

## **a-IDEA, ICAR-NAARM organized Demo Day for Startups & Investors under AGRI UDAAN 4.0**

*Date: 21 May 2022*

a-IDEA, the TBI of ICAR-NAARM, organised Demo Day under Agri Udaan 4.0 on 21 May 2022. This is the fourth food and agribusiness accelerator program initiated by a-IDEA supported by NABARD. The objective of this program was to catalyse food and agribusiness startups and provide them a unique platform to pitch their ideas before investors for scaling up to the next level by raising funds.

While delivering presidential address, Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM appreciated the activities of a-IDEA and highlighted the different policy papers published by ICAR-NAARM for the benefit of FPOs, entrepreneurs, etc.

Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM highlighted the activities of a-IDEA in promoting startups in rural sector and enhancing the competency of startups through effective technical and business mentoring. In his special address, Mr. S. Somasundaram, DGM, NABARD, appraised about the support provided by NABARD to a-IDEA in strengthening startups through accelerator program and seed fund support.

The event was attended by 10 startups selected out of 200 applications under Agri Udaan 4.0 and 25 Investors from different parts of the country. This program has helped the startups to network with investors to raise the funds and cross learn. There was a pre-demo day during 19-20 May, 2022 where these startups were groomed to effectively present their ideas/ products.

