



**StartupTN**

Implementation Partner

**villgro**<sup>®</sup>  
possible.

**TANSEED 3.0**

# **SOCIAL ENTERPRISES**

Creating Innovative Solutions in Agribusiness, Climate Action and Livelihood



# About

TANSEED is a Grant Program by Tamil Nadu Startup and Innovation Mission (TANSIM), which serves as the policy implementation agency under the MSME Department, Government of Tamil Nadu.

TANSIM has empaneled Villgro as its implementation partner to discover and provide acceleration support to innovative enterprises working in the sectors of Agriculture, Climate Action & Livelihood.

## Implementation Partner:



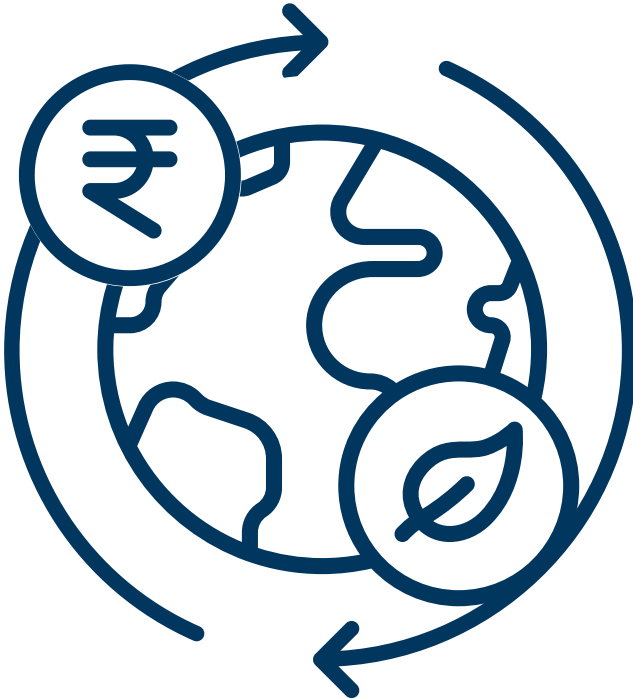
## Ecosystem Partners:



TANSEED 3.0

# SOCIAL ENTERPRISES

Creating Innovative Solutions in Agribusiness,  
Climate Action and Livelihood



# Winners

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# Winners

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**TANSEED 3.0**  
**WINNERS**

LIVELIHOODS &amp; SKILL DEVELOPMENT



# DbyT Dynamics Mobility Solutions

## The Challenge

Today most of our nation's gig workforce work as delivery executives at Q-commerce & E-commerce companies. With no dedicated & reliable delivery management service provider for them, there is a dire need for a delivery management platform to operate, track, manage their delivery operations.



## The Service

TOCAL is a hyperlocal & last-mile delivery service platform. They provide a dedicated fleet of delivery executives with electric vehicles for quick-commerce, E-commerce, D2C, online/offline retail companies, SMEs, etc

## Key Service Features:



Trained &  
reliable delivery  
executives



Quick & safe  
delivery of  
packages



Full-stack  
technology  
platform

## Impact

# 10L

revenue  
generated

# 130

delivery  
executives  
operated

## Contact

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📍 Tiruchirappalli,  
Tamil Nadu



**Dhairyasheel  
Deshmukh**  
CEO  
[in](#)

AGRIBUSINESS

# Ariviya Deep Tech



## The Challenge

The cow udder is often infected by Mastitis, which is the inflammation of the mammary gland in the udder due to bacterial infection towards teat canals after milking.

Ariviya Deep Tech is using nanotechnology, biotechnology, and polymer technology to procure an innovative product to prevent Mastitis.

## MammaryO



## The Product

A solution based on biopolymer to prevent Mastitis - a microbial infection over the udder of milking cows - which can be used as a spray or teat dip after each milking time.

### Key Product Features:



Can be used  
as a spray



Can be used  
as a teat dip



Prevents  
Mastitis

## Impact

Ariviya Deep Tech expects to have a good impact on farmers, cooperative dairy sectors, medium dairy farms, etc.

## Contact

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- 📍 **Thanjavur,**  
Tamil Nadu



**Sivakumar  
Muthusamy**  
Director



## CLIMATE ACTION

# Freshrooms Lifesciences

## The Challenge

One-third of the food produced in the world annually, i.e., around 1.6 billion tons, is wasted or lost.

Freshrooms Lifesciences is tapping into the potential of waste by converting it into protein products using Edible Insects. Farming insects for feed production also consumes lesser natural resources than the conventional method.



