



March 2025

NEWSLETTER

Cultivating Innovation

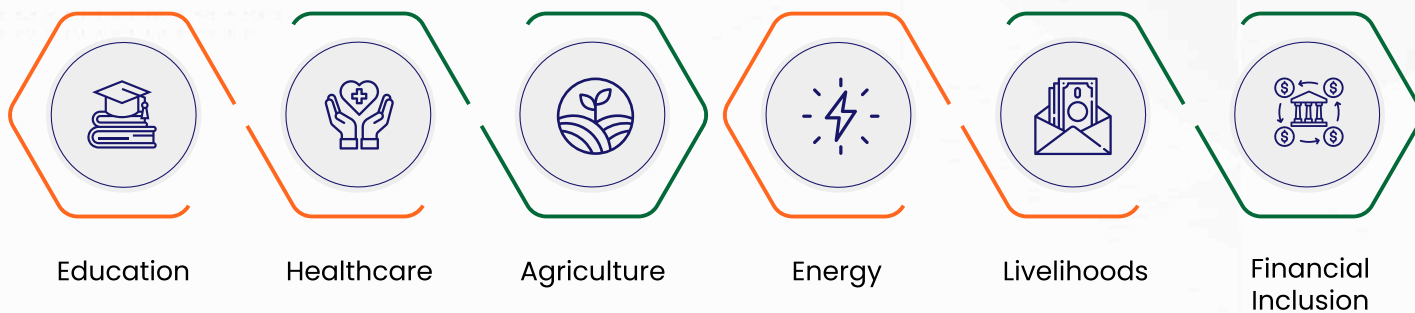
Agri Entrepreneurs Transforming Rural India



AFI's Mission

Action for India's mission is to help high-potential social entrepreneurs overcome barriers to scale and achieve greater impact. We connect social entrepreneurs with impact investors, mentors, technology resources, government contacts, and other ecosystem partners.

AFI mirrors the United Nations' philosophy that sustainable human development happens by enhancing human abilities and creating conditions for growth. In line with the UN Sustainable Development Goals, our focus areas are:



We are excited to introduce new initiatives aimed at accelerating your success:



Funding
Opportunities



Partnerships
for Growth



Enhanced E-Services
support on key
business requirements



AFI Update

We are thrilled to share the latest strides of Action for India's Agri Cohort! Our journey continues with the onboarding of innovative social impact startups that are revolutionizing India's agricultural landscape. These changemakers are leveraging technology, sustainability, and grassroots solutions to empower farmers and enhance rural livelihoods.

Program Update

Agri Cohort 2024-25

- In November, we onboarded 15 promising AgriTech startups for our Agri Cohort 2024.
- These startups were chosen for their innovative approaches to precision agriculture and automation.
- The cohort includes ventures that optimize crop yields, enhance farm efficiency, and reduce resource wastage.
- A strong focus was placed on Agri Fintech, with startups improving financial access through tailored credit, insurance, and payment solutions.
- Dairy and cattle management innovations are also part of the cohort, driving improvements in livestock productivity and health.
- This initiative underscores our commitment to addressing India's most pressing agricultural challenges and enhancing farmer welfare.
- Through our network of mentors, investors, and technology partners, these entrepreneurs gain critical resources and guidance to scale their impact.





AGRI COHORT 2024-25

Selected Startups

Koushik Bose
Koushik Bose



 **Azocado**

Devleena Bhattacharjee
ClimaCrew Pvt Ltd



 **clima crew**

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**
FlyLab Solutions Private Limited

Akshay Kawale
AgrowSure Products and Innovations Pvt Ltd



 **agrowsure**

Tarang Patel
Intech Harness Pvt. Ltd.



 **Intech Harness Pvt. Ltd.**

Subhajit Sinha
4CLIMATE (NATUREX AI)



 **4CLIMATE**

Mahadeva Swamy H M
Crop Domain



 **Crop Domain**

Dhiraj Chaudhary
Eksight Technologies Pvt. Ltd.



 **ekosight**



Alumni Achievement

Agrowsure selection in Social Alpha (Techtonics)

Agrowsure is being mentored by Emmanuel Murray during AFI Agri Cohort, by his intervention and support the startup is selected for Social Alpha-Tectonics Grant, they will get 25 Lakh as grant amount and pilot opportunity/scale up opportunity in UP. It is also selected in the HDFC Parivartan Grant, they will receive approx 17 Lakhs from HDFC Parivartan



Akshay Kawale



Azeedo selected in AgriDiscovery program at Sahyadri Farms

Bhanu Prasad mentor empanelled with Azeedo Private Limited, with his mentorship support, Koushik Boze (founder of Azeedo Pvt Ltd) got selected in Agri Discovery Program at Sahyadri Farms.



