



a-IDEA News

Volume 1 | Issue 1 | Jan-Mar 2022

Quarterly Newsletter of the Association for Innovation Development Entrepreneurship in Agriculture, TBI - NAARM

Programs

AGGNITE
KRISHIBOOT
AGRIUDAAN

Schemes

NIDHI PRAYAS
NIDHI SEED
BIRAC-BIG
BioNEST • ICAR ABI

Activities

Sensitization
Ideation • Incubation
Acceleration • Funding
Grants • Capacity Building



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Supported By



Signing of MoAs

a-IDEA signed Memorandum of Agreement with ICAR-Indian Institute of Rice Research, Hyderabad; Crescent Innovation and Incubation Council, Chennai; RR Animal Health Care, Hyderabad; Atal Innovation Center, NITTE Incubation Center, Karnataka; and Atal Innovation Center - Mahamana Foundation for Innovation and Entrepreneurship, IIM-BHU, Varanasi on 24th February 2022 with the aim to support startups by organizing joint events, extending lab facilities, co-networking etc. Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM; Dr. RM Sundaram, Director, ICAR-IIRR; Dr. M Parvez Alam, CEO & Director, CIIC; Dr Debashis Dutta, Director, RR Animal Health Care Limited; and Mr. Paritosh Tripathi, CEO, AIC-IIM-BHU; Mr. Puneet Rai, Incubation Manager, AIC, NITTE Karnataka signed the MoA on behalf of the respective organizations.



On this occasion, all the organizations expressed their existing facilities and technologies available with them in agriculture and allied sector for promoting the startup eco-system. Dr. G. Venkateshwarlu, Joint Director, NAARM has highlighted that the MoA provides overarching framework for collaboration in various project activities such as capacity building, workshops, providing lab facilities for incubates etc. on mutual interest. Dr. Ch. Srinivasa Rao, Director, NAARM highlighted the a-IDEA activities and its support to more than 100 startups in agriculture and allied sectors.

Capacity Building Programme for CEOs & BODs of FPOs

a-IDEA conducted Capacity Building Programme for CEOs & BODs of FPOs on 18th February 2022 at Kurnool, Andhra Pradesh. Officials from NABARD, KVKs, Department of Fisheries, Horticulture participated the program.

During the program, 19 FPOs were on-boarded with a-IDEA under NABARD Scheme. Three startups presented their portfolio and products which received a positive response from FPO's. There was also a discussion with Government officials from NABARD, MSME, Department of Horticulture, Fisheries, Animal Husbandry, Agriculture, Lead project Manager, APARD, APMAS, APGB, KVK's for further support and conducting immersion programmes in state of Andhra Pradesh. The FPOs were sensitized about the concept of startups, offerings of a-IDEA, use of Accubate platform for onboarding and connecting FPOs with current startups of a-IDEA, ICAR-NAARM.



Cohort Networking & Capacity Building Program for incubatees



a-IDEA organized Cohort Networking and Capacity Building Program for the incubatees of a-IDEA under Krishiboot during 10-11 March 2022. The objective of this program was to develop networking among startups, and train them on aspects

like financial management, effective pitch making and pitching process, concept of digital marketing and branding etc.

During the inaugural program, Dr. G. Venkateshwarlu, Vice President, a-IDEA & Joint Director, ICAR-NAARM highlighted the role of different programmes undertaken by a-IDEA in order to create vibrant atmosphere to strengthen startup ecosystem and also expressed his views on funding support through various sources for different stages of startups. Mr. Tapan Kumar Sahoo, AGM, NABARD, underlined the importance of FPOs and Farmers immersion with startups for the benefit of both.

The resource persons for the capacity building program included Mr. Subrata Sarkar, Consultant CFO, Hyderabad; Mr. Praveen Dorna, Co-Founder, Sociohub, Startup Byte; Mr. Gaurav Patel, Founder, Pipe Bagger; and Ms. Sukriti, Founder, Avid Invent who delivered sessions on critical aspects of digital marketing, pitching, IP and trademark filing etc.

