

Startup Cell

College of Agriculture, NAU, Campus Bharuch

Startup Cell – College of Agriculture, Bharuch (NAU)

The Startup Cell at the College of Agriculture, Bharuch was established in 2016 with the objective of promoting innovation, entrepreneurship and agribusiness development among students and faculty members. Since its inception, the cell has served as a platform for nurturing innovative ideas, enhancing entrepreneurial competencies and facilitating the transformation of research outputs into commercially viable technologies and startup ventures. In 2021, the Startup Cell was reorganized under the centralized Startup and Innovation framework of Navsari Agricultural University, strengthening institutional support, resource mobilization, mentorship and linkages with state and national innovation initiatives. Through various capacity-building programmes, startup awareness activities and innovation-driven interventions, the cell continues to foster an entrepreneurial ecosystem within the college and contribute to the development of future Agripreneurship and job creators.

The Startup Cell actively collaborates with university-level innovation and entrepreneurship initiatives, including the Student Startup and Innovation Policy (SSIP), to provide mentoring, training, networking opportunities and financial support to aspiring student entrepreneurs.

Objectives

- To foster a culture of innovation and entrepreneurship among students.
- To encourage the development of agribusiness and agri-tech startups.
- To provide guidance on startup creation, business planning and commercialization.
- To facilitate access to funding opportunities through SSIP and other government schemes.
- To strengthen industry-academia linkages and promote technology transfer.

Major Activities

- Organization of Entrepreneurship Awareness Programmes (EAPs).
- Conducting workshops, seminars and expert lectures on innovation and startups.
- Identification and mentoring of innovative student projects.
- Guidance for preparation of business plans and startup proposals.
- Facilitation of participation in SSIP and innovation competitions.
- Industry interaction and exposure visits for students.

Key Achievements

1. Promotion of Student Innovation and Entrepreneurship

- The College actively encourages students to participate in innovation and startup programmes under the Student Startup and Innovation Policy (SSIP) of the Government of Gujarat.
- During the academic year 2024–25, a total of **eight students** from the College of Agriculture, Bharuch participated in **SSIP 2.0 Innovation and Startup Activities**, where they presented their innovative ideas and business concepts before an expert panel.
- Among the submitted proposals, a startup idea on **flower-based value-added products from honey** developed by **Mr. Shivam Bhatt** was selected for financial assistance. The project

received a **seed grant of ₹35,000** under the SSIP support scheme for further development and validation of the startup concept.

- The Startup Cell continuously creates awareness regarding entrepreneurship as a viable career option in the agricultural sector over various capacity-building and motivational programmes.
- Every year, the College organizes and facilitates participation in entrepreneurship and startup promotion programmes such as **Seed-to-Startup (S2S)**, **Campus-to-Corporate (C2C)**, Agripreneurship Development Programmes, expert lectures, innovation workshops and startup awareness campaigns.
- These initiatives have significantly enhanced students' awareness, innovation skills, entrepreneurial mindset and participation in startup-related activities, thereby strengthening the entrepreneurial ecosystem within the institution.

2. Capacity Building

- **A total of 24 expert lectures** by successful entrepreneurs, startup founders, and industry experts were organized, including **9 lectures under SSIP** and **15 lectures under the Startup Cell**, focusing on innovation, entrepreneurship, startup management and IPR.
- **Two SSIP programmes and three Startup Cell meeting** were conducted to strengthen the institutional startup ecosystem and promote innovation-driven activities.
- A total of **770 students** were sensitized about startup opportunities, entrepreneurship, intellectual property rights, and government support schemes.
- These initiatives increased student participation in SSIP programmes from **1–2 students to 9–10 students** and encouraged the development of innovative startup concepts in areas such as **algae-based biofuel, astaxanthin-based medicinal products, and ethanol powder technology**.

3. Research Innovation Support

- The Startup Cell facilitates the conversion of innovative research ideas into practical technologies with commercialization potential and promotes intellectual property generation, technology dissemination and entrepreneurial innovation among students.
- The College provides laboratory infrastructure, technical guidance and research facilities to students for the practical execution of startup ideas. During 2024–25, facilities were provided to **Mr. Govind, Ms. Heer, and Mr. Sunil Kumar** at the Processing and Food Engineering (PHT) and Central Laboratory for developing innovative products i.e. **maize-based milk, value-added butter products, and customized fruit-based beverages**.

4. Strengthening Innovation Ecosystem

- Established coordination with university-level startup initiatives and innovation networks. Developed a supportive environment for ideation, incubation and startup development.

5. Recognition of Innovative Technologies

- Faculty members and researchers have contributed to the development of innovative agricultural technologies, including patentable and commercially viable innovations, enhancing the institution's innovation profile.

Impact

- ***Entrepreneurial Participation Increased (9–10 students active)***

Participation in SSIP and startup activities increased from only 1–2 students earlier to 9–10 students during 2024–25, indicating a stronger entrepreneurial culture.

- **External Validation and Funding (₹35,000 seed support)**

The selection of Mr. Shivam Bhatt's startup proposal under SSIP and the sanction of ₹35,000 seed support demonstrate recognition of student innovation by external experts.

- **Practical Research Translation (3 student projects supported)**

Provision of laboratory and technical facilities enabled students such as Mr. Govind, Ms. Heer, and Mr. Uttam to develop market-oriented products including maize-based milk, butter-based products, and customized fruit beverages.

- **Innovation Pipeline Strengthened (Emerging startup ideas)**

New ideas related to biofuel production from fungi, anthocyanin-based medicinal products, and ethanol powder technology show that students are moving beyond academic projects toward startup-ready innovations.

- **Institutional Ecosystem Enhanced (20 expert sessions)**

Through 20 expert lectures, workshops, and mentoring sessions, the college has created a supportive ecosystem that encourages students to pursue agripreneurship, IPR, and commercialization opportunities.

Success story: 1

Mr. Shivam Bhatt – Emerging Student Agripreneur

Personal Details

- **Name:** Mr. Shivam Bhatt
- **Batch:** 2024–25
- **Institution:** College of Agriculture, Bharuch
- **Mobile:** 8200045323

Startup Information

- **Startup Name:** Floral Flora LLP.
- **Year of Establishment:** 2024
- **Sector:** Agri-Food Processing & Value Addition

Innovative Product

- **Floral sweets** developed using natural honey and edible flowers.
- **Honey-based rose gulkand**, other value-added honey products for commercial potential.
- **Bamboo-less agarbatti (incense sticks)** developed as an eco-friendly and innovative alternative to conventional products.

Support Received

- **Mentoring and technical support** through the Startup Cell.
- **Financial assistance of ₹1.50 lakh** under SSIP 1.0 and SSIP 2.0 for startup development and commercialization.

Major Achievement



- Successfully commercialized honey-based floral products.
- Received an **international order for honey-based rose gulkand**.
- Develop **floral sweet** products.

Impact

- **Value Addition in Agriculture:** Promotes processing and value addition of agricultural produce, increasing farmers' income.
- **Market Development:** Creates demand for natural and health-oriented products.
- **Innovation-Entrepreneurship:** Inspires student for idea & agripreneurship development.
- **Export Expansion:** Supports international exports and reinforces global market presence.
- **Turnover Growth:** Demonstrates strong business performance with ₹5.5 lakh turnover.

Tagline: *Transforming honey and flowers into high-value products for national and international markets*

Floral sweet By Shivam Bhatt and Anish Patel



Success story: 2

Mr. Bhavik Patel (Batch 2020), Shri Nageshwar Agro (ABC)

Mr. Bhavik Patel, a **Batch 2020 alumnus**, is the founder of **Shri Nageshwar Agro (ABC)**, an agri-input supply enterprise during 2022.

- **Agri-input Business:** Supplies pesticides, fertilizers, agrochemicals, and organic products.
- **Farmer Services:** Ensures timely availability of quality inputs for better crop production.

- **Sustainable Approach:** Provides both chemical and organic farming solutions.
- **Agri Support System:** Strengthens local farming through reliable agricultural input supply.
- **Entrepreneurial Journey:** A successful example of agriprenurship from Batch 2020.

Success story: 3

Mr. Mehul Rameshbhai Pansuriya – Successful Agri-Entrepreneur

Personal Details

- **Name:** Mr. Mehul Rameshbhai Pansuriya
- **Batch:** 2017–18
- **Institution:** College of Agriculture, NAU, Campus Bharuch
- **Address:** Rajeshar, Ta. Mendarda, Dist. Junagadh, Gujarat
- **Email:** mehulr.pansuriya@gmail.com
- **Mobile:** 9537712126

Startup Information

- **Enterprise Names:**
 - Vrundavan Agro Centre, Rajeshar (2021)
 - Vrundavan Agro Agency, Mendarda (2022)
- **Sector:** Agri-Input Retail Business and **Products:** Seeds, fertilizers, and agrochemicals

Business Highlights

- Provides agri-inputs along with **technical guidance and farmer support**
- Expanded from village-level store to **multi-location agri business**
- Currently employs **6 persons**
- Achieved an annual turnover of approximately **₹1.0–1.5 crore**

Journey & Motivation

- Coming from a **farmer's family**, he understood field-level challenges.
- Motivated to start a business to **solve farmers' problems with quality agri-inputs**.

Challenges Faced

- Faced high expectations as an agriculture graduate.
- Overcame challenges through **regular field visits and direct farmer interaction**.

Role of Education

- Agriculture education helped in **identifying crop problems and providing scientific solutions**.

Impact

- **Farmer Support:** Improved access to quality agri-inputs and advisory services.
- **Rural Entrepreneurship:** Created employment and strengthened rural economy.
- **Agri Extension Linkage:** Acts as a bridge between science and farmers' field problems.
- **Business Growth:** Strong and stable agri-enterprise with crores-level turnover.

Tagline: Building trust in agriculture through quality inputs and farmer-centric solutions.



Success story: 4

Innovative Startup and Agri-Business Showcase Batch 2024

1. Student Entrepreneur: Patel Rushil

Venture Details : Krushi Agro / Agro Center ABC

Domain: Agri-input Retail Seeds Fertilizers Agrochemicals

Innovation :Reliable farm input supply chain for local farmers

Contact Details :9601582079

2. Student Entrepreneur: Kanzariya Gaurav

Venture Details : Shree Krishna Fertilizer

Domain :Fertilizer and Agro-input Solutions

Innovation :Farmer-centric agri-input services at local level

Contact Details : 6354053696

3. Student Entrepreneur: Kanzariya Sagar

Venture Details : Kuldevi Agro Center

Domain :Agro-input Retail Business

Innovation : Integrated supply of seeds fertilizers and plant protection products

Contact Details: 9909222783

4. Student Entrepreneur: Raj Karen

Venture Details: Santkrupa Organics

Domain: Organic Agricultural Products

Innovation: Promotion of eco-friendly and sustainable farming inputs

Contact Details: 7575087646

Innovative Startup and Agri-Business Showcase Batch 2025

5. Student Entrepreneur Jeel Bhalani

Venture Details: Bhoomi Satva Organic

Domain: Organic Agriculture Products and Sustainable Farming Inputs

Innovation: Promotion and supply of organic and eco-friendly agricultural inputs supporting sustainable farming practices

Contact Details: 9016683344

Impact Highlights

- Empowering student-led agribusiness startups
- Strengthening rural input supply ecosystem
- Promoting organic and sustainable agriculture
- Encouraging self-employment in agri-sector
- Building future agripreneurs from agriculture education

Tagline: Transforming Agriculture Students into Future Agribusiness Leaders

Sensitization and outreach programme: November -2025

A Sensitization and Outreach Programme was organized in November 2025 to create awareness on modern agriculture, value addition, and entrepreneurship.

The programme focused on training, interaction, and knowledge sharing to promote sustainable farming practices and agripreneurship. A total of 320 students participated, making the event highly impactful and successful.





Sensitization and outreach programme: November -2024





AGRIPRENEURSHIP TRAINING: NOVEMBER -2025

An **Agripreneurship Training Programme** was organized in **November 2025** to develop entrepreneurial skills among agriculture students.

The training focused on **startup development, value addition, marketing, and agribusiness opportunities**, with expert guidance from more than **20 speakers**. A total of **340 students participated** and benefited from the programme, gaining valuable knowledge and exposure to agripreneurship.







Coordinator, Startup Cell
Dr. S.R. Patel, Professor (GPB)
Dr. Tushar Patel, Associate Professor (TUP)