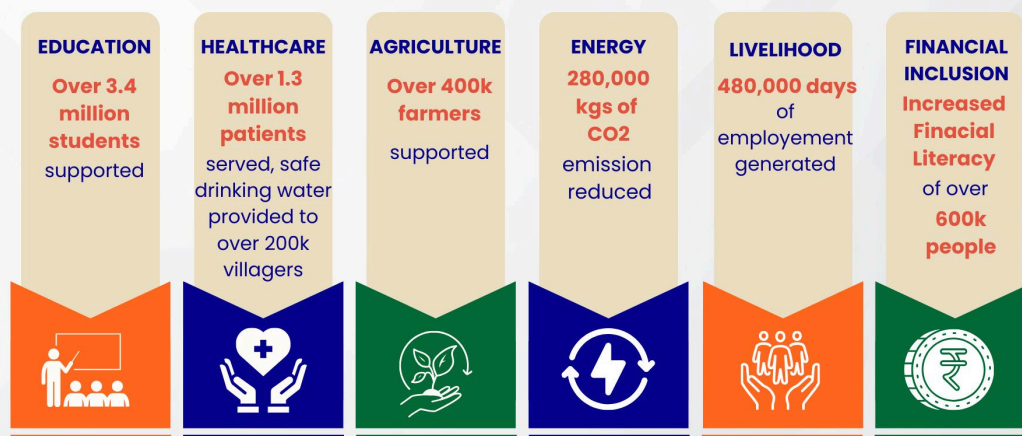
The team proudly received this prestigious award from the Honorable State Agriculture Minister & MP of Ajmer, Shri Bhagirath Choudhary, FICCI Director General Ms. Jyoti Vij, FICCI Chair Mr. Hemendra Mathur, and leaders from Yara International & Corteva Agriscience. This recognition highlights AgriVijay's impactful work in promoting renewable energy for agriculture.


ZenOnco.io
Saving lives from cancer

An Integrative Oncology healthtech platform that provides guidance and end-to-end healthcare services to cancer patients, founded by Dimple Parmar is another esteemed alumni, has inaugurated a new 50-bed cancer hospital in Varanasi. Their expansion reflects a commitment to improving cancer care accessibility in India.

ZenOnco.io is an Integrative Oncology healthtech platform that provides guidance and end-to-end healthcare services to cancer patients. The vision is to improve the quality of life and increase life for cancer patients.

AFI IMPACT



AFI IMPACT ASSESMENT

The AFI program was effective in addressing enterprise challenges through mentorship, huddles, and learning communities. Participants found one-on-one mentorship invaluable, as it provided tailored guidance on scaling operations, branding, and business strategy.

Huddle sessions offered strategic insights, enabling enterprises to shift focus and improve product development. Knowledge-sharing sessions facilitated peer interactions and expert connections, fostering new business ideas and problem-solving.

The program also assisted in accessing new markets and sector-specific support, though participants noted the need for stronger funding connections and more robust investor networking opportunities. Overall, 60% of participants were satisfied with the AFI program, indicating its effectiveness in meeting their expectations.

Impact

Overall, AFI's program has been effective in addressing the challenges faced by social enterprises, providing tailored mentorship, strategic guidance, and opportunities for growth and development.



Business Strategy:

Mentors assisted social entrepreneurs in refining their business strategies and making strategic pivots. By transitioning from a B2C to a B2B model, several enterprises were able to increase market reach and operational scalability.



Improving Go-to-Market Strategies:

Mentors guided enterprises in adopting more sustainable business models such as franchise and lease-based approaches, enabling expansion and increased market penetration.



Product Refinement:

Mentors advised on product simplification, resulting in more efficient and marketable offerings.



Enhancing Sales Channels:

Enterprises received guidance on expanding distribution channels and refining digital marketing strategies, leading to improved market reach and customer engagement.



Effective Communication and Branding:

Mentors helped improve branding and communication strategies, leveraging platforms like LinkedIn to enhance online presence and brand identity.



Human Resource Strategies:

Mentors assisted enterprises in optimizing human resource management by hiring specialized personnel, allowing founders to focus on strategic decisions.



Regulatory Compliance:

Enterprises received mentorship on navigating regulatory challenges, enabling them to secure necessary approvals and bring their products to market.

AFI supported enterprises are delivering essential services to drive social, environmental, and economic impacts across various sectors.

Know what our mentors have to say about building successful startups



Gopala Krishnan

Co-Founder,
Inditech Technology Services

- "Great, committed teams with a tested model and product-market fit are crucial for startup success."
- "Effective positioning and storytelling are essential; your product is a promise, and storytelling drives sales."
- The biggest learning in my mentoring career has been "Mentors should ensure a good fit with mentees and be ready to disengage if their advice isn't implemented."



Shobhit Sharma

Chief of Staff, PeopleShores

- "The technology and infrastructure in the social impact sector have significantly improved, leading to better last-mile connectivity and market access".
- Startups often face challenges with their "go-to-market strategies, securing funding, and building the right team", and navigating these requires "constant networking and engagement".
- The key takeaway for me is the "expansion of my network" and the enhanced understanding of ground-level initiatives through my mentorship experience.

AFI Team



Vishal Dhale

CEO



Ajit Kumar

Project Consultant



Ranjitha M N

HR Assistant/Admin



Kesha Yadav

Program Manager



Prateek Shabani

Program Manager



Anurag Barmola

Program Manager



Prasad Gade

Marketing Manager



Gratitude to Our Esteemed Partners

Empowering Change Together with
Action For India



Ecosystem Partners



Feedback and Engagement:

Your Voice Matters

Your feedback is invaluable to us as we strive to deliver content that is relevant and valuable to you. We invite you to share your success stories, suggestions for future topics, and any resources or opportunities you believe would benefit the community.

Please fill in the form [here](#) to provide us your valuable feedback and suggestions. Together, we can continue to build a vibrant community of change-makers and innovators

Thank you for being a part of the Action for India family. Here's to celebrating your achievements and driving impactful change together!

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