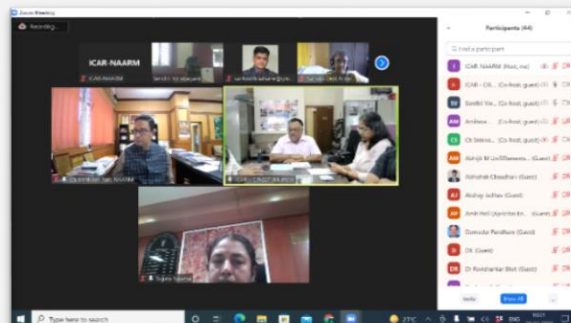
During the valedictory program, Dr. Ch. Srinivasa Rao, President, a-IDEA & Director, ICAR-NAARM highlighted the extent of technical, financial and mentoring support for incubatees under Krishiboot. He also underlined the importance of Agri-Startups and their role in the entrepreneurial ecosystem. The session completed with exchange of MoA to the incubatees under krishiboot.

Workshop on “Translating Innovation into Business Opportunities”

a-IDEA organized an online sensitization workshop on “Translating Innovation into Business Opportunities” in collaboration with Agribusiness Incubation Centre, ICAR-CIRCOT, Mumbai on 28 February 2022. The objective this workshop was to sensitize the startups/ entrepreneurs on pitching process, concept of MVP vs MLP and branding etc.

Dr. (Mrs.) Sujata Saxena Director, ICAR-CIRCOT, Mumbai in her inaugural address highlighted the contribution of agriculture sector in the GDP and also underlined the importance of CIRCOT Mumbai in development of post-harvest technologies in cotton.

Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM, in his presidential remarks, highlighted the existing cotton production status, yield gaps in cotton etc. He also highlighted the need for strengthening agri startups in cotton value chain. The resource persons Ms. Sonali Jha, Founder Director, Cunomial Technologies and Prof. Rishikesh Kumar, S.B. Patil Institute of Management, Pune delivered the sessions. Total 58 startups participated in this programme.



FPO-Startup Immersion Programs

a-IDEA organized three FPO–Startup Immersion Programme during Jan-Mar, 2022. The objective of this program was to provide platform to startups and FPOs for resource exchange and networking. During the program, startups presented their offerings and demonstrated their product/service to FPOs. The officials from NABARD also participated in these programs.

First such program was held at Guwahati, Assam on 3 March 2022 with the support from APART. During the program, 12 FPOs were on-boarded and successful connect for transaction happened between 24 FPOs and 6 Startups. One of our startup, Mr. Manish was recommended by APART, Govt of Assam for funding under Xamahar Scheme for expansion of their network in Assam. Kheti Gaadi's mobile application was downloaded from play store and installed by most of the FPO's during the programme.

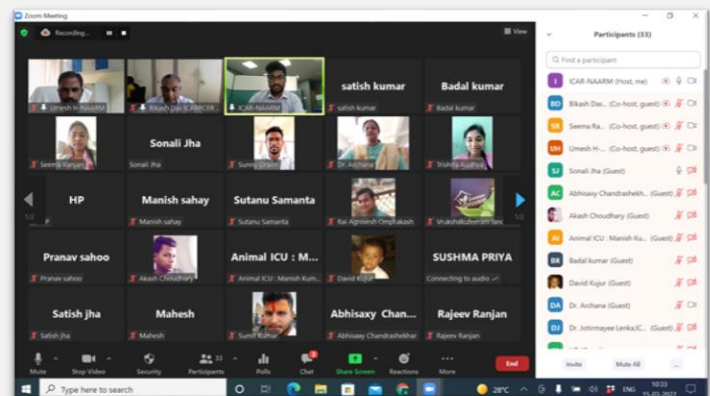
The second immersion programme was organized at Nalbari, Assam on 4 March 2022 with the support from Nalbari Agri & Allied Processors Industry Association. During this program, 11 FPOs were onboarded and 10 incubatees of a-IDEA presented their offerings.

