



2024-25
ANNUAL REPORT

Empowering
FARMERS
Engaging
YOUTH
Transforming
AGRICULTURE





TABLE OF CONTENTS

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER	1
SECTION-1 ORGANIZATION OVERVIEW	3
About Agri Entrepreneur Growth Foundation	4
AE Programme Strategy	5
The Year in Numbers	7
AE Transactions	9
AE Archetypes	10
SECTION-2 IMPACT PROJECTS	11
SECTION-3 STORIES OF CHANGE	28
SECTION- 4 BUILDING THE ECOSYSTEM WITH DIGITAL INNOVATIONS	35
SECTION- 5 ORGANIZATIONAL UPDATES	38
Organization Culture & Initiatives	39
Awards	41
Partnerships that Power us	42
SECTION- 6 FINANCIAL OVERVIEW	43

MESSAGE FROM THE CHIEF OPERATING OFFICER



Pankaj Shukla
Chief Executive Officer

Dear Partners and Changemakers,

2024 has been a year of bold steps, deeper partnerships, and transformative change at the grassroots level. At AEGF, we have always believed that entrepreneurship is the most sustainable solution to unlock rural potential, and this year has proven that belief, again, across India's heartland.

From the micro-irrigated farms of Maharashtra, where 1,950 Agri-Entrepreneurs have transacted over ₹551 Cr across 18 archetypes, to the fertile plains of Hardoi in Uttar Pradesh, where AEs are enabling mechanization, vermicomposting, and solar irrigation, our network has become the frontline of grassroots innovation. Whether it's helping Odisha's rice farmers adopt water-saving DSR and AWD techniques or strengthening coconut value chains in Tamil Nadu, Agri-Entrepreneurs have taken bold steps to meet the needs of today's farmers.

As an organization, AEGF has grown into a robust, data-informed platform that bridges communities with credit, climate-smart technologies, and new-age markets. Our partnerships with state governments, CSR institutions, and grassroots networks have expanded the AE model across 13 states, creating a network of more than 22,500+ Agri Entrepreneurs (AEs) impacting 23 lakh+ farmers and 1.5 Cr+ acres. The AE's role has evolved from being a service provider to becoming a trusted advisor, a market enabler, and often, a community leader.

What makes AEGF different is our agility. We don't just deliver solutions; we co-create them with those we serve. Whether it's embedding digital tools into everyday AE operations or running hyperlocal innovations like Biochar units or agri-input startups, we've consistently focused on creating entrepreneur-led, climate-resilient value chains.

Looking ahead, our priorities are clear:

- Investing in AE capacity for high-value crops and service diversification
- Scaling women-led agri-enterprises through targeted incubation
- Leveraging technology for smart service delivery and ecosystem visibility
- Doubling down on convergence with government schemes and platforms

To our entire AEGF team, from field mentors and trainers to state leads and support staff, thank you for your unwavering commitment, agility, and passion. It is your day-to-day dedication that drives this mission forward and brings our vision to life in every village we touch.

And, to our donors, public partners, and the rural entrepreneurs we serve, thank you for placing your trust in the Agri-Entrepreneur model. Your belief in the power of local enterprise is helping us reimagine agriculture not just as a livelihood, but as a movement.

Let's continue forward with purpose, with partnerships, and with the power of grassroots enterprise.

Warm regards,



Pankaj Shukla
Chief Executive Officer
Agri-Entrepreneur Growth Foundation (AEGF)

SECTION 1

ORGANIZATION OVERVIEW



ABOUT AGRI ENTREPRENEUR GROWTH FOUNDATION

Agri-Entrepreneur Growth Foundation (AEGF), co-founded in 2019 by Syngenta Foundation India and CINI-TATA Trusts and supported by IDH, is a Section 8 Company, to scale the Agri-Entrepreneur (AE) model across India. AEGF focuses on building a robust, inclusive, and scalable rural ecosystem that empowers local youth, especially women, to become Agri-Entrepreneurs (AEs), delivering end-to-end services to smallholder farmers. These AEs are the change agents, driving economic growth, fostering innovation, and transforming the agricultural landscape.

Through skill development, market access, financial inclusion, and climate-smart solutions, AEGF ensures that farmers gain access to high-quality agricultural inputs, expert crop advisory, and financial support, enabling them to adopt sustainable and profitable farming practices. At the core of AEGF's approach lies a commitment to gender inclusion, climate resilience, and economic empowerment, fostering entrepreneurship that drives long-term agricultural transformation.



Vision

To be a leading catalyst for agricultural development and innovation, fostering a robust ecosystem where smallholder farmers thrive and contribute to a sustainable and food-secure future.

Mission

To empower small and marginal farmers participate in agricultural development by improving their access to better seeds and other inputs; increasing their knowledge of agronomic practices; establishing ease of access to credit and providing systematic market linkages.

AE PROGRAMME STRATEGY

The Agri-Entrepreneurship model nurtures entrepreneurship in the agriculture sector with the objective of addressing significant issues affecting the industry. This model seeks to enhance productivity, create economic opportunities, and drive sustainable development in rural communities.

CORE OBJECTIVES OF THE AGRI-ENTREPRENEURSHIP PROGRAMME:

Gender equality

Commits to empowering women in agriculture, increasing their participation from 19% in 2020 to 53% by March 2024. This focus on women's entrepreneurship strengthens their role in the farming ecosystem.

Climate Smart Agriculture

Promotes affordable, climate-smart practices to help farmers adapt to changing environmental conditions. Key crops like sugarcane, cotton, and paddy are targeted for resilience against pests and diseases.

Economic Empowerment

Facilitates the transition of farmers from subsistence agriculture to Agri-entrepreneurship, enabling them to generate higher incomes and improve their livelihoods.

Innovation and Technology Adoption

Encourages the integration of modern technologies and innovative practices such as Climate Smart Agriculture leading to increased productivity, efficient resource utilization, and reduced environmental impact.

Youth Engagement

Motivates the younger generation to the agricultural sector by presenting it as a viable career path through entrepreneurial opportunities.



Market Access

Enables Agri-Entrepreneurs access larger markets, both locally and internationally, by promoting value addition, product diversification, and supply chain development.

Sustainability

Emphasizes sustainable practices, resource conservation, and climate resilience in Agri-entrepreneurial ventures to ensure long-term viability.

Capacity Building

Provides training and workshops on entrepreneurship, good agricultural practices, emerging technologies, financial management, and marketing strategies.

Incubation and Mentorship Support

Assists in guiding to newly certified Agri-Entrepreneurs to develop their business plans and establish linkages with market, credit institutions.

Technology Dissemination

Reviews and promotes adoption of technological practices suited to local conditions and demonstration for adoption.

Access to Finance

Partners with financial institutions to provide tailored financial products, microloans to AEs for start-up and expansion.