## The Product

Usage of edible insects larvae to transform organic waste into valuable products like Protein, Functional Fats, Chitin and Fertiliser. The byproducts are applied to Animal Feed Industry, Pharma, Cosmeceuticals and Agriculture.

### Key Product Features:



Sustainable  
solution



High in  
protein



Uses edible  
insects larvae

## Impact

In the next five years, they will be operating up to 500 tons of waste daily and producing 80 tons of insect meal, 20 tons of functional fats, and 60 tons of fertilizer.

## Contact

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📍 **Kallakurichi,**  
Tamil Nadu



**Umanath  
Rayar**

Co-Founder, COO



**Vinoth  
Rayar**

Founder, CEO





## The Challenge

Spinach is often neglected as a part of a regular diet because of its long preparation time and taste, which many dislike.

Keerai Kadai Ventures focuses on innovatively re-inventing traditional greens and introducing them to the modern diet to deliver value-added greens to customers.



## The Product

Products made from spinach and other traditional greens that are tasty, easy to consume, and can be effectively integrated into modern diets.

### Key Product Features:



100% Natural



No Preservatives



Fresh Produce

## Impact

They have a globalized e-commerce platform in 150 countries. They have exported to more than 25 countries, delivered to customers globally, and brought over 100 product variations to market.

## Contact

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904755557
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Tamil Nadu



**Sriram Prasad G**  
CEO & Founder



AGRIBUSINESS

# Transity



## The Challenge

Grassroot Organizations, such as FPOs, Foundations, SHG have developed significant capabilities in enabling farmer communities in production and extension areas.

However, there has been limited work on Operational Efficiency and Market Linkages as these organizations do not have the requisite capabilities in these areas.



Digital Agri-Supply Chain Platform

Efficient & Reliable Operations

Better Market Linkages

Scale & Grow

## The Product

A Digital Agri Supply Chain Platform, freshFLO, which can enable agriculture-based organizations such as FPOs, SHGs, Foundations, to accomplish efficient operations, better market linkages, and higher growth.

### Key Product Features:



Digital supply chain



Better market linkages



Efficient operations

## Impact

Transity is working with a few foundations, and FPOs spread across three states (AP, Telangana, Maharashtra) that have access to a collective farmer base of about 30,000 farmers.

## Contact

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**Krishna Kumar**  
Founder

in



**Vamsi Krishna**  
Co-Founder

in





## CLIMATE ACTION

# Samudhyoga Waste Chakra

## The Challenge

Nitrogen and phosphorous are dumped into water bodies every year, causing eutrophication, while we are importing urea, phosphorous, and potassium by paying billions of rupees. Urine contains about 96% of water and the remaining nutrients (nitrogen, phosphorous, and potassium) and is one of the potential resources to recover fertilizers in demand.



## The Product

A product that reduces water footprint and generates green fertilizers. Water reduction with waterless urinals. It reuses minerals from human urine, closes the loop of the nutrient cycle, and unlocks the circular economy in the field of sanitation.

### Key Product Features:



Generates fertilizers



Modular Product



Reduces water footprint

## Impact

Samudhyoga Waste Chakra have recovered ecosystems and improved water use efficiency. They ensure sustainable consumption, production patterns and promote well-being for all at all ages.

## Contact

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**Keshav Kumar**  
CEO  
[in](#)

LIVELIHOODS &amp; SKILL DEVELOPMENT



# Paraclete Image Labs

## The Challenge

Paraclete Image Labs Private Limited is a deep tech startup that develops reading and accessibility solutions for specially challenged people.



## The Product

"Prakash," is a multi-lingual offline reading solution for the visually challenged. Prakash reads out tables, equations, diagrams, textual content, and bills in 13 languages. The solution can also be customized based on requirements.

### Key Product Features:



Customizable  
solution



Supports 13  
languages



Offline  
solution

## Impact

Users in

**7+**

states and  
15+ districts

**7K**

product  
users

## Contact

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Tamil Nadu



**Santhiya  
Rajan**

Co-Founder, Director



**Suresh**

Co-Founder,  
Director

# Infinite Inland Farmers

## The Challenge

Fish slaughter waste generated in the fish shops is not handled properly. It contaminates local water bodies such as rivers.

Infinite Inland Farmers grow fish using Biofloc technology. It is intensive fish farming which requires minimum water and land.

**Livfresh**



## The Product

A unique technology for fish farming with zero waste. Leftover fish byproducts post cutting/cleaning, fish excreta taken from the tank, & wastewater is processed with other natural ingredients, and liquid fertilizer is prepared.

### Key Product Features:



Zero waste



Minimum water  
required



Minimum land  
required

## Impact

Biofloc farming productivity is up to 50 tons per hectare. Farmers will get multiple incomes by selling liquid fertilizers and high-quality fresh live fish.

