



## RATHINAM EDUCATIONAL INSTITUTIONS



  
CHENDUR PUBLISHING HOUSE  
CHENNAI



## PROCEEDINGS OF ICSSR - SRC SPONSORED ONE DAY NATIONAL SEMINAR ON “GREEN FINANCE FOR A VIKSIT BHARAT”



**RATHINAM**  
COLLEGE OF ARTS & SCIENCE



(An Autonomous Institution Affiliated to Bharathiar University, Accredited by NAAC with A++ (3.60 CGPA) in 3<sup>rd</sup> cycle,  
NIRF Ranked, Approved by AICTE and recognized by UGC under 2(f) & 12B)  
Recognized under DBT STAR College Scheme by DBT, New Delhi  
Rathinam Techzone Campus, Echamneri, Coimbatore - 641021  
www.rathinamcollege.ac.in / info@rathinam.in / 0422-4040906

### *Proceedings of* ICSSR - SRC SPONSORED ONE DAY NATIONAL SEMINAR ON “GREEN FINANCE FOR A VIKSIT BHARAT”



EDITED BY  
Dr. B. Geethpriya  
Dr. T. M. Hemalatha  
Dr. G. Arut Geevitha

*Proceedings of the*

**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH SOUTHERN  
REGIONAL CENTRE (ICSSR-SRC)**



**Sponsored**

**One-Day National Seminar on  
GREEN FINANCE FOR A VIKSIT BHARAT**

29<sup>th</sup> January 2025

*Editors*

**Dr.B. Geethpriya**

**Dr.T.M. Hemalatha**

**Dr.G. Arut Geevitha**

*Organized By*

**SCHOOL OF COMMERCE**

**RATHINAM COLLEGE OF ARTS AND SCIENCE**

(An NIRF Autonomous Institution affiliated to Bharathiar University,

Recognized by UGC under 2(f) & 12 B and Star College Scheme by DBT,

Accredited by NAAC with A++ (3.60 CGPA) In 3<sup>rd</sup> Cycle and Approved by AICTE)

**Rathinam Techzone, Eachanari, Coimbatore-641021, Tamil Nadu.**

<http://www.rathinamcollege.ac.in> email:info@rathinamcollege.in

Title : **ICSSR-SRC Sponsored One Day National Seminar on Green Finance for a Viksit Bharat**

Editors : Dr.B. Geethpriya  
Dr.T.M. Hemalatha  
Dr.G. Arut Geevitha

Published and Printed by : Chendur Publishing House, Chennai  
Mobile: **+91 8838702557**

ISBN : 978-81-984034-0-7

Copyright 2025 by Chendur Publishing House

All right reserved. Authorized reprint of the edition published by Chendur Publishing House. No part of this book may be reproduced in any form without the written permission of the publisher. Limits of liability/disclaimer of warranty: The authors are solely responsible for the contents of the paper in the volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are required to communicate such errors to the editors or publishers to avoid discrepancies in future. No warranty may be created or extended by sales or promotion materials. The advice and strategies contained herein may not be suitable for every situation. The work is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other provisional services. If professional assistance is required, the services of a competent professional person should be sought. Further, should be aware that internet website listed in this work may have changed or disappeared between when this was written and when it is read.

Chendur Publishing House also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