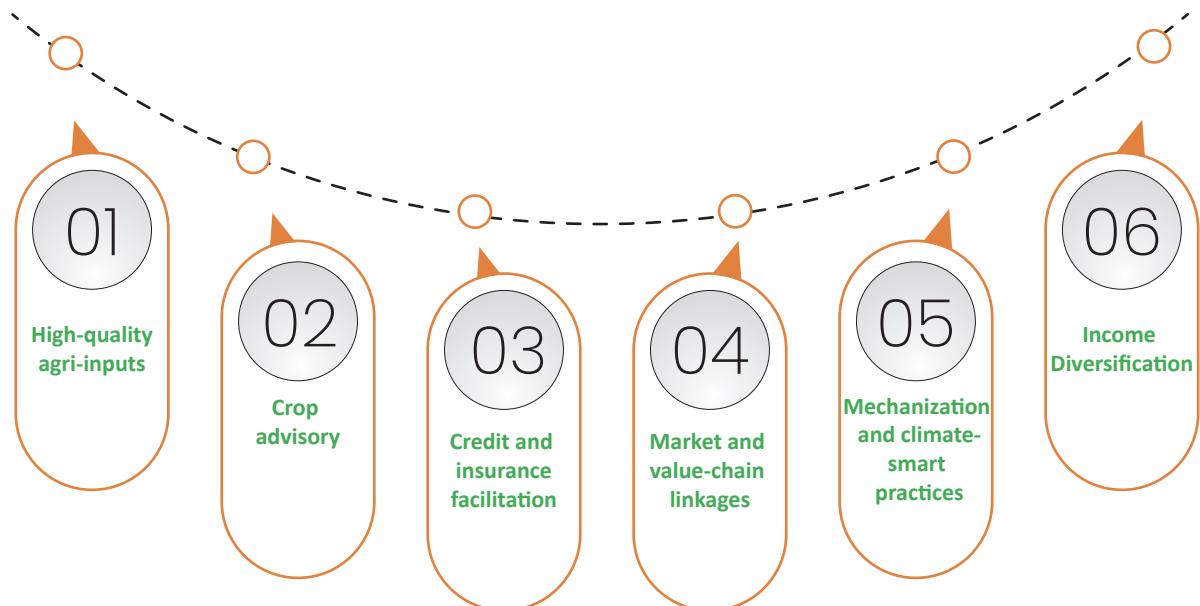
Market Linkages

Creates networks connecting AE with wholesalers, retailers, and export markets, facilitating the flow of products and ensuring fair pricing.

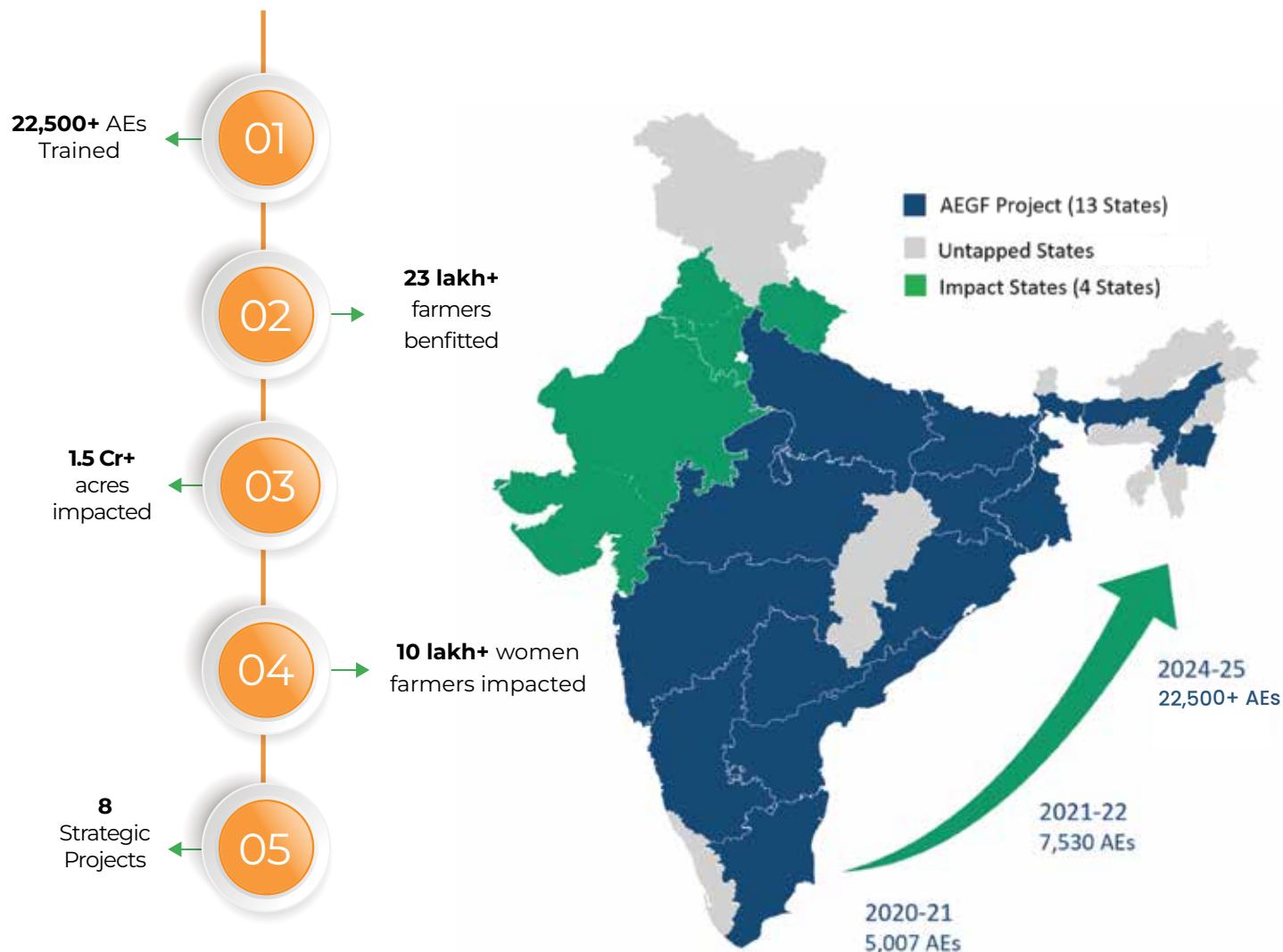
The implementation approach adopts a multi-faceted approach to facilitate the youth on their transformative journey in ushering in economic empowerment for themselves and the farming community.

THE AE MODEL: A ONE-STOP SOLUTION FOR FARMERS

AEGF's AE Model transforms local youth into certified agri-entrepreneurs serving 150–200 farmers in 1–2 villages. Each AE is trained and mentored through a structured lifecycle—from selection and training to business launch and ongoing mentoring.