The third immersion programme was organized at Umiam, Shillong, Meghalaya on 5 March 2022 with support from ABI Centre, ICAR Research Complex for NEH Region, Umiam, Meghalaya. During the program, 43 FPOs were on-boarded and 9 incubatees of a-IDEA were presented their offerings.



Workshop on “Start-ups and Opportunities for funding”

a-IDEA organized a joint sensitization workshop on “Start-ups and Opportunities for Funding” on 15th March 2022, for the benefit of Startups, students and staff of ABIs in collaboration with Agri Business Incubation Centre, ICAR-Research Complex for Eastern Region, FSRCHPR, Plandu, Ranchi, Jharkhand. Dr. Umesh Hudedamani, Scientist & CO-PI of ABIC project highlighted the role of ABIC, NAARM in strengthening of other ABI centers. The programme covered the topics such as Importance of pitching, Elevator pitch, Business canvas, Teaser pitch, Problem statement, Level of urgency, MVP Vs MLP, funding opportunities available with a-IDEA, seed support system in a-IDEA. Total 43 participants joined in this session.



General Body Meeting



The 10th General Body Meeting of a-IDEA was organized on 14 March 2022 under the Chairmanship of Dr. Ch. Srinivasa Rao, President, a-IDEA. During the meeting, Dr. S. Senthil Vinayagam, CEO & Principal Scientist of a-IDEA presented the progress of a-IDEA from 1 March 2021 to 13 March 2022. During the meeting, amendment of society members, seed support policy, financial status of a-IDEA, publications, finalization of Chartered Account, Status of Seed Fund and Grants were discussed.

Dr. Ch. Radhika Rani, Associate Professor & Head, NIRD, Hyderabad; Mr. Y.K Rao, CGM, TSRO, NABARD (Virtual); Mr. Devasis Padhi, CGM-OFDD, NABARD, Mumbai (Virtual); Dr. Manish Diwan, Head, SP & ED, BIRAC (DBT Representative) (Virtual); Heads of Divisions and faculty from NAARM participated in the meeting.

PRAYAS Monitoring Committee Meeting

The NIDHI-PRAYAS Monitoring Committee (PMC) Meeting was held on 23-24 March 2022 for the selection of startups under NIDHI PRAYAS scheme. During the meeting, the committee selected 10 startups/ Individual innovators out of 21 shortlisted candidates under 3rd Call.



Visit of NABARD Officials to a-IDEA

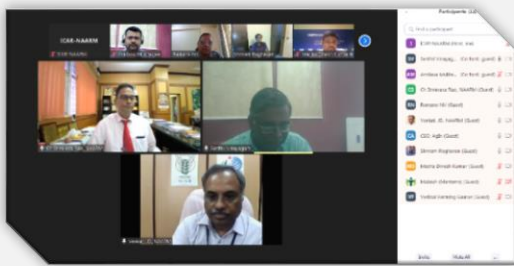
Senior Officers from NABARD visited a-IDEA on 15 March 2022 to facilitate interaction with startups and acknowledge the progress of a-IDEA. In his presidential remarks, Dr. Ch. Srinivasa Rao, highlighted the importance of food production, shortage and wastage occurring in the country. He also expressed his views on how to reduce food losses through efficient & smart production with less carbon footprint. He mentioned about the challenges faced in the Agri Sector and the role of National level adaptation fund by NABARD to turn those challenges in to opportunities.



Dr. NA Vijay Avinashilingam, Additional CEO, a-IDEA presented about startups and its importance right from submission of idea to graduation of startup, stages of incubation, sources of funds etc. During the visit, incubatees of a-IDEA under Krishiboot viz., Krishivan Technologies Pvt. Ltd, Isaayu Farms & FarmOR Agri Solutions Pvt. Ltd briefed about their ideas and products. Mr. Amitava Mukherjee, COO, a-IDEA mentioned about immersion programmes of startups with FPOs in northeast and expectations from the programme. Ms. Smita Mohanty, GM, NABARD-TSRO addressed the gathering and elucidated their activities in the growth of startup ecosystem.



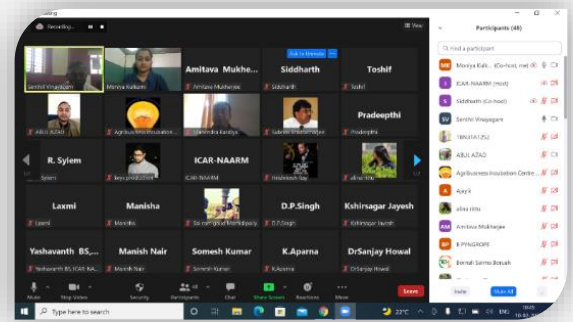
Seed Support Management Committee Meeting



The Seed Support Management Committee Meeting of a-IDEA was held virtually on 22 March 2022 under the Chairmanship of Dr. Ch. Srinivasa Rao, President, a-IDEA. During the meeting, the progress of Seed funded startups was presented. During the meeting, matters regarding status of startups which have received seed fund from a-IDEA, next phase of investment to selected startups, sale of a-IDEA share to other investors and BIRAC Seed Fund Call and other upcoming proposals were discussed.

Webinar on “Who are startups? What they do? How to get funded?”

Under the ICAR-ABI scheme, a-IDEA organized a webinar on “Who are startups? What they do? How to get funded?” in collaboration with ICAR-RCNEH, Umiam, Meghalaya on 10 February 2022. The main objective of this programme was to sensitize startups and ABI staff. Programme covered the topics like funding opportunities available with a-IDEA such as grants and seed funds, equation of entrepreneur, Startup vs Entrepreneur, startups in Agriculture etc. A total of 62 startups participated in the programme. Dr. S. Senthil Vinayagam, CEO, a-IDEA highlighted the role of ABI-NAARM in upscaling the agriculture technologies and initiatives of a-IDEA.



Results of BIRAC BIG – 19th Call

a-IDEA is the partner incubation center in BIRAC’s Biotechnology Ignition Grant (BIG) Scheme since 15th call. Call for Applications in the BIG’s 19th Call was opened in August-September, 2021. The results of the BIRAC BIG 19th Call was announced in the month of January. a-IDEA received four BIG Grantees in this call. The grantees are: Droaerody Private Limited, Jeyavishnu Kumaragurubaran, Krishivan Technologies Private Limited and Water N Spices Foodsz Pvt. Ltd.



Participation in World Organic EXPO

a-IDEA participated in World Organic Expo during Feb 25-27, 2022 at New Delhi organized by NNS Media Group and received a-IDEA was awarded 2nd prize under the category of promoting Agri-business. For the expo, a-IDEA booked one stall for showcasing the activities of a-IDEA. Incubatees of a-IDEA also displayed their products and technologies. The a-IDEA stall was visited by faculties, Scientists, researchers, aspiring entrepreneurs, students, women groups and other exhibitors during which the institutional activities of a-IDEA were briefed to them.



BIRAC BIG – 20th Call

The 20th call for applications for BIRAC-BIG Grant was announced on 1 January 2022. In this Call, a-IDEA received 81 innovative proposals exclusively from agriculture and allied sector. For this call, we expect and wish to have more innovative ideas in the agriculture sector to be supported under BIRAC-BIG scheme and we are putting our best efforts in mentoring and guiding them to achieve the same.

In light of opening of the new call, a series of awareness webinars were organized in collaboration with CIIC, Chennai; AIC, NITTE; AIC, BHU; and AIC, AAU on February 1st, 5th, 7th and 11th, 2022.