## Contact

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**Muthuraj**  
Deputy General  
Manager



## CLIMATE ACTION

# Green Delight Innovations

## The Challenge

Nearly 1,13,000 tonnes of sanitary pads are disposed of every year.

Green Delight Innovations have also taken a survey and found that almost 80% of women are unsatisfied with existing sanitary pads.



## The Product

A technology for converting bast fiber into pulp to create sanitary pads. The fiber from the stem is extracted and processed so that it is suitable for feminine hygiene products.

### Key Product Features:



Organic products



Free from plastic



Free from chemicals

## Impact

# 25K

customer base  
in India

## Contact

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- 📍 Coimbatore, Tamil Nadu



**Niveda Ravikumar**  
Founder, Director



**Gowtham S**  
Founder, MD



## The Challenge

To solve the problem of ortho patients who suffer from back pains, knee pains & joint pains, weight loss, immune booster, anti-aging, antioxidants. It is a single health drink with a lot of health benefits.



### Health Benefits

1. Boost immunity
2. weight loss
3. Revamp bone and joint
4. stimulate hair growth
5. natural skin nourish/glow
6. Reduce the BP level
7. Enriched with silica
8. more antioxidant

**Bamboo tea**  
**25 sachet 50 cups**  
**Rs 150 only /-**

## The Product

Bamboo Tea made from 100% organic bamboo leaves and processed by hand without using any chemicals. The product has 70% of silica rich minerals like iron, zinc, vitamin, glucose & fibres.

### Key Product Features:



Free from  
chemicals



Organic  
products



Good for  
health

## Impact

Arola's packaging is done by self help groups of women. At present they are working with two blocks and developing with local community people near Madurai.

## Contact

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📍 **Madurai,**  
Tamil Nadu



**Dharshana S**  
Co-founder



**Suthagar Selvaraj**  
Founder



AGRIBUSINESS

# Yaadhum



## The Challenge

Providing authentic groceries at door step from farmers who are into natural and organic farming.



## The Service

Community based approach to solve the crisis of healthy food and farmer livelihood. Zero plastic local deliveries and training programs for the families in the community regarding healthy and sustainable lifestyle.

### Key Service Features:



Free from plastic



Organic products



Good for health

## Impact

2000+ families joined the healthy community in the past one year. 60 + active farmers and producers. 10+ local brands have been launched and 4 social enterprises have been incubated.

## Contact

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📍 **Madurai,**  
Tamil Nadu



**Palaniappan Rm**  
Co-founder



**Selva Vinayagam**  
Co-founder







CLIMATE ACTION

# Raatai

## The Challenge

Our motto is to pay attention to the young children's minds and enrich them with domain knowledge of handloom weaving and educate them on conscious clothing. It increases their concentration while weaving with hand eye coordination. We strive to make handloom weaving as a hobby. We believe in sustainable development.



## The Product

Raatai makes DIY handloom which anyone can weave, from a 3 year old child to an adult. Artisans can also buy a minimum quantity of natural dyed and natural fiber yarns.

### Product application:



Easy to use



Improves  
concentration



Income Source

## Impact

They have increased hand-eye coordination for kids and generated income for housewives.

## Contact

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📍 **Erode,**  
Tamil Nadu



**Kalaiyarasi  
Ramachandran**  
Founder  
**in**

CLIMATE ACTION

# D2D Angaadi



## The Challenge

D2D Angaadi bridges the gap between the physical world and the digital. The objective is to bring the best parts of the physical customer experience into the digital realm and vice versa. Effective synergies between E-Commerce and retailer experience for Next Billion Users (Bharath Users).



## The Service

Giving phygital store experience to the Tier III and Tier IV areas through influencers like E Seva Centre, Tailor shop and many more. It is a secondary source of income for students, educated youths and women's one who need passive income for their livelihood.

### Key Service Features:



**Creates Employment**



**Offers Phygital Experience**



**Passive Income source**

## Impact

D2D have created employment opportunities for rural youths in Tier III and Tier IV cities. They have also helped two women micro entrepreneurs start their own white labelling venture in Sivakasi.

### Contact

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- 📍 **Sivakasi,**  
Tamil Nadu



**Kesavanarayanan**  
Co-founder



**Dr Aiyappan**  
Co-founder







## CLIMATE ACTION

# Thiruvalluvar Tailoring Centre

## The Challenge

Manufacturer of multi purpose cloth bags in different models & usecases.

1. Women empowerment & Job creation for single mothers
2. Plastic alternative product
3. Locally sourced raw materials & Longevity of product reduces carbon footprint.