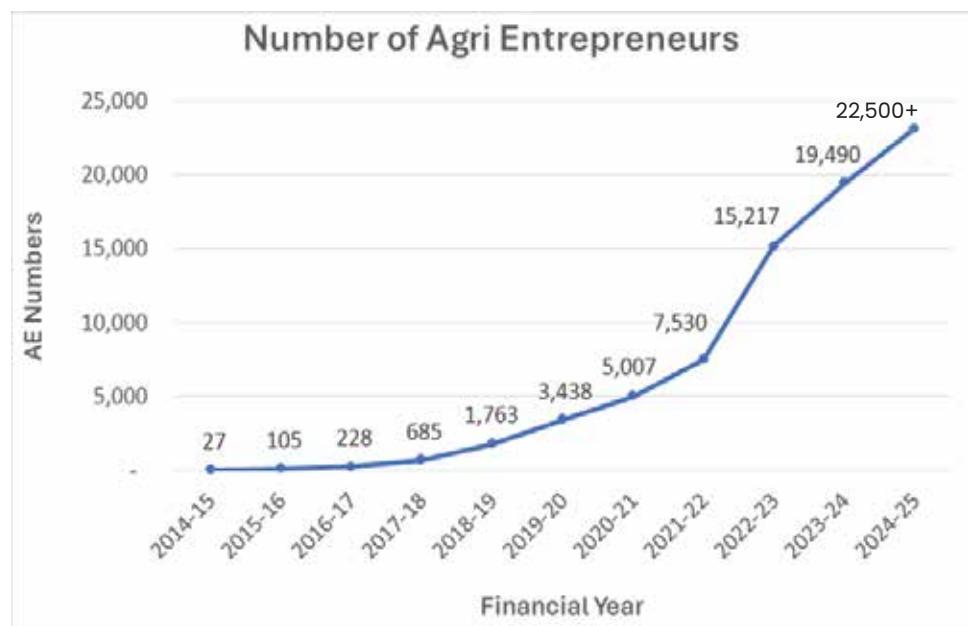


THE YEAR IN NUMBERS

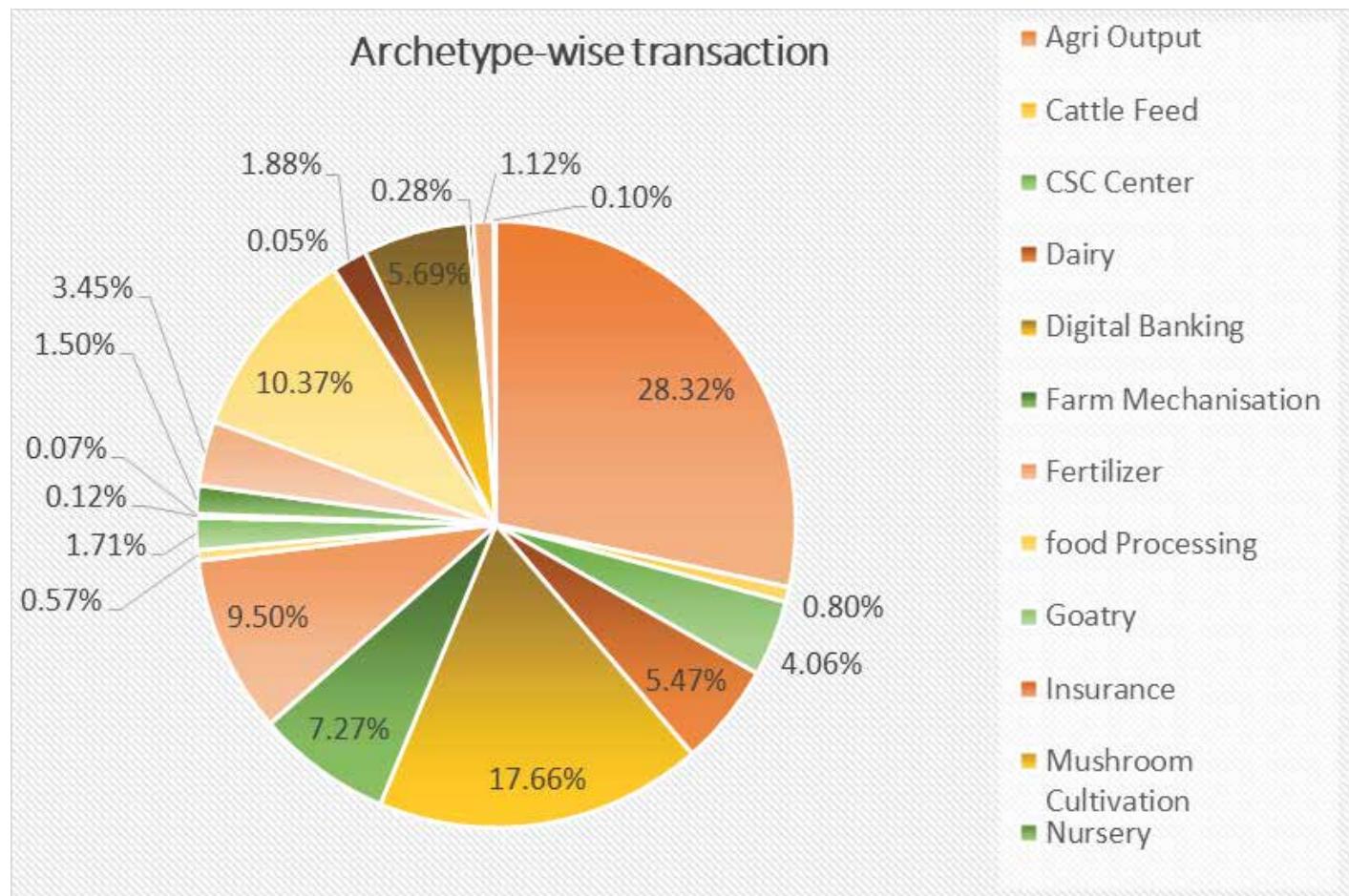


Total AEs trained (as of March 2025)	22,560
Female AEs	8,696
Male AEs	13,864
Farmers registered (as of March 2025)	23,84,995
Male Farmers	10,09,008
Female Farmers	13,75,987

A Graph Representing the Growth of AEs Gradually to Date

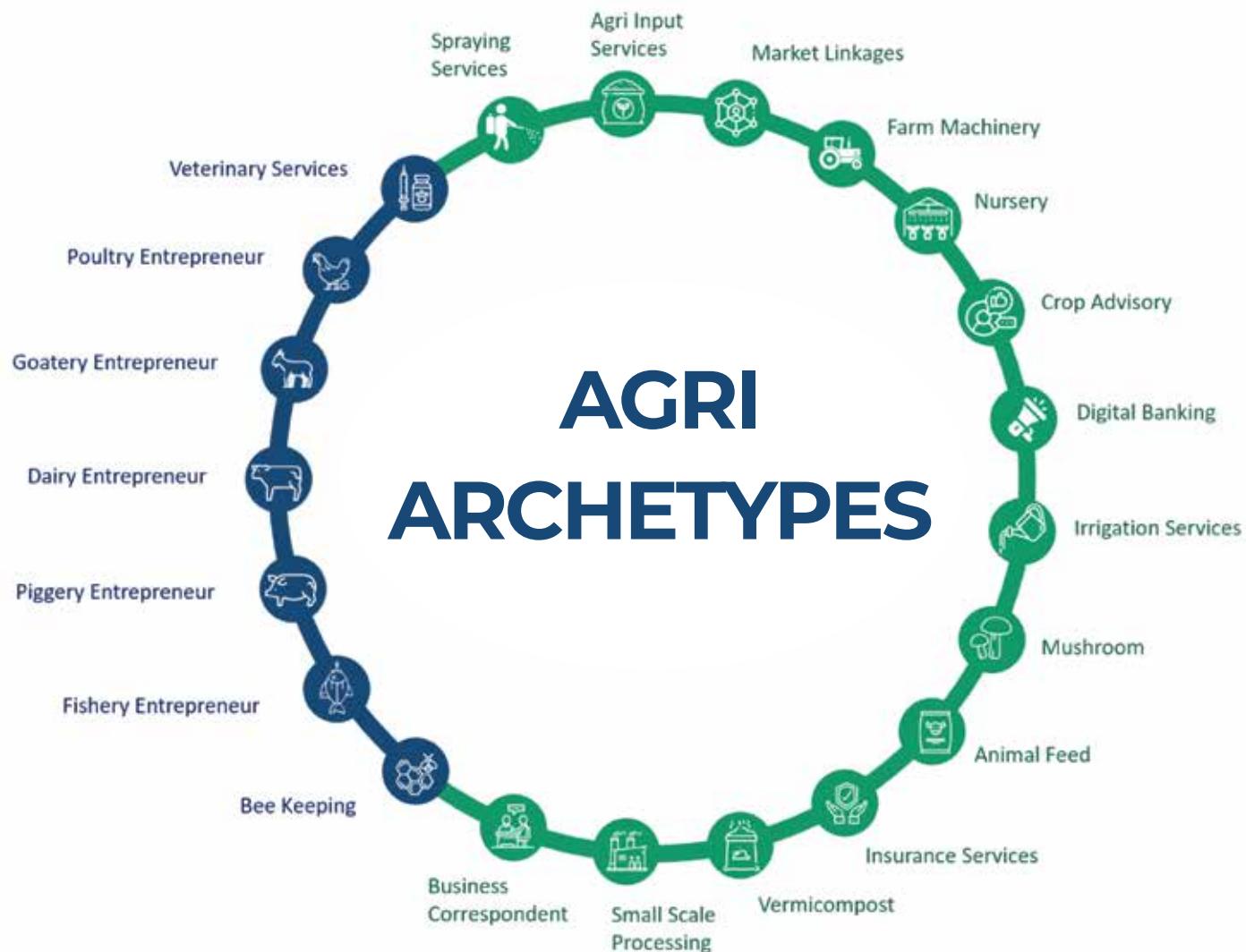


AE TRANSACTIONS



AE ARCHETYPES

AEGF SUPPORTS DIVERSIFIED ENTREPRENEURIAL PATHWAYS:



Livestock Entrepreneurship

Agri Entrepreneurship

SECTION 2

IMPACT PROJECTS



Creation of 1850 Agri Entrepreneurs to support 92,000 Small Holder Farmers (Donor: Axis Bank Foundation)



Geographies: Maharashtra (9 districts – Nanded, Latur, Ahmednagar, Nashik, Wardha, Yavatmal, Amravati, Washim, Jalna)



Objective:

To catalyze inclusive rural development by supporting 1,850 Agri-Entrepreneurs (AEs) across nine districts of Maharashtra through diversified agri-enterprise models, improved service delivery and enhanced farmer outcomes.

Implemented by the Agri-Entrepreneur Growth Foundation (AEGF) and supported by Axis Bank Foundation (ABF), the project aims to unlock the rural economy by enabling a cadre of agri-entrepreneurs who offer a wide range of services—from agri-input sales and output marketing to digital banking, custom hiring, and climate-resilient advisory.

Phase I of the project (July 2022–June 2025) has demonstrated substantial success with over ₹551 Cr worth of rural business transactions. Phase II, recently approved and extending until March 2028, builds on this foundation to deepen impact, scale outreach, and address emerging needs of AEs and smallholder farmers.

The project has adopted a holistic ecosystem approach—ensuring last-mile access to essential services while fostering entrepreneurship-led transformation. Farmer-centric activities such as demo plots, soil testing, financial inclusion, and micro-irrigation access have contributed to improved income, reduced input costs, and better health and education outcomes.



HIGHLIGHTS

- 1,950 active AEs across Maharashtra, serving 1.7 lakh farmers.
- ₹551+ Cr worth of transactions facilitated through 18 archetypes:

₹205 Cr

agri-input sales

₹157 Cr

output marketing

₹124 Cr

digital banking

₹40 Cr

custom hiring services

- ₹25+ Cr in government entitlements and ₹40+ Cr in credit linkages facilitated.
- Over 15,000 soil samples tested, and 17,496 farmers engaged in demonstration techniques.
- 8,962 farmer meetings conducted, strengthening farmer engagement.
- Training for 200 AEs conducted on market linkage in 8 locations.
- 22 AEs received battery-operated sprayers under the Mukhyamantri Saur Krishi Pump Yojana.

IMPACT HIGHLIGHTS OF PHASE-1 PROJECT

Income Growth among AEs:

Survey of 204 Agri-Entrepreneurs revealed that two-thirds now earn over ₹1 lakh annually in additional income.

Farmer Satisfaction:

93% of farmers expressed satisfaction with AE services, recognizing them as progressive leaders and trusted advisors.

Rising Farmer Incomes:

30% of surveyed farmers reported annual earnings of over ₹5 lakh, a significant rise from 13% in 2021–22.

Reduced Production Costs:

63% of farmers confirmed a decline in cultivation costs due to improved practices and AE-led services.

Adoption of Micro-Irrigation:

Adoption levels rose sharply to 87% in 2023–24, compared to just 38% in 2021–22.

Digital Financial Inclusion:

93% of farmers now access digital banking services, up from 48% in 2021–22.

Direct Input Procurement:

53% of farmers purchase agricultural inputs directly from AEs, strengthening local supply chains.

Improved Household Welfare:

Increased household spending on education and healthcare was reported across beneficiary families.

Technology Adoption:

17,496 farmers adopted new demonstration technologies introduced under the program.



Promoting farm mechanization through AE Model
(Donor: DCM Shriram Foundation)



Geographies: : Uttar Pradesh (Lakhimpur Kheri, Hardoi)



Objective:

To train and certify 200 AEs who provide diverse agricultural services, including farm mechanization, to approximately 25,000 smallholder farmers in Uttar Pradesh

The Krishi Udyam Pariyojana, supported by DCM Shriram Foundation and implemented by AEGF, focuses on transforming Hardoi into a model for rural revitalization through agri-entrepreneurship. By addressing long-standing challenges such as low mechanization, limited scheme access, and poor market linkages, the project strengthens the agricultural ecosystem through local entrepreneurs.

Under this initiative, 206 Agri-Entrepreneurs were trained and certified across eight blocks spanning four sugar mill command areas (Rupapur, Ajbapur, Hariyawan, and Loni). AEs offer machinery rental services, advisory support, and promote government schemes such as PM-KUSUM (for solar irrigation), beekeeping, intercropping, mushroom cultivation, and vermicomposting. The project also collaborates with the Cane Department to enhance extension services.



HIGHLIGHTS

206 Agri-Entrepreneurs trained and certified.

₹12.5 Cr revenue generated through mechanization services.

₹3.6 Cr additional revenue from ancillary activities like beekeeping and intercropping.

140 AEs engaged in diversified non-farm activities.

28,000+ farmers benefited through affordable mechanization and advisory support.

1.5 lakh total mechanization hours delivered.

1,711 tokens facilitated for government welfare schemes; 685 disbursed.

Farmers trained and equipped in solar irrigation and sustainable farming practices.

Partnerships formed with the Cane Department for improved extension delivery.

Crop Diversification in Madhya Pradesh
(Donor: Government of Madhya Pradesh)



Geographies: Madhya Pradesh (Districts: Vidisha, Jabalpur, Umaria, Mandla, and Dindori)



Objective:

To implement crop diversification strategies that enhance agricultural productivity, improve socio-economic conditions, and support overall regional development.

The Crop Diversification Project (CDP), implemented by AEGF, complements the state's efforts to mitigate the ecological and economic burden of paddy-wheat monoculture. It seeks to introduce climate-smart and market-oriented crops through cluster-based approaches across five districts—Vidisha, Jabalpur, Umaria, Mandla, and Dindori.

A cohort of 23 Agri-Entrepreneurs has been trained, and 22 are already active in supporting crop advisory, agri-input supply, and market linkages. The project focuses on three key clusters: Ashwagandha (Vidisha), Oilseeds (Jabalpur & Umaria), and Sericulture (Mandla & Dindori), promoting a value chain approach from production to market. Despite delays in government subsidy release for the sericulture component, the project progressed steadily, and mulberry plantations were established with 60 farmers.



HIGHLIGHTS

- 23 AEs trained; 22 incubated and operational in agri-input, output linkages, and extension services.
- Crop Diversification achieved on 187.23hectares, including:

91.52
HA
Ashwagandha

71.71
HA
Oilseeds

24
HA
Sericulture

- 367 farmers registered on MP Kisan Portal.
- Market linkages in Ashwagandha and oilseeds formalized through 9 traders and 3 companies.
- Crop cutting experiments conducted to demonstrate benefits of line sowing techniques.
- 5 AE applications under PMFME scheme for mustard oil mills under active follow-up.
- Digital updates and convergence ensured via MP Kisan App and MP Farmgate for better scheme integration.

Creation of 50 AEs in Thanjavur, Tamil Nadu
(Donor: Marico Parachute Kalpavriksha Foundation)



Objective:

To develop 50 AEs in Thanjavur, Tamil Nadu, focusing on sustainable farming practices and market linkages.

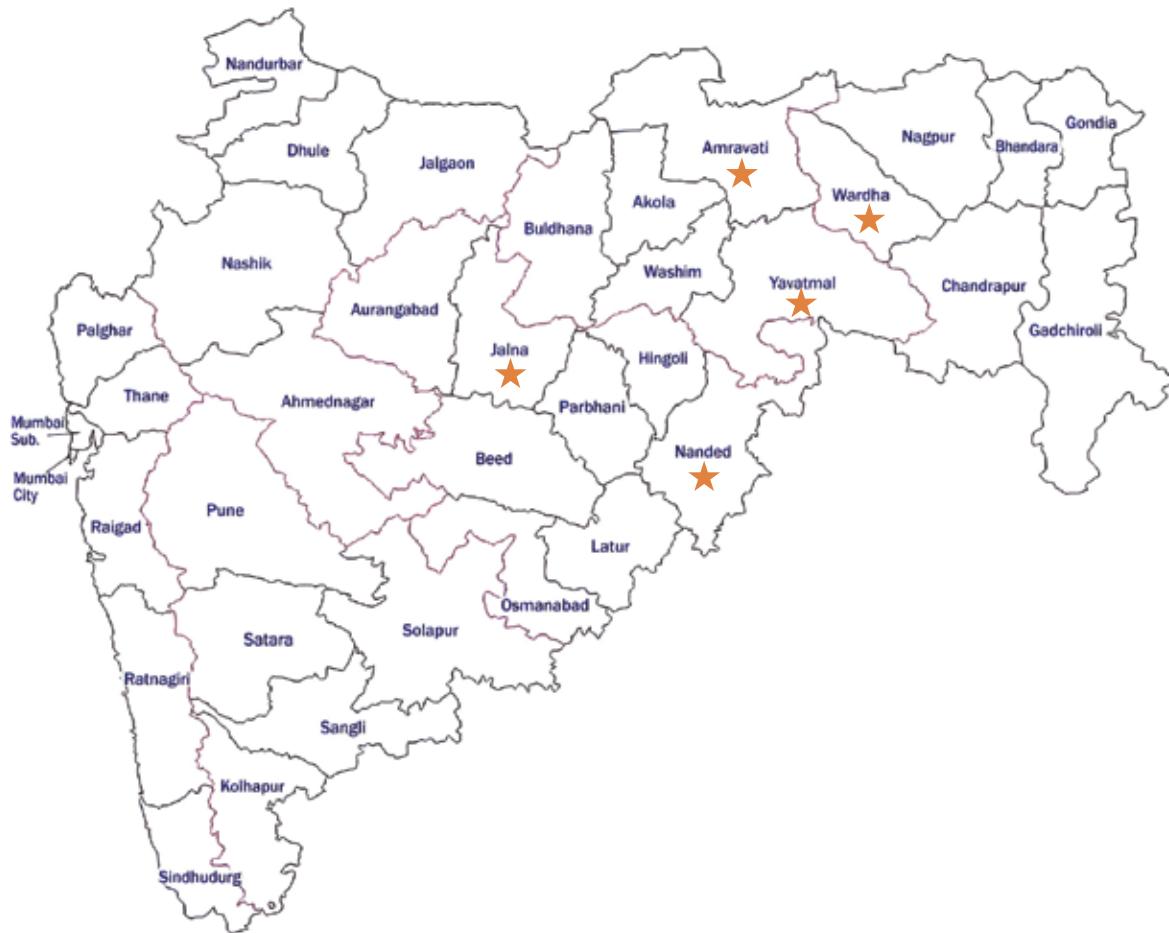
Under its commitment to sustainable agriculture, Marico's Parachute Kalpavriksha Foundation (PKF) partnered with the Agri Entrepreneur Growth Foundation (AEGF) to pilot an agri-entrepreneurship model in coconut-growing regions of Thanjavur, Tamil Nadu. The project aims to build a network of 50 local entrepreneurs offering services related to organic manure, crop advisory, farm mechanization, and sustainable coconut farming. The project is laying the foundation for a community-driven agri-business model rooted in sustainability and localized service delivery.

HIGHLIGHTS

- 62 AEs trained (25 women, 37 men); 16 active AEs currently providing services.
- Coverage of 45 villages across 4 blocks in Thanjavur district
- Services offered include organic manure distribution, coconut-specific advisory, mechanization, and processing support.
- Strengthening sustainable coconut farming and localized service delivery in Thanjavur's traditional coconut belt.



Biochar Project – Turning Farm Waste into Wealth
(Donor: Varaha)



Objective:

To promote sustainable waste management, carbon sequestration, and improved soil health through scalable Biochar production and application across key agricultural regions in Maharashtra.

Launched in February 2025 in partnership with Varaha, the Biochar project represents an innovative, climate-smart intervention focused on converting agricultural waste into Biochar, a carbon-rich soil amendment. The initiative seeks to address critical issues of declining soil fertility, carbon emissions, and crop residue burning by introducing a circular, eco-friendly approach that adds value to waste.

The project is currently active across five districts of Maharashtra—Jalna, Amravati, Wardha, Nanded, and Yavatmal. In its initial months, the focus has been on community sensitization, field demonstrations, and discussions with local stakeholders to lay the groundwork for long-term adoption and regulatory alignment. Emphasis has been placed on making Biochar production cost-effective and adaptable for smallholder contexts.

The project has gained momentum due to strong community engagement and active field implementation by the project team.



HIGHLIGHTS

Activities included community awareness campaigns, field demonstrations, and sensitization workshops.

Early-stage progress on baseline data collection, regulatory alignment for carbon credits, and scalable production models.

Strong local engagement has generated farmer interest in biochar adoption for soil health improvement and residue management.

Promoting AWD and DSR in ODISHA
(Donor: MITTILABS)



Geographies: Odisha (Kalahandi, Rayagada, Nuapada, Nabarangpur, Bolangir)



Objective:

To promote Alternative Wetting and Drying (AWD) and Direct Seeded Rice (DSR) methods among smallholder rice farmers in Odisha to conserve water, reduce greenhouse gas emissions, and improve labor efficiency without compromising yield.

Supported by MITTILAB, this pioneering project focuses on transforming traditional rice cultivation practices in Odisha by introducing AWD and DSR—two sustainable technologies aimed at reducing water usage, lowering methane emissions, and enhancing cost-effectiveness in rice farming.

The primary goal was to transition 12,000 farmers across 7,000 hectares in Odisha from traditional continuous flooding methods to AWD and DSR techniques. These methods are expected to reduce water requirements, lower methane emissions from rice fields, and decrease labor needs without impacting the overall rice yield.

HIGHLIGHTS

- 1,328 farmers benefitted, covering 7,416 acres.
- 23 AEs and local agents trained to lead adoption.
- AWD reduced water use and methane emissions; DSR reduced labor needs and improved cost efficiency.
- Community-level sensitization and GHG impact assessments initiated.



Technology promotion through Agri Entrepreneurs
(Donor: Evergreen Innovation Platform)



Geographies: Maharashtra, Madhya Pradesh and Uttar Pradesh



In partnership with EIP, AEGF employs a rigorous scouting methodology to identify cost-effective and scalable innovative agricultural technologies from Indian research institutions, startups, and international sources. Prior to this, AEGF conducted two comprehensive needs assessment survey across Maharashtra, Madhya Pradesh and Bihar, engaging farmers, Agri-Entrepreneurs (AEs), and Farmer Producer Organizations (FPOs). These survey serves as a critical interface between grassroots needs and innovative agricultural solutions.

Innovative Ag-Tech selection is based on a standardized CSA-aligned framework, evaluating relevance to smallholders, local adaptability, affordability, scalability, regulatory compliance, and potential to enhance resource efficiency, biodiversity, soil health, and climate resilience.

HIGHLIGHTS

- Conducted a need assessment survey with 1,843 respondents:

1,703 farmers

140 Agri-Entrepreneurs

- 30+ innovative CSA based technologies were scouted and screened.
- 14 were tested and validated at farmers' fields, and one technology , Soil Sathi was successfully commercialized through the Agri-Entrepreneur (AE) network.



Building Agri-Entrepreneurship Capacity in Gonda, Uttar Pradesh (Donor: PANI)

Geographies: Gonda district in Uttar Pradesh



Objective:

To enhance rural livelihoods by training community members in agri-entrepreneurship.

Under the PANI initiative, a total of 80 CRP-EP members were trained as Agri-Entrepreneurs (AEs) in Gonda district, Uttar Pradesh. The training focused on equipping participants with knowledge in agri-input services, farm advisory, and enterprise development to strengthen last-mile service delivery and promote self-reliant rural economies.

HIGHLIGHTS

- 80 CRP-EP members trained as AEs, focusing on agri-input supply, farm advisory, and enterprise development.
- Strengthened local service delivery and promoted community-led rural enterprises.

SECTION 3

STORIES OF CHANGE



Ajay Thakare: Driving Change with Input Access, Digital Banking & Advisory

Ajay Gajanan Thakare, a young graduate from Pardi Takmor village in Washim district, Maharashtra embodies the spirit of rural entrepreneurship. Coming from a farming family with no prior income stream of his own, Ajay aspired to build something that could benefit both his household and his community.

In November 2022, Ajay came across AEGF's campaign and enrolled in the Agri-Entrepreneur Program. Following intensive training, he conducted a baseline survey with over 100 farmers, learning firsthand about their challenges—limited access to inputs, long-distance travel for basic agri-needs, and lack of financial services.

In May 2023, Ajay launched his Krushna Krushi Seva Kendra, an integrated service hub offering Agri Input supply, Digital Banking, and Agri Output services. Today, he caters to 380+ farmers, providing agro-advisory, soil testing, financial linkages, and crop marketing support.

He regularly conducts farmer meetings, promotes sustainable techniques like Soybean Broad Bed Furrow (BBF) sowing, and helps farmers access loans, crop insurance, and government schemes. His digital and financial services are bridging the last-mile gap, with doorstep support now available within the village instead of 15 km away.

Ajay's transformation from an unemployed youth to a respected Agri-Entrepreneur with a dedicated shop and godown has inspired many.

IMPACT & GROWTH:

Farmers Supported: 380+

Monthly Earnings: ₹30,000 – ₹40,000

Services: Agri Inputs, Digital Banking, Agri Output, BBF Sowing, Soil Testing

Infrastructure Built: Agri-input shop + Fertilizer godown

Special Contribution: Supported 20 farmers with credit linkage, trained 50+ on BBF sowing



Pravin Pawar: The Turmeric Millionaire of Nanded

Pravin Kishanrao Pawar, a 34-year-old Agri-Entrepreneur from Kolgaon in Nanded district, is transforming rural turmeric farming into a high-income success model. After completing his AE training under the ABF-supported program in November 2022, Pravin launched his agri-input shop and began exploring ways to boost farmer incomes.

Recognizing the potential in turmeric cultivation, Pravin introduced bed sowing, seed treatment, and improved pest and nutrient management among his village's farmers. Through regular field visits, timely guidance, and high-quality inputs, he helped 32 farmers achieve record-breaking yields of 40–48 quintals per acre of polished turmeric—a significant leap from their earlier output.

To enhance outreach, Pravin launched his own YouTube channel, sharing stage-wise videos on turmeric crop management, enabling other farmers to adopt best practices remotely. His market linkage efforts, including providing real-time price updates from different regions, allowed farmers to command an average rate of ₹15,000 per quintal.

The result? A collective income of ₹2.4 crore for 32 farmers—an average of ₹6 lakh per farmer in one season. His vision is now set on scaling this model to 100 farmers, turning turmeric into a path to rural prosperity.

IMPACT & GROWTH:

32 Farmers Earned ₹2.4 Cr from turmeric in one season

Avg. Yield Achieved:
40–48 quintals per acre

Avg. Farmer Income:
₹6 lakh from a single crop

Knowledge Sharing:
YouTube channel on turmeric techniques

Market Access:
Linkages facilitated for premium pricing



Sowing Strength: Hemlata Lodhi's Journey

Hemlata Lodhi from Sagar, Madhya Pradesh, before joining the Agri-Entrepreneur program, was largely confined to household responsibilities with little involvement in financial or agricultural decision-making. She aspired to create an independent identity and contribute to her family's income but lacked the skills and resources to start on her own.

