



# a-IDEA News

Volume 1 | Issue 2 | April-June 2022



## Programs

AGGNITE  
KRISHIBOOT  
AGRIUDAAN



## Schemes

NIDHI PRAYAS  
NIDHI SEED  
BIRAC-BIG  
BioNest  
ICAR ABI



## Activities

Sensitization  
Ideation  
Incubation  
Acceleration  
Funding Grants  
Capacity Building

### In this Issue

Signing of MoAs | Demo Day | Distinguished Visitors | Launching of Aggnite 2.0  
Cohort Networking and Capacity Building Program | Participations  
FPO-Startup Immersion Program | Technical Visits  
Achievements of our Incubatees

### Supported By



## Memorandum of Agreement with ICAR Institutes

The a-IDEA signed Memorandum of Agreement with ten ICAR Institutes viz., ATARI, Bengaluru; NINFET, Kolkata; NIPB, New Delhi; DWR, Jabalpur; NCIPM, New Delhi; NRC on Camel, Bikaner; DCFR, Bhimtal, Uttarakhand; ICAR RC for ER, Umiam, Meghalaya; CRIDA, Hyderabad and CIAE, Bhopal on 14 May 2022 at the Academy in presence of Dr. Trilochan Mohapatra, Secretary, DARE & DG, ICAR. The MoA have been signed with the aim to support startups in agriculture and allied sector for co-organizing events, co-incubation, value-added services, extending lab facilities, networking etc.

On this occasion Dr. Trilochan Mohapatra addressed about the importance of leadership development and way forward for enhancing the institutional performance.



Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM appraised the a-IDEA activities and its support to the startup ecosystem. Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM highlighted that the MoA provides overarching framework for collaboration in various project activities such as technical mentoring and providing lab facilities for incubates etc. on mutual interest. Dr. Senthil Vinayagam, CEO of a-IDEA coordinated the MoA signing process.

## Demo Day under AgriUdaan 4.0

The a-IDEA organised Demo Day under Agri Udaan 4.0 on 21 May 2022 at Novotel, HICC, Hyderabad. This is the fourth food and agribusiness accelerator program 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 & 25 Investors from different parts of the country. This program has helped the startups to network with investors to raise the funds & cross learn. There was a pre-demo day during 19-20 May, 2022 where these startups were groomed to effectively present their ideas.

### **Shri. Shaji K V Deputy Managing Director, NABARD interacts with Agri-Startups of a-IDEA**

Shri. Shaji K V, Deputy Managing Director, NABARD visited a-IDEA on 18 April 2022. During the visit, he interacted with startups and acknowledged the progress made by a-IDEA. Several incubatees of a-IDEA viz., Dhi Sathi Pvt Ltd (Farm Sathi), Isaayu Farms Pvt. Ltd., MLIT Solutions Pvt. Ltd. and RR Animal Health Care Pvt. Ltd presented their status of project and their benefits to the farming community.



Dr. G. Venkateshwarlu, Joint Director, NAARM, in his address, highlighted about funding by DBT, 113+ ICAR institutions for networking & its synergies for upscaling of innovations in the startup ecosystem.



Shri. Shaji K V, Deputy Managing Director, NABARD highlighted the need for strengthening development of digital platform for e-commerce and the stressing the importance of technology as a demand driven rather than supply driven to address the challenges in rural areas.

Dr. Ch. Srinivasa Rao, Director, NAARM, in his presidential remarks, highlighted the existing technological support, mentoring support etc. by NARES system for entrepreneurs, students & startups

### **Dr Ashok Dalwai, CEO, NRAA visits a-IDEA, ICAR-NAARM**

Dr. Ashok Dalwai, CEO, National Rainfed Area Authority, New Delhi visited a-IDEA on 23rd April, 2022. Dr. Bharat S Sontakki, Head, XSM Division welcomed him to the Academy & a-IDEA, while Dr. Senthil Vinayagam, CEO, a-IDEA made a brief presentation on various activities of a-IDEA towards strengthening startup & entrepreneurial ecosystem in agriculture & allied areas. Dr. Shobha Nagnur, Professor, College of Community Sciences, UAS Dharwad graced this visit.





While addressing the gathering on this occasion, Dr. Dalwai congratulated a-IDEA team for initiating several activities like student sensitization programs, FPO-farmer immersion programs, providing platform to startups for showcasing their ideas etc. He highlighted the steps taken by Govt. of India in improving the ease of doing business, specifically in the startup ecosystem. He also gave several tips to the young team of a-IDEA on how one should be ready to face the change which is certain in the dynamic environment. All executive members, staff a-IDEA and few incubatees participated in the interaction program.