56	A STUDY ON INVESTMENT STRATEGIES FOR GREEN VENTURE CAPITAL INVESTMENT STRATEGIES FOR GREEN VENTURE CAPITAL Bhuvaneshwari. S	375
57	A STUDY ON THE GROWTH OF VENTURE CAPITAL IN INDIA Narmadha.G	381
58	EMPOWERING WOMEN ENTREPRENEURS THROUGH FINTECH: PATHWAYS TO GREEN FINANCING AND SUSTAINABLE INVESTMENT Dr. B. Thulasipriya &M.Pooja	386
59	GREEN FINANCE AND IMPACT INVESTING: CRAFTING STRATRGIES FOR SOCIAL AND ENVIRONMENTAL CHANGE S.Anjusha bala , Rasha.R.J	394
60	A STUDY ON MEASURING SOCIAL IMPACT: POSITIVE AND NEGATIVE METRICS Kanishka Rajee M, Kavya R, Lithica S	401
61	EMPOWERING WOMEN ENTREPRENEURS THROUGH FINTECH: PATHWAYS TO GREEN FINANCING AND SUSTAINABLE INVESTMENT Dr. B. Thulasipriya & M.Pooja	412
62	CHALLENGES AND BARRIERS TO GREEN BOND INVESTMENT STRATEGIES – A THEORETICAL PRESPECTIVE Ms.R.Subhasangeetha	420
63	SOCIAL IMPACT MEASUREMENT FOR THE SOCIAL AND SOLIDARITY ECONOMY Dr. M.Nirmala	430
64	GREEN FINANCE AND IMPACT INVESTING – OVERVIEW AND ITS BENEFITS Dr.M.Shanmuga Priya	438
65	GREEN FINANCE AND IMPACT INVESTING: STRATEGIES FOR ACCELERATING INDIA’S GREEN AND BLUE ECONOMY Reji R	445
66	AGRITECH GROWTH THROUGH GREEN VENTURE CAPITAL IN INDIA Dr.P.Archanaa	455
67	EXPLORING GREEN FINANCE PATHWAYS TO BLUE OCEANS: A STUDY ON LEVERAGING GREEN BONDS FOR MARINE ECOSYSTEM SUSTAINABILITY Priyadharshini R	461
68	A STUDY ON THE INVESTOR BEHAVIOR TOWARDS GREEN FINANCIAL PRODUCTS Mr.Suresh G, Dr.M.Sindhu	471
69	INVESTMENT STRATEGIES FOR GREEN VENTURE CAPITAL Mrs . J . Sowmiya T.S.Thanush S.Rithish	480
70	A STUDY ON ENHANCING FINANCIAL INCLUSION THROUGH DIGITAL PAYMENTS: A COMPREHENSIVE APPROACH Dr.B.Karthikeyan Dr.M.Nithya	486
71	GREEN FINANCE AND IMPACT INVESTING B.KARISHMA S.Vidhiya Shir	463
72	EMPOWERING CHANGE: INVESTMENT TACTICS FOR GREEN INNOVATION, WOMEN ENTREPRENEURSHIP AND	500

# AGRITECH GROWTH THROUGH GREEN VENTURE CAPITAL IN INDIA

Dr.P.Archanaa

Asst. Professor & Head - UG Department of Commerce CA

Nallamuthu Gounder Mahalingam College, Pollachi

## Abstract

*The concept of green growth simulates centrality of socio-economic inclusivity to sustainable development in India. The initiative on Green Growth and Development in India, aims to assess options by which the Indian economy can proceed towards an inclusive green growth paradigm of development. Green venture capital is a type of venture capital that focuses on funding businesses that are innovative in green industries. Green industries include renewable energy, clean water, sustainable lifestyles, and more. The concept of agritech growth is the implementation of advanced technologies in promoting the agriculturists with the help of green venture capital in India. The farmers have to rely on local middlemen to sell their produce, which not only limits their market reach but also forces them to accept prices that are often well below market value. With the help of Green venture capital firms, which focus on funding environmentally sustainable technologies, play a crucial role in driving this change. By investing in agriculture based startups, these firms can help digitize agriculture, ensuring better market access, fair pricing, and reduced wastage.*

**Keywords:** *Venture Capital, agritech, sustainability, green growth, green industries*

## Introduction

The term Venture capital is a form of isolated equity financing provided by companies or funds to startup, early-stage, and emerging business firms, which have high progressive potential, number of employees, annual revenue, scale of operations, etc. Venture capital firms capitalise in these early-stage companies in exchange for equity, or an ownership stake. Venture capitalists take on the risk of funding start-ups which in turn few of the companies may become successful. Because startups face high uncertainty and the venture capital investments have high rates of failure. Start-ups are usually based on an innovative technology or business model and often come from high technology industries such as information technology (IT) or biotechnology. Green industries are Industries that are innovative in areas like renewable

energy, clean water, and sustainable lifestyles. Green Frontier Capital is an investment firm in India that focuses on growth companies in green industries.

