

a-IDEA, ICAR-NAARM organized FPOs/Farmers– Startup Immersion cum AgriUdaan 6.0 roadshow at IISR, Lucknow, UP

Date: 8th August 2023

a-IDEA, Technology Business Incubator of ICAR-NAARM Hyderabad organized FPOs/Farmers-Start-up Immersion cum AgriUdaan 6.0 roadshow at Indian Institute of Sugarcane Research, Lucknow in collaboration with ICAR-IISR, ICAR-CISH Lucknow on 08th August 2023 with an objective to connect the FPOs/ FPCs and the farmers of Uttar Pradesh with the start-ups supported by a-IDEA, ICAR NAARM.



Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM and President, a-IDEA, during his presidential address, highlighted the role of strengthening the start-up ecosystem to directly benefit farmers and FPOs and also stressed the collaborative synergy between farmers and start-ups as pivotal for the country's progress, given the challenge of mounting food wastage, which adversely affects our Agriculture ecosystem.

Shri Sanjay K Dora, Chief General Manager of NABARD, Chief Guest of the event highlighted Uttar Pradesh's rapid transformation and its multifaceted progress from economic reforms to the state's prominence in global transactions and start-up growth.

Dr. R. Viswanathan, Director, ICAR-IISR, Lucknow, shared his experiences in interacting with start-ups working in the area of value addition of Sugar cane, importance of mentorship in the entrepreneurial journey of any start-ups and the capability of a mentor in supporting the start-ups to excel in their focus areas.

Dr. T Damodaran, Director, ICAR-CISH, Lucknow, Dr. Uttam K Sarkar, Director, ICAR-NBFGR, Lucknow, Dr Ajit Kumar Shasany, Director, CSIR-NBRI, Lucknow joined the program as Guest of Honours and shared the technologies of the respective institutes and agri entrepreneurship opportunities in the domain.



About 50 start-ups and 75 FPOs and farmers across Uttar Pradesh attended the programme. Senior officials from NABARD, SBI, ASSOCHAM, Agriculture Scientists and officials from KVKs graced the event.