Her turning point came in July 2024, when she enrolled in the Agri-Entrepreneur (AE) program facilitated by AEGF.

Through AE training, Hemlata gained confidence, technical knowledge, and an entrepreneurial mindset. On 17th November 2024, she launched her enterprise 'Hemlata Krishi Udyami Nursery Sewa Kendra.'

Her initiative addressed a critical gap in her region: the lack of quality vegetable nurseries and accessible crop advisory services. Alongside nursery operations, Hemlata introduced digital banking facilities, enabling farmers to access both agricultural and financial services at their doorstep.

Her venture now supports farmers across three nearby villages, combining agriculture-focused services with financial inclusion.

IMPACT & ACHIEVEMENTS

- Farmers Reached:** Directly benefits 205 farmers through nursery services and banking facilities
- Monthly Income:** Earns approximately ₹15,000 per month, marking her first step toward financial independence
- Community Benefits:** Farmers now access healthy saplings, timely advisory, and basic financial services locally
- Household Empowerment:** She actively participates in family decision-making on both financial and farming matters
- Future Aspirations:** Plans to introduce drone spraying services and establish an agri-output center, aiming to connect with 500 additional farmers





Hemlata's journey underscores how structured training and determination can transform rural women into entrepreneurs and leaders. By filling a critical local gap in nursery services and combining it with financial accessibility, she is strengthening both productivity and inclusion in her community. Her story reflects the growing role of women in shaping sustainable rural economies.

TESTIMONIAL

"Joining the AE program gave me the confidence, skills, and purpose I needed. I'm proud to be part of a journey where rural women like me are shaping their own futures."

— Hemlata Lodhi, Agri-Entrepreneur, Sagar, Madhya Pradesh

Shivani Tiwari: Advancing Rural Growth

Shivani Tiwari, from Sagar, Madhya Pradesh, once lived without financial independence and had little role in household decision-making. Like many rural women, her potential was limited by societal norms and lack of opportunities. She joined the AE Program in September 2024.

Post training, Shivani established her enterprise, the Shivani Krishi Sewa Kendra, offering farmers in her region both essential inputs and modern services. Her business now provides:

- High-quality seeds, fertilizers, and crop protection inputs at fair prices
- Digital banking services, simplifying access to financial transactions in rural areas
- Timely crop advisory to guide informed farming practices
- Information on government schemes, enabling farmers to access benefits effectively

Through her initiative, Shivani has become more than a service provider—she is now a trusted advisor and support system for farmers in Baleh and surrounding villages.

IMPACT & ACHIEVEMENTS

- **Farmers Reached:** Directly supports 205 farmers with input and financial services
- **Monthly Income:** Earns ₹25,000/month, securing financial independence for her household
- **Community Empowerment:** Farmers benefit from improved access to inputs, banking, and advisory services locally
- **Recognition:** Widely respected in her community as a reliable Agri-Entrepreneur
- **Future Aspirations:** Plans to integrate drone-based spraying services and establish an agri-output center, aiming to expand her reach to 200+ additional farmers





Hemlata's journey underscores how structured training and determination can transform rural women into entrepreneurs and leaders. By filling a critical local gap in nursery services and combining it with financial accessibility, she is strengthening both productivity and inclusion in her community. Her story reflects the growing role of women in shaping sustainable rural economies.

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"Joining the AE program gave me the confidence, skills, and purpose I needed. I'm proud to be part of a journey where rural women like me are shaping their own futures."

— Hemlata Lodhi, Agri-Entrepreneur, Sagar, Madhya Pradesh

SECTION 4

BUILDING THE ECOSYSTEM WITH DIGITAL INNOVATIONS

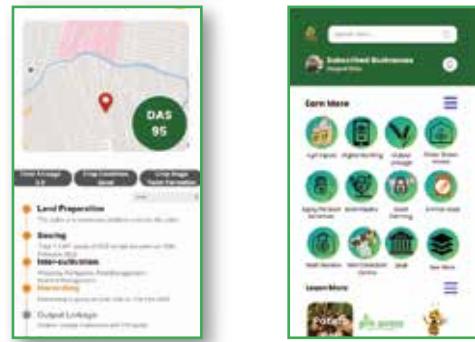
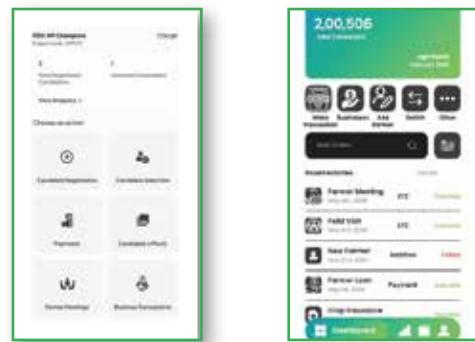
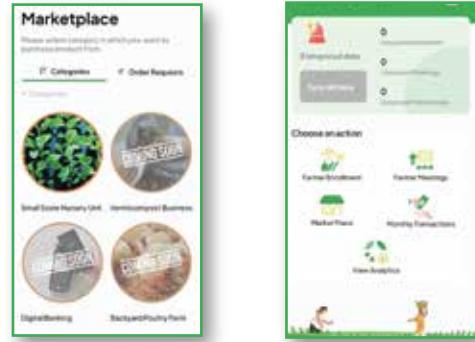


Technology and data play a pivotal role in amplifying the impact of SFI and AEGF's initiatives. Several digital innovations have been developed to support Agri-Entrepreneurs and farmers, including:

AGRI-ENTREPRENEUR DIGITAL DIARY (AEDD)

It is a comprehensive mobile-based platform that tracks the entire lifecycle of Agri-Entrepreneurs (AEs) and their engagement with farmers. From capturing details of farmers trained during onboarding, to those registered and actively benefiting, AEDD provides a structured record of each AE's journey—from certification to enterprise launch and growth.

The system logs real-time data on farm activities, inputs delivered, crop advisories provided, and financial facilitation, including credit and insurance services. This end-to-end visibility allows AEs to manage their agri-enterprises efficiently, while also generating a robust dataset for program managers to monitor performance, assess impact, and customize support. AEDD is built for scale and usability in remote rural settings, ensuring accurate, timely, and inclusive data capture across geographies.



TRAINING MANAGEMENT SYSTEM (TMS)

A cloud-based platform that manages the entire training lifecycle for Agri-Entrepreneurs. The TMS tracks each AE's progress from onboarding courses to advanced modules, recording competencies achieved and feedback from trainers. Partners and program staff use TMS dashboards to ensure training quality and consistency across regions. It also helps in identifying specific skill gaps and scheduling timely refresher training. By digitizing the training process, TMS has improved transparency and efficiency, enabling the program to scale up without compromising on capacity-building standards.



DATA-DRIVEN INSIGHTS

AEGF embrace a culture of data-driven decision-making. Field data collected via the Digital Diary and other sources are analyzed to generate actionable insights. For example, data on crop performance and farmer adoption rates feed into impact dashboards that highlight which practices yield the best results. These insights inform strategic program adjustments – such as identifying the need for a new crop intervention in drought-prone areas or tailoring advisory services for better outcomes. Additionally, geospatial data and remote sensing are being experimented with to monitor crop health over large areas. By leveraging data analytics and AI tools, the organizations continuously refine their approach to maximize both farmer benefits and operational efficiency.