### **Padma Bhushan Dr Krishna Ella visits a-IDEA, ICAR-NAARM**

Dr. Krishna Ella, awardee of Padma Bhushan for distinguished achievement of creating Covaxin, India's first indigenous Covid-19 vaccine and Chairman & Managing Director of Bharat Biotech International Limited visited a-IDEA on 3<sup>rd</sup> June, 2022. The visit was aimed at having an understanding of the operations, programs that are undertaken at a-IDEA and startups that are supported by a-IDEA. Dr. G. Venkateshwarlu, Joint Director, NAARM along with Dr. S. Senthil Vinayagam CEO, a-IDEA warmly welcomed Dr. Krishna Ella. Team a-IDEA made a brief presentation on various activities under schemes viz., NIDHI PRAYAS, BIRAC-BIG, Bio-NEST and AGRIUDAAN supported by DST, DBT, NABARD of Govt. of India.



Dr. Krishna Ella interacted with one of the startups, "Farm Sathi" who are working on farm robotics for weed and pest control, presently housed at a-IDEA incubation centre. He expressed his views on the role of startups in bringing a gradual transformation in the job sector with the younger generation moving towards being job providers instead of job seekers by assessing their growth in the startup ecosystem by quoting an example of

Tasty Bites. He also extended his continued support for the organisation and conveyed his regards to the faculty and team of a-IDEA for the commendable work put forth in for the startup ecosystem.

### **Cohort Networking and Capacity Building Program**

The a-IDEA organized "Cohort Networking and Capacity Building Program" for incubatees of a-IDEA under NIDHI PRAYAS, BIRAC BIG, ABI & Krishiboot during 21-22 April, 2022 with the objective to develop networking among startups, and train them on financial management, effective pitch making, patent filing and concept of digital marketing and branding etc.

During his address, Dr. Raman Meenakshi Sundaram, Director, IIRR mentioned about taking their mentorship support and lab facilities citing the example of Isaayu farms Pvt. Ltd. for carrying out experiments related to hydroponics & also stressed the importance of ICAR institutes in joining hands to improve the startup ecosystem. Dr. Manish Diwan, Head, SPED, BIRAC addressed the gathering via zoom and highlighted the importance of startup ecosystem, the various schemes and grants offered by BIRAC in encouraging innovators to come up with potential ideas. S. Somasundaram, DGM, NABARD highlighted the financial support offered by NABARD to startups through agribusiness incubators that act as a catalyst between government of India & grassroots innovators, besides connecting through FPO's & SHG's.



Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM, in his inaugural address, highlighted the role of different programmes undertaken by a-IDEA in order to create vibrant atmosphere to strengthen startup ecosystem and expressed his views on funding support through various sources for different stages of startups.



Mr. Hannani Azrin, Associate, Accelerator, Enterprise Development addressed the gathering as a part of virtual roadshow with MRANTI, Malaysia for exposure to Global Accelerator Programme (GAP) in collaboration with a-IDEA, NAARM. Mr. Tapan Kumar Sahoo AGM, NABARD, underlined the importance of FPOs and Farmers immersion with startups to help farmers and startups co-benefit followed by Mr. Ugandhar, CA, Brandllp delivered the session on financial management & Business/Lean Canvas.

Mr. Praveen Dorna, Co-Founder Sociohub, Startup Byte & Mr. Gaurav Patel, Founder, Pipe Bagger delivered the sessions on Pitching, critical aspects of digital marketing respectively. The incubatees acknowledged the lab facilities in providing assistance to their prototype development by visiting IIRR.

During the valedictory session, Ms. Kannan Debhar, Senior project Manager, SINE-IIT, Bombay highlighted about different schemes under NIDHI program initiated by DST and also mentioned about the grants offered by government in increasing the weightage for getting bigger investments. The session completed with exchange of MoA with the incubatees under Krishiboot.

### **FPOs/FPCs Immersion Program in Collaboration with NABARD**

The a-IDEA organized "Farmers, FPO's/FPC, Startups Immersion Program" on May 04<sup>th</sup>, 2022 at Warangal in collaboration with NABARD, Warangal with an objective to connect the startups associated with a-IDEA with FPOs of Warangal District.

During the program, Mr. Sushil Kumar, GM, APGVV, Mr. Sathyam DGM, Union Bank of India, Mr. Chandra Shekar, DDM, NABARD and Mr. Ravi, DDM, NABARD and Dr. V.V. Sumanth Kumar, Principal Scientist, ICAR-NAARM addressed the gathering about the importance of startups and support from various funding agencies to FPOs and Startups.



In his address, Dr. B. Gopi, IAS, District Collector, Warangal highlighted the problems faced by small & marginal farmers and the lack of required MSP for their produce and the role of FPOs in this agricultural ecosystem. He also mentioned the capital requirement and the need of board of directors intervention in making decisions in FPO's activities. He also interacted with startups and FPOs by stressing the importance of capacity building programs to the FPOs for bringing more awareness among the farmers.



About 21 startups presented their innovations to the 50 FPO's and it provided the platform for networking among them for successful business transactions. Dr S. Senthil Vinayagam, CEO, a-IDEA addressed the gathering on the role to technology based start-ups in upscaling the FPOs in different part of Country.

### Virtual Pitching Session

a-IDEA, NAARM-TBI conducted a two-day virtual pitching session for incubation for entrepreneurs/individuals with innovative ideas under "KRISHIBOOT Incubation Program" supