



UPAYA SOCIAL VENTURES ACCELERATOR PROGRAM

2018 Cohort: Agribusiness in India

Agriculture remains the source of livelihood for approximately 65% of the Indian population and a key driver for economic growth. However, 70% of the 90 million Indian households who rely on agriculture for a living spend more money than they earn each month. Upaya's 2018 accelerator includes the following companies that are creating jobs and improving livelihoods for the people working in agriculture in India.

About the Program

Upaya's 2018 accelerator cohort includes 11 entrepreneurs who are working to scale their early-stage agribusiness companies, each with a vision of improving the lives of at least 1,000 people within three years who are currently living on less than \$1.90 a day. At the conclusion of the program, Upaya will select one to three companies for investment and ongoing consulting support.

Sub-Sector	Company
Inputs	1 FibSol
On Farm / Organic	2 Aicya Organics
	3 ONganic
Processing	4 Rural Roots
	5 Happy Roots
	6 Gramshree
Dairy	7 Go Desi
	8 Laymen Agro
Fisheries & Poultry	9 ZooFresh
	10 Taank Brothers
Agri-Waste	11 Ysasree Viroha

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2018 Cohort Companies

Aicya Organics | Kanpur, Uttar Pradesh

A seed to fork company selling organic products grown and processed by 1200 small and marginal farmers to urban families.

Fib-Sol | Chennai, Tamil Nadu

An ag-tech company aimed at promoting and redefining farming in a more organic and eco-friendly way by using innovative bio-fertilizers.

Go Desi | Bangalore, Karnataka

An Indian packaged confectionary brand inspired by regional flavors and formats sourced, packed and branded at the farm gate.

Gramshree | Jaipur, Rajasthan

A company working with tribal families to increase the value of their produce by intervening in developing value chains and marketing.

Happy Roots | Pune, Maharashtra

A national award-winning company that creates delicious high-nutrition snacks in partnership with small farmers and rural women.

Laymen Agro | Coimbatore, Tamil Nadu

A dairy company bringing village-fresh products to urban kitchens by ensuring the lion's share of the consumer's price goes back to the rural economy.

ONganic | Kolkata, West Bengal

An organic social enterprise bringing profitability for small-holder farmers through introduction of organic cultivation of high premium products and developing a seed to shelf value chain.

Rural Roots | Delhi & Uttar Pradesh

A food processing enterprise creating large-scale employment for women below the poverty line in and around Deoria with a focus on food products .

Taank Brothers | Panipat, Haryana

An enterprise focused on breeding indigenous chickens with the involvement of the local tribal community, providing self-sustainable employment and livelihood opportunities.

Yasasree Viroha | Kadapa, Andhra Pradesh

A company creating shared value from small fruit waste to create alternative livelihoods for small farmers and women workers.

ZooFresh | Bhawanipatna, Odisha

An enterprise leveraging innovative post harvest technologies and retailing platforms to eliminate waste, enhance consumer health & delight, and increase farmer incomes.