Koushik Bose



Gokrit evaluation for SFIFS Grant

AFI has supported startup Gokrit for pitching to incubators like IIM Udaipur, Synapses, IITG Bionest and they have pitched for SFIFS grant, results are yet to be declared.



Indu S



Alumni Achievement



STARTUP mahakumbh
BHARAT INNOVATES

Startup Mahakumbh 2025 ignited a vibrant spirit of innovation, bringing together visionary entrepreneurs to redefine the future of Indian startup ecosystem



Alumni Achievement



We are very happy to share the success of two AFI Alumni startups! 🚀
Airth (2024 Cohort) has raised ₹1 crore in funding to grow their business.

Woolah Tea has secured a ₹50 lakh investment on Shark Tank..

F2DF secured a deal of ₹50 lakhs for 2% equity, along with an additional ₹45 lakhs as debt.



Mentor's Corner

AFI AGRI COHORT KNOWLEDGE BUILDING SESSION



AFI Hosts Knowledge Building Session to Empower Agri Cohort 2025 Startups

- Action For India recently organized an in-depth Knowledge Building Session for its Agri Cohort 2025 startups, aimed at strengthening their fundraising and scaling strategies. The session featured Sandro Stephen, Founder of Greentrunk.vc, a seasoned expert in venture capital and early-stage startup investments.
- **Key highlights from the session included:**
 - **Fundraising Insights:** Sandro shared strategies on crafting strong investment pitches, building a compelling fundraising story, and navigating the funding landscape for agri-tech startups.
 - **Investor Expectations:** The discussion focused on what investors look for in early-stage agri ventures, the importance of market validation, and how startups can align with emerging trends in the sector.
 - **Practical Tips for Scaling:** Startups received actionable advice on structuring their fundraising rounds, attracting the right investors, and preparing for long-term scalability.
 - **Interactive Engagement:** Participants actively engaged with Sandro, asking questions and receiving customized feedback on their fundraising challenges and business models.
- Through initiatives like these, Action For India continues to support its Agri Cohort by providing practical knowledge, mentorship, and ecosystem connections that help scale innovative solutions for rural development and agricultural growth.



Relevant Tools, Articles, and Books



Books

1. India's Social and Economic Transformation in the 21st Century" edited by Pallavi Choudhuri, Sonalde Desai, and Amaresh Dubey (2023)



Articles

1. Work hours don't matter, results do – Dr M Muneer
2. The good news is that AI is hiring, Bad news is that its nou us! – Rita McGrath, Dr M Muneer



Tools

1. **Impact Measurement Tools:** Tools like IRIS+ by the Global Impact Investing Network (GIIN) help startups measure and manage their impact effectively.
2. **Funding Platforms:** Platforms such as Kiva and Indiegogo for crowd-funding social impact projects.



Mentor's Corner



Neetu V Bansal

Business Mentor and Sales Coach

- One thing I've observed is that many entrepreneurs don't start with a crystal-clear sense of purpose. Beyond the obvious financial goals, the societal impact they hope to create is often still forming. But what they do have is conviction—this strong belief that their work will create change.
- As they move through the journey—understanding their customers more deeply, refining their solutions, and leading their teams—that conviction begins to evolve into a clear purpose. It's something they discover and shape along the way, not always something they start with.
- And that's where leadership truly begins to emerge. Founders start to develop their own leadership styles—not just to run a business, but to influence and inspire. They learn to bring customers, investors, employees, and partners along on the journey, aligned with that growing sense of purpose.
- As a mentor, it's incredibly fulfilling to witness and support that transformation—from conviction to clarity, and from individual passion to collective mission.



Emmanuel Murray

Investment Director - Caspian

- Entrepreneurs must understand that finding the right product-market fit or building the ideal team rarely happens on the first attempt. The journey is iterative — be prepared to experiment, adapt, and refine your approach along the way.
- Strong chemistry between co-founders is equally critical. Trust, respect, and a shared vision lay the foundation for success. Clear division of roles and responsibilities ensures better decision-making and minimizes conflicts.
- It has been a true pleasure working with some of the most passionate, resilient founders. Their commitment and openness to learning continue to inspire and reaffirm our belief in the transformative power of entrepreneurship.



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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Action For India



Ecosystem Partners

