In conversation with

Mr. Jitendra Narayan

Shri Jitendra Narayan, Founder & CEO of KEC Agritech Pvt. Ltd., is a visionary with 18+ years of leadership experience In Biofuel, Renewable Energy & BFSI Industry. He is driving India's Green Energy Transition through innovative & advanced CBG Plants and CBG Parks - converting agri - waste into clean fuel, high - return investments and sustainable growth for farmers and the nation.

Mr. Jitendra Narayan
Founder & CEO
KEC Agritech Pvt. Ltd.

1. Can you briefly walk us through the origin and core mission of Kisan Experience Centre?

Kisan Experience Centre (KEC) was established with a clear mission to unlock the immense, overlooked waste economy of rural India and convert it into profitable and sustainable opportunities for farmers. We observed that agricultural and organic waste remained largely unorganized, undervalued, and environmentally damaging. KEC was born to bring structure, technology, and commercial models to this neglected space. Our core purpose is to transform waste streams into wealth streams - through bioenergy, enriched manure, and circular agricultural solutions - while strengthening farmers' knowledge and linking them to modern markets. At its heart, KEC aims to bridge the gap between sustainable agriculture and rural economic development with scalable and replicable models.

2. What inspired the founding of KEC, and what key gaps in rural / agriculture support were you aiming to fill when you started?

KEC was inspired by the glaring disconnect between the tremendous potential of rural biomass and the absence of systems to utilize it pro-

ductively. India generates vast quantities of agricultural waste, yet farmers lack organized channels for disposal, value addition, or technology - driven solutions. We set out to close three critical gaps: unstructured waste aggregation, absence of value - addition pathways and limited farmer participation in emerging biofuel ecosystems. KEC was created to address these through technological innovation, scientific waste management, and commercially viable business models. Our goal has always been to empower farmers and align rural waste utilization with national programs such as SATAT and circular economy initiatives.

3. Your website mentions a wide array of services — from agricultural inputs to Bio - fuel / Bio - CNG / Biogas solutions. How do these diverse services tie together under KEC's vision?

Every solution offered by KEC—agri - inputs, waste - to- energy systems, Bio-CNG plants, or FOM / LFOM enrichment - works as an interconnected ecosystem built around the farmer. Our CBG Parks link decentralized raw material collection, common processing infrastructure, and forward marketing, creating a seamless "farm - waste-to - fuel" pipeline. Under this unified vision, inputs, technology and output markets converge into one integrated platform that enhances productivity and improves farmer income. The approach ensures circularity: waste becomes energy, energy byproducts enrich soil and farms become more sustainable. This holistic structure ensures that all services, though diverse, contribute to a single objective - strengthening rural economies through modern, sustainable solutions.

4. Regarding your Bio - fuel / Biogas / Bio - CNG solutions: what business models do you offer, and which model is most effective for small and marginal farmers?

KEC offers multiple business models - Turnkey EPC, BOOT, RESCO, Joint Ventures and our highly effective Cluster Model. For small and marginal farmers, the Cluster and RESCO models work best, as they remove the need for upfront capital investment. Farmers participate by supplying biomass, using nutrient - rich digestate (FOM / LFOM), or accessing energy services without owning the infrastructure. These structures minimize risk and maximize benefit by keeping ownership and operations with professional teams. Farmers gain steady income streams, reduced input costs, and access to regenerative agriculture, making participation financially viable and operationally simple while integrating them into the growing biofuel economy.

5. What have been the biggest challenges - technical, logistical or adoption - related - in implementing Bio - fuel / waste - to - energy projects in rural / semi-rural India?

The biggest challenges lie in managing raw material supply chains, ensuring technology reliability and building awareness about byproduct utilization. Biomass supply in rural India is scattered, seasonal and inconsistent, making collection and quality control demanding. Efficient operation of CBG units requires advanced technologies and strong O&M practices, which many early projects lack. Another major challenge is effective utilization of FOM/ LFOM; farmers still require education about its long-term soil benefits. Transport, storage and logistical hurdles further complicate the waste - to - energy value chain. Overcoming these issues requires continuous farmer engagement, strong technological frameworks and robust end-product markets.

6. How can we ensure that biogas solutions remain affordable and accessible for smallholder farmers with limited resources?

Affordability for small farmers can be ensured by deploying

decentralized biogas units, cluster - based CBG integration and innovative financing models such as RESCO and OPEX-led systems. Small household biogas units reduce dependence on LPG, cutting monthly energy expenses while providing clean cooking fuel. At the farm level, biogas can power agri - tools, replacing costly diesel. Government incentives, carbon credit revenues and cooperative ownership significantly ease financial pressure. Additionally, local service centers and capacity - building programs help farmers adopt the technology with confidence. These measures ensure biogas remains accessible, low-cost and practical for even the smallest landholders.

7. Can you share some success stories or impact metrics that illustrate KEC's contribution to sustainable agriculture and rural energy?

KEC has established itself as a leading enabler in India's emerging CBG ecosystem through strong backward and forward integration. We have supported numerous farmer clusters in supplying high - quality biomass while ensuring predictable income streams. On the output side, our assured buyback of CBG and FOM/LFOM creates confidence and stability. Our unique model is implemented across multiple states, and we are now associated with 100+ projects - driving regenerative agriculture, circular waste management and rural livelihood improvement. The success lies in creating a truly circular, market-linked ecosystem where farmers gain, industries secure green fuel and the environment benefits.

8. Looking ahead: how do you see the biogas sector and KEC evolving over the next 5 – 10 years, especially in India's transition to circu-

lar agriculture and renewable energy?

Biogas will play a pivotal role in India's journey toward circular agriculture and renewable energy over the coming decade. KEC plans to be at the forefront by developing 15 large CBG Parks and deploying 150 CBG Plants through cluster - based models within the next two years. With an active order book exceeding ₹1,154 crore, we are scaling rapidly to match India's clean energy mandate. Integration of digital platforms, carbon credit monetization, and farmer - centric supply chains will further strengthen the ecosystem. Our long-term vision is to become the country's largest rural bioenergy integrator, linking technology, sustainability and rural prosperity in one unified framework.