Other Activities

- Sixth PMRC meeting (online) was conducted on 04 January 2022 to review the progress of activities conducted by a-IDEA with the support of NABARD during the quarter October - December.
- a-IDEA monthly meeting was held on 22 January 2022 under the chairmanship of Dr. Ch. Srinivasa Rao, President, a-IDEA & Director, ICAR-NAARM and co-chairmanship of Dr. G. Venkateshwarlu, Vice President, a-IDEA & Joint Director, ICAR-NAARM. The objective of the meeting was to review the progress of a-IDEA, NAARM and to plan future activities.
- a-IDEA submitted a project proposal to NABARD for Catalytic Capital Assistance for Supporting Rural & Agri Business Start-ups in agriculture and identified sectors.
- a-IDEA signed MoUs with MLIT Sol Pvt Ltd, Contrivation Labs and RR animal health care who are awarded grants up to INR 50 Lakhs under 17th call of BIRAC-BIG.

Visits undertaken under BIRAC-BIG Scheme

Date	Place	Company	Brief about the company	Team
21-02-2022	Hyderabad	Temperate Technologies Private Limited	Low-power and low-cost cold storage technology for off-grid and on-grid operation for raising farmer incomes	Dr. K Kareemulla Ms. Moniya Kulkarni Ms. Caroline K
25-02-2022	Bangalore	Mr. Mallikarjun Sajjan	Surface-Enhanced Raman Spectroscopy Based Milk Quality Analyser	Dr. Venkateshwaran Ms. Moniya Kulkarni Ms. Caroline K
26-02-2022	Bangalore	Ms. Soniya Halan (Bhairab Mondal)	Pesticide smart check: Development of Aptamer based paper microfluidics device for rapid and cost-effective detection for major pesticides from food and agricultural commodities	Dr. Venkateshwaran Ms. Moniya Kulkarni Ms. Caroline K
26-02-2022	Bangalore	Krishivan Technologies Private Limited	Krishivan aims to transform the existing farming problems by integrating technology assistance from pre-harvest to post-harvest, to ultimately make the entire system profitable	Dr. Venkateshwaran Ms. Moniya Kulkarni Ms. Caroline K
3-03-2022	Raichur	Amviculture Pvt Limited	AmviCube is a developer of paddy quality tester and offers a WiFi-enabled, plug and play device to test paddy quality for the presence of internal cracks, admixtures, and chalkiness in paddy.	Dr. P D Sreekanth Ms. Moniya Kulkarni Ms. Caroline K
4-03-2022	Chennai	Jeyavishnu Kumaragurubaran	Production of fish feed pellets at farm from biofloc effluent using a device	Dr. S. Senthil Vinayagam
7-03-2022	Hyderabad	MLIT-SOL PVT LTD	Novel development of Artificial Intelligence based system for precision livestock farming	Mr. Siddharth Ms. Moniya Kulkarni Dr. Pooja Bhatt
15-03-2022	Allahabad	Droaerody Private Limited	Standardization of crop protection spraying drone technology for mango orchards in eastern Uttar Pradesh	Dr. P D Sreekanth

Edited By

Dr. Yashavanth BS
Dr. Umesh Hudedamani
Dr. S Senthil Vinayagam

Guided By

Dr. G Venkateshwarlu
Vice President, a-IDEA &
Joint Director, ICAR-NAARM

Published By

Dr. Ch. Srinivasa Rao
President, a-IDEA &
Director, ICAR-NAARM

✉ ceo.aidea@naarm.in

🌐 <http://www.aidea.naarm.org.in>

🌐 /naarmtiaidea

☎ 040-24581326



Association for Innovation Development Entrepreneurship in Agriculture (a-IDEA)

Technology Business Incubator

ICAR-National Academy of Agricultural Research Management

Rajendranagar, Hyderabad, Telangana – 500 030, India