### **Green Venture is driven by Core Values that shape culture and guide**

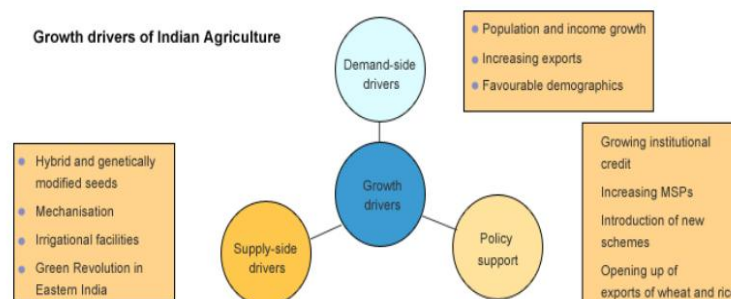
At Green Venture, in order to strive, a transparent and honest approach with all stakeholders, nurturing mutual trust in all our interactions is to be maintained. In order to progress, analyzing the environment and the information surrounding us to build, along with stakeholders, a strong and capable future for humanity is necessary. The 360-degree approach takes into consideration every aspect of our organization, from established procedures and external entity relations to people and outcomes. By embodying these core values, Green Venture believes it is possible to leverage success and sustainability in the renewable energy sector.

### **Digitize Agriculture through Green Venture Capital**

India, being large in population and rich in agricultural heritage and millions of farmers, stands as one of the world's largest producers of food grains, fruits, and vegetables. India has over 200 million farmers, approximately 55% of the country's workforce. India is the largest producer of pulses in the world, the second-largest producer of rice, wheat, sugarcane, cotton and groundnuts, and the second-largest fruit and vegetable producer. Indian agriculture sector faces significant challenges in supply chain management and logistics. Farmers often find themselves trapped in a wild cycle of inadequate market connections and unfair pricing, which hinders their economic growth and limits their potential. As the world rapidly moves toward digitalization and sustainable practices, the agriculture sector in India is ripe for a technological revolution.

Green venture capital firms, which focus on funding environmentally sustainable technologies,

play a crucial role in driving this change. By investing in agriculture based startups, these firms can help digitize agriculture, ensuring better market access, fair pricing, and reduced wastage.



Kisan Konnect, India's leading digital farmers' market for urban consumers, serves as an exemplary model in this context. Green venture capital firms like Green Frontier Capital can help digitize agriculture by tapping into the potential and success of KisanKonnect as a climate tech investment.

### **Supply Chain and Logistics**

Even though India's agriculture sector is huge in its size and significance, suffers from deep-rooted inefficiencies, particularly in supply chain and logistics. This is because the sector is highly fragmented. In 2015, there were roughly 175 million farms, each with an average size of 0.2 acres, a dramatic increase from the ~70 million farms that existed in 1970.

The farmers often not have access to reliable market information and strong direct connections to urban markets, leading to a cut off between them and potential buyers. They have to rely on local middlemen to sell their produce, which not only limits their market reach but also forces them to accept prices that are often well below market value. With the traditional supply chain riddled with intermediaries, each taking a cut, the profit margins for farmers are further reduced. The logistics infrastructure in India is also underdeveloped, leading to significant post-harvest losses. According to a 2022 Ministry of Food Processing Industries study, India faces an alarming amount of post-harvest losses due to systemic inefficiencies, amounting to approximately INR 1,52,790 crore annually. This not only results in economic losses for farmers but also contributes to food insecurity and environmental degradation. Poor storage facilities, inadequate transportation networks, and a lack of cold chain infrastructure further exacerbate these challenges. In India, approximately US\$14 billion worth of crops are wasted annually due to poor cold chain facilities and disorganised logistics, making it difficult for farmers to get their produce to market in a timely and efficient manner.

### **Climate Tech Investment**

The node of climate technology and agritech presents an exclusive opportunity for green venture capital firms to make impactful investments. This focuses on advanced technologies that alleviate the effects of climate change or help adapt to its impacts. Climate tech investments can drive the adoption of sustainable agriculture practices, reduce greenhouse gas emissions, and improve resilience to climate-related risks. India's agriculture sector is particularly exposed to the

impacts of climate change, including irregular rainfall patterns, mounting temperatures, and increased frequency of extreme weather events. These challenges frighten crop yields, food security, and the incomes of millions of farmers. By investing in climate tech solutions within the agritech sector, green venture capital firms can help build a more resilient agricultural system that can withstand the pressures of climate change, and increase food security in India.

### **Sustainable Agriculture Solution**

The market opportunity of agritech start-ups will be potentially US\$ 24 billion by 2025. Agritech companies are distinctively positioned to address the supply chain and logistics challenges faced by the farmers. By leveraging technology and venture capital funding, these companies can create more efficient, transparent, and fair supply chains that benefit both farmers and consumers. One of the keyways agritech companies can solve these issues is by deploying funds from green venture capital firms and using them to develop digital platforms that connect farmers directly with buyers. These platforms can eliminate the need for intermediaries, allowing farmers to access a wider market and secure better prices for their produce. Additionally, digital platforms can provide farmers with real-time market information, helping them make informed decisions about when and where to sell their crops.



Agritech companies can also use venture capital funding to improve logistics by introducing advanced technologies such as GPS tracking, blockchain, and IoT (Internet of Things) devices. GPS tracking can optimize transportation routes, reducing delivery times and costs. Blockchain technology can enhance transparency and traceability in the supply chain, ensuring that farmers receive fair compensation for their produce. IoT devices can monitor storage



conditions and provide real-time data on factors such as temperature and humidity, helping to reduce post-harvest losses. Furthermore, agritech companies can develop innovative solutions for post-harvest management, such as smart storage facilities and mobile processing units. These solutions can help farmers preserve the quality of their produce, extend its shelf life, and reduce wastage. By integrating these technologies into the supply chain, agritech companies can create a more sustainable and efficient agricultural ecosystem, further enhanced by investments from green venture capital firms.

### **KisanKconnect by Green Frontier Capital**

KisanKconnect is a pioneering example of how digital platforms can transform agriculture in India when equipped with funding from green venture capital firms. Founded in 2020 by Vivek and Nidhi Nirmal, with the mission to bridge the gap between rural farmers and urban consumers, it has created India's leading digital farmers' market. The platform of advanced technology in agriculture connects farmers directly with consumers in urban areas, allowing them to sell their produce at fair prices without the interference of middlemen. Due to a strong regional focus, with a hybrid online and offline model in Mumbai and Pune, it has a market opportunity of US\$ 30 billion. The agritech start-up has developed a fully integrated supply chain by sourcing fresh fruits and vegetables, pulses, grains, and preservative-free snacks directly from farmers and farmer groups, largely made up of women. Their impact can be seen through the many farmers from Maharashtra who are provided with fair prices, agronomical support, training in soil regenerative techniques, and environmentally friendly agricultural inputs that enhance crop yield. KisanKconnect's success lies in its ability to integrate technology with traditional farming practices. By digitizing the supply chain, the agritech platform has created a more efficient and sustainable agricultural ecosystem that benefits both farmers and consumers.

### **Great Investment For Green Venture Capital Firms**

KisanKconnect is an ideal climate tech investment for many reasons. The platform directly addresses the challenges of poor supply chain management and logistics, which are major contributors to food waste and environmental degradation in India's agriculture sector. By creating a more efficient and transparent supply chain, it reduces food waste, minimizes carbon emissions, and promotes sustainable agriculture. It also empowers farmers by providing them with the tools

and information they need to make informed decisions and secure fair prices for their produce. This not only improves the economic well-being of farmers, but also incentivizes them to adopt sustainable farming practices, such as organic farming and water conservation, which have long-term environmental benefits, meeting a double bottom line for green venture capital firms.

## **Conclusion**

The digital platform has the potential to scale rapidly, reaching millions of farmers and consumers across India. This scalability makes it an attractive investment opportunity for green venture capital firms looking to make a significant impact on both the environment and the agricultural sector. The broader goals of climate tech, promotes a more sustainable and resilient agricultural system. The platform's focus on transparency, traceability, and fair trade practices contributes to the global movement toward sustainable food systems, making it a valuable addition to any climate tech investment portfolio.