## The Product

We manufacture general purpose and special purpose usecase cloth bags. We have sold our products in both retail and wholesale markets.

### Key Product Features:



Environment friendly



Reduces carbon footprint



Long lasting

## Impact

Longevity of our products made 80000 people to not use plastic alternatives and use our products within 4 months of time.

## Contact

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📍 Madurai,  
Tamil Nadu



**Chellamal**  
Founder



## The Challenge

They intend to solve two critical challenges:

1. Over 77% of waste is being dumped in landfills or is illegally burnt leading to severe environmental and health impacts.
2. There is a huge demand for protein in the animal feed sector.



**Black Soldier  
Fly  
Live Larvae**

**Pet Feed |  
Poultry Feed |  
Fish Feed  
Rich source of  
Protein**

## The Product

EETA6's idea is to effectively manage bio-degradable waste using an insect processing technology (Black Soldier Fly Composting). They convert bio-degradable waste to protein rich animal feed and compost thereby contributing immensely to the agricultural sector.

### Key Product Features:



**Rich source  
of protein**



**Environment  
Friendly**



**Solution to food  
waste**

## Impact

They have diverted 77% of Bio-degradable waste from ending up in landfills. They have also created several job opportunities prioritizing women and the transgender community.

## Contact

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📍 **Madurai,**  
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Co-Founder



**Meenakshi B**  
Co-Founder



**Selva Prathap P**  
Co-Founder



**Govarathanan S**  
Co-Founder

**TANSEED 3.0**  
**RUNNERS-UP**



## CLIMATE ACTION

# Farm Direct India Foods

## The Challenge

Organising fresh milk and other food products at affordable prices.



## The Product

We are the only ones to provide pasteurized cow milk within 24hrs of milking. We also have tech based procurement, testing and deliveries to doorstep to ensure top quality and consistent product and service.

## Key Product Features:



Affordable



Technology based procurement



Consistent product quality

## Impact

We have 1500+ Active users that consume our products and 400+ farmers in the current ecosystem. We've generated employment for 20+ delivery staff and 4 full time employees.

## Contact

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☎ 7305317404

📍 Chennai, Tamil Nadu



**Keshav Goyal**  
Co-Founder



**RD Hemanth**  
Co-Founder



**Raghav A Sanadi**  
Co-Founder



**Kisalaya Pandey**  
Co-Founder



## The Challenge

Aana crop solutions work with rice growers to improve their return on investment through various interventions at every possible rice production value chain opportunity.

They have developed BAMINI TECHNIQUE seedlings, that are readily transplantable using machines in the fields.



## The Product

BAMINI TECHNIQUE seedlings are seedlings that ensure disease-free vital and high potential seedlings at minimal resource utilization.

### Key Product Features:



Transplantable seedlings



Disease-free seedlings



Minimal resource utilization

## Impact

Their services can impact rice farmers directly at a rate of 5 percent if they keep an adoption rate of 5 percent. They also indirectly impact on a social level by saving water and energy by more than 5 percent.

## Contact

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- 📍 **Tanjore,**  
Tamil Nadu



**Jayanivas**  
CEO & Founder



LIVELIHOODS &amp; SKILL DEVELOPMENT

# Macramedecor Craft



## The Challenge

There has been an absence of a good quality immersive, constructive, and functional DIY craft kits to indulge adults and children alike.

There have been many craft kits, but mostly "craft-and-throw" kits rather than "craft-and-use" kits.



## The Product

Upskilling women into first-generation macrame artisans and enable them to work from their homes. They provide women with all the resources needed to become independent producers. They then buy back the finished goods and market them under their brand.

### Key Products:



DIY  
craft kits



Craft  
Supplies



Macrame  
products

## Impact

# 21

women across  
4 villages  
impacted

# 80%

of women earn  
over INR 8000  
per month

## Contact

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📍 Coonoor,  
Tamil Nadu



**Sunita  
Suhas**  
Director

in



**Suhas  
Ramegowda**  
Designation

in



## LIVELIHOODS & SKILL DEVELOPMENT

# Ed-Zoe (Thaaimozhi Kalvi)

## The Challenge

Ed-Zoe's focus is to help the underprivileged access knowledge online and in their vernacular language, thereby increasing their chances of understanding the desired subject.

This will lead to better employment opportunities, upskill their knowledge gap, and opportunity to convert their hobbies into a business.



## The Service

Ed-Zoe is a Massive Open Online Training Marketplace where any business can quickly create and publish certified short-term courses on their best practices for various employment roles with access to regional language content.

### Key Service Features:



Creation of certified courses



Creation of short term courses



Regional language content

## Impact

Though the platform is open to all, its primary focus is on women up-skilling in their local languages and getting employment opportunities for better careers.

## Contact

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📍 **Chennai,**  
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**Angelin Indira Jeevamony**  
Founder & CEO



**Patrick Chettiar**  
Advisory Board Member





LIVELIHOODS & SKILL DEVELOPMENT

# GLC Designs India (Zola India)

## The Challenge

Zola India provides a platform for rural and folk artisans to express themselves through wearable art.

Zola India creates sustainable livelihoods for rural artisans, craftsmen, and women by preserving India's craft heritage, discovering new forms of expression, and sharing them in the form of wearable and utility art with the world.



## The Product

Jewellery and lifestyle products - created by 500 artisans across ten crafts - that combine innovative designs with a new expression of what the modern-day consumer wants.

### Key Products Features:



Jewellery  
products



Lifestyle  
products



Wearable  
art

## Impact

**25**

stores in India,  
2 in Kenya, 1 in  
Singapore, and  
2 in the USA

**30**

Design  
intervention  
workshops  
conducted

## Contact

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Tamil Nadu



**Gina  
Joseph**  
Founder  
**in**



# Watsan Envirotech

## The Challenge

Water scarcity is a significant problem in our country. Many of the major cities are running out of water.

Watsan Envirotech has developed natural water purifiers that can convert any water source to potable water without electricity and wastage of water.



## The Product

Natural water purifiers that work without electricity, wastage of water, or the need to replace filter media.

### Key Product Features:



No wastage  
of water



Non-electric  
purification



Natural  
purification

## Impact

Watsan Envirotech has already worked with more than 4,00,000 families, i.e., almost 1.2 million people, and they hope to work with 10 million people in the next three years.

## Contact

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**Chandrasekaran Jayaraman**  
Founder, Director  
[in](#)

CLIMATE ACTION

# Climate B Ventures



Climate-B Ventures Pvt Ltd  
Building Resilience. Empowering Enterprises.

How it works

Team

Request

## The Challenge

According to the India Climate Change Assessment Report of MoES, the number of extreme rainfall days climbed by 75% from 1950-2015. The sectors most prone to the increase in such extreme weather are manufacturing industries and critical infrastructure. According to calculations, the industry's revenue at risk amounts to around 1.5% of India's GDP.

## Decision Support System for Enterprise Climate Risk Management

Visualize Risks. Strategize Adaptation. Streamline Reporting.

[Request demo](#)
[Let's Chat!](#)

## The Service

Early warning systems with high-resolution weather forecasting and flood modeling, which helps enterprises climate-proof their operations and thereby ensure business continuity.

### Key Service Features:



Weather forecasting



Flood modeling



Early warning systems

## Impact

The startup will focus on the large and medium manufacturing enterprises for the first three years post which, it would focus on critical infrastructures like ports, airports etc.

## Contact

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**Adithya Subramanian**  
COO



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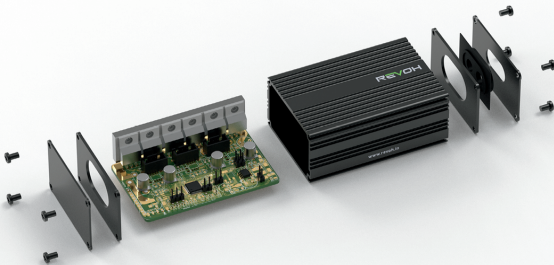
# RevoH Innovations

## The Challenge

There are no OEM (Original equipment manufacturers) manufacturers in India.

RevoH was formed to reduce imports and indigenously design and develop motor controllers. They are also focussing on improving the quality and customization of products.

EXPLODED VIEW



## The Product

RevoH is an electric vehicle powertrain and sub-components manufacturing company mainly focused on the 2 and 3-wheeler segment.

### Product application:



Electric  
Vehicles



Domestic  
appliances



Medical  
equipment

## Impact

They have started production of 250/350 watts controller & designed and developed other specification controllers ranging from 500 watts to 1.5 KW.

## Contact

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**Vignesh  
D**  
CEO  
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## About Villgro

Villgro is India's foremost and one of the world's largest social enterprise incubators. Established in 2001, Villgro's mission is to make innovative, impactful businesses succeed in Health, Agribusiness, and Climate Action.

Since 2001, Villgro has supported 340 social enterprises that have:

Raised investments worth

**INR 4.28B+**

Created jobs

**5,646**

Impacted Lives

**20.8M+**

### AWARDS

Awarded the Top Incubator Award by the Department of Promotion of Industry and Internal Trade (GoI) in 2020

Awarded the prestigious DivHersity Awards in 2022



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