

STARTUP AND ENTREPRENEURSHIP IN CIRCULAR ECONOMY

Empowering Farmers • Building Startups • Creating Sustainable Value • Enriching Lives

ABSTRACT

Indian farmers face multiple challenges including limited awareness of cash crop economics, poor market visibility, traditional mandi-oriented mindset, supply chain opacity and exploitation by middlemen. Farmers receive ₹20/kg while consumers pay ₹120/kg — a 500% markup captured by intermediaries.

This research proposes an integrated framework combining Entrepreneurship, Startup Methodology and Circular Economy Principles to transform farmers into agri-entrepreneurs and value creators.

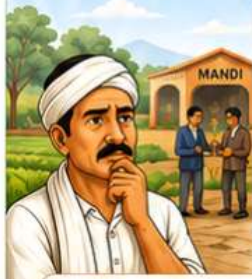
The AgriStartup Model with five strategic components, supported by technology, FPOs, direct-to-consumer platforms and impact measurement, can increase farmer income by 200–300% while reducing environmental impact through waste-to-value and zero-waste practices.

By 2030, India's circular economy market is projected at \$45 billion, creating enormous opportunities for sustainable agricultural transformation and positioning farmers at the center of this change.

KEYWORDS

Circular Economy, Agri-entrepreneurship, Startups, Value Addition, Sustainable Agriculture

THE CHALLENGE: WHY CHANGE IS NEEDED



- Limited awareness of cash crop economics
- Poor market chain visibility
- Traditional mandi-oriented mindset
- Supply chain opacity
- Exploitation by middlemen

FARMER RECEIVES ₹20/kg **500% MARKUP** CONSUMER PAYS ₹120/kg
VALUE CAPTURED BY INTERMEDIARIES

OUR SOLUTION: INTEGRATED FRAMEWORK



ENTREPRENEURSHIP Mindset & Innovation
STARTUP METHODOLOGY Build • Test • Scale
CIRCULAR ECONOMY Sustain • Reuse • Regenerate



Farmers as Innovators & Value Creators not just Commodity Producers

THE AGRISTARTUP MODEL: 5 STRATEGIC COMPONENTS

1 SELF-IDENTIFICATION AS AGRI-ENTREPRENEUR



- Mindset shift from seller to entrepreneur
- Identify local problems & opportunities
- Skill development & awareness
- Continuous learning

2 MVP DEVELOPMENT (MINIMUM VIABLE PRODUCT)

Create value-added products from farm produce



Start small, Test, Improve, Scale

3 FPO INTEGRATION FOR FORMALIZATION



- Collective strength
- Access to finance & training
- Better bargaining power
- Compliance & formal identity

4 DIRECT-TO-CONSUMER DIGITAL PLATFORMS

Eliminate middlemen, Connect directly with consumers



Higher margins • Real-time feedback
Brand building • Customer loyalty

5 IMPACT MEASUREMENT (FINANCIAL + ENVIRONMENTAL)

FINANCIAL IMPACT

- Income Growth
- Cost Reduction
- Profitability Improvement

ENVIRONMENTAL IMPACT

- Waste Reduced
- Resources Saved
- Carbon Footprint Reduced

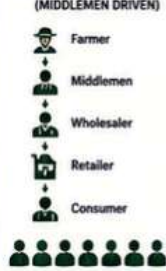
CIRCULAR ECONOMY: WASTE TO WEALTH OPPORTUNITIES



MORE VALUE FROM EVERY RESOURCE • ZERO WASTE • REGENERATIVE FUTURE

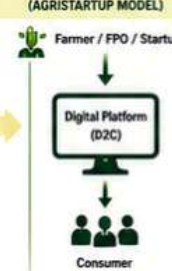
DIRECT-TO-CONSUMER MODEL: IMPACT

TRADITIONAL SUPPLY CHAIN (MIDDLEMEN DRIVEN)



MARKUP: 500%

DIRECT-TO-CONSUMER (AGRISTARTUP MODEL)



MARKUP: 50–100%

INCOME INCREASE FOR FARMERS

Through value addition, direct market access & circular economy practices

200–300%



CASE STUDIES

- SUGARCANE BAGASSE TO BIOFUEL**
Community-level unit converts bagasse to bio-CNG generating clean energy and additional income.
- COTTON WASTE UTILIZATION**
Cotton waste transformed into insulation material for eco-friendly construction industry.
- COMMUNITY BIOGAS PLANTS**
Cow dung and organic waste used to produce biogas for cooking and electricity, along with organic manure.

GOVERNMENT SUPPORT & SCHEMES

Key schemes providing financial assistance, subsidies, grants and incentives



PMFME
(Prime Minister Formalization of Micro Food Enterprises)
Up to 35% subsidy for food processing units.



NABARD
Agriculture & Rural Development Support
Finance, refinance & development support.



RKVY-RAFTAAR
(Rashtriya Kriishi Vikas Yojana)
Remunerative Approaches for Agriculture & Allied Sectors Rajjuvention Grants for agri-startups, FPOs & Innovation.

Easy Loans Subsidies Training Infrastructure Market Linkage

MARKET OUTLOOK

INDIA'S CIRCULAR ECONOMY MARKET Projected to reach

\$45 BILLION BY 2030



- Technology Adoption
- Direct Market Access
- Zero-Waste Practices
- Sustainable Agriculture
- Farmer Centric Growth

EMPOWERING FARMERS TODAY FOR A SUSTAINABLE, PROSPEROUS & CIRCULAR TOMORROW

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“When farmers innovate, startups empower, and the economy circulates, we build a future that sustains everyone.”

REFERENCES

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- NABARD Publications
- FAO – Circular Economy in Agriculture
- Various Research Articles & Case Studies