GLOBAL AGRICULTURAL TECHNOLOGY EVALUATION PLATFORM (GATE)

GATE is a digital platform developed by organization to support transparent project management and accelerate the evaluation of agricultural technologies. It facilitates the identification, validation, and market integration of scalable innovations. Using standardized protocols, GATE assesses farmer needs and tests & validate innovative climate-resilient technologies from local and overseas directly on farmer's field. Validated technologies are then commercialized through the Agri-Entrepreneur (AE) network, targeting small and marginal farmers.

KRISHI ABHYAAS (YOUTUBE CHANNEL)

‘Krishi Abhyas’ is an online knowledge hub hosted on YouTube, serving as a digital library of training videos and success stories. Through this channel, SFI and AEGF disseminate best practices in local languages – from instructional how-to clips on modern farming techniques, to inspirational profiles of successful Agri-Entrepreneurs. AEs and farmers can easily access these videos for continuous learning. The channel has become a popular tool for reinforcing training content, ensuring even those who cannot attend in-person sessions can benefit from expert knowledge.

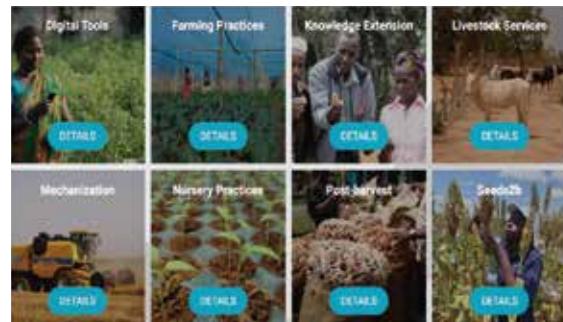
There are currently over



9k+



219.8k



SECTION 5

ORGANIZATIONAL UPDATES



ORGANIZATION CULTURE & INITIATIVES

Annual Synergy 2025

...Celebrating Collaboration and Impact

Syngenta Foundation India (SFI) and Agri-Entrepreneur Growth Foundation (AEGF) came together to host their flagship event Annual Synergy 2025 on March 17-18, 2025. The event served as a powerful platform to reflect on the year's milestones and reaffirm the organizations' joint commitment to transforming agriculture through innovation, entrepreneurship, and community partnerships.

From inspiring keynote sessions to engaging panel discussions, the event brought together leaders, experts, and field teams to exchange insights and chart the course for future impact. Outstanding contributions were celebrated through special recognitions for Agri-Entrepreneurs and project teams, highlighting the spirit of collaboration at the grassroots. Synergy 2025 reinforced the shared vision of inclusive growth and laid the groundwork for continued momentum in building a resilient and farmer-focused agricultural ecosystem.





AWARDS

SUSTAINABLE AGRICULTURE SUMMIT & AWARDS



**2024: Extension and Training Excellence Award
for Agri Entrepreneurship Training**

PARTNERSHIPS THAT POWER US

Our Partners



Associated Partners



NATIONAL BANK FOR
AGRICULTURE AND RURAL
DEVELOPMENT



Gates Foundation



SECTION 6

FINANCIAL OVERVIEW



AGRI ENTREPRENEUR GROWTH FOUNDATION
CIN: U85300PN2019NPL181681
Address: Amar Paradigm, Survey No. 110/11/3, Baner, Pune
Balance Sheet as at 31 March 2025

Particulars		Note No.	As at 31 March 2025 (Rs in '000)	As at 31 March 2024 (Rs in '000)
I	Equity and Liabilities			
1	Reserves and Surplus		22,101	12,888
2	Non Current Liabilities		2,908	2,782
3	Current Liabilities		2,299	1,352
	(a) Other Current Liabilities		27,308	17,022
II	Assets			
1	Assets			
1	Property, Plant & Equipment & Intangible Assets		216	587
	(i) Property, Plant & Equipment		216	587
2	Current Assets		22,129	13,700
	(a) Cash and cash equivalents		4,962	2,735
	(b) Other current assets		27,091	16,435
			27,308	17,022
See accompanying notes to the financial statements		1-14		
As per our report of even date				
For Khare Deshmukh & Co. Chartered Accountants FRN 116141W		For and on behalf of the Board of Directors of Agri Entrepreneur Growth Foundation		
 VIVEK VASANT DESHMUKH Digitally signed by VIVEK VASANT DESHMUKH Date: 2025.09.25 18:45:51 +05'30'		 Anish Kumar Digitally signed by Anish Kumar Date: 2025.09.25 18:02:48 +05'30'		
CA Vivek Deshmukh Partner M. NO. 118296 UDIN: 25118296BMHYSF7602		 RAJENDRA MADHAO JOG Digitally signed by RAJENDRA MADHAO JOG Date: 2025.09.25 17:51:09 +05'30'		
Place: Pune Date: 25/09/2025		Place: Pune Date: 25/09/2025		

AGRI ENTREPRENEUR GROWTH FOUNDATION

CIN: U85300PN2019NPL181681

Address: Amar Paradigm, Survey No. 110/11/3, Baner, Pune

Statement of Income & Expenditure for the year ended on 31st March 2025

Particulars	Note No.	For the year ended on 31 March 2025 (Rs in '000)	For the year ended on 31 March 2024 (Rs in '000)
I Income			
(a) Grant Income and Donations	9	72,369	76,384
(b) Other Income	10	11,387	12,097
Total Income		83,756	88,481
II Expenses			
(a) Programme Expenses	11	64,385	65,620
(b) Employee Benefit Expenses	12	6,029	6,214
(c) Other Expenses	13	4,129	3,749
Total Expenses		74,543	75,583
III Surplus / (Deficit) before Tax		9,213	12,898
Tax Expenses		-	-
Surplus / (Deficit) after Tax		9,213	12,898
See accompanying notes to the financial statements		1-14	
As per our report of even date			
For Khare Deshmukh & Co. Chartered Accountants FRN 116141W		For and on behalf of the Board of Directors of Agri Entrepreneur Growth Foundation	
VIVEK VASANT DESHMUKH Date: 2025.09.25 18:46:20 +05'30'		Anish Kumar Date: 2025.09.25 18:03:13 +05'30'	RAJENDRA MADHAO JOG Date: 2025.09.25 17:51:39 +05'30'
CA Vivek Deshmukh Partner M. NO. 118296 UDIN: 25118296BMHYSF7602		Anish Kumar Director DIN - 02599705	Rajendra Jog Director DIN - 0003011334
Place: Pune Date: 25/09/2025		Place: Pune Date: 25/09/2025	

Notes

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Agri Entrepreneur Growth Foundation Registered Office:



Gut no.365, A/P Koregoan Bhima,
Nagar Road Taluka Shirur District Pune,
Maharashtra, India, 412216



www.aegf.in



[@aegfindia](https://www.instagram.com/aegfindia)



Agri Entrepreneur



The Agri Entrepreneur Growth
Foundation - AEGF



The Agri Entrepreneur Growth
Foundation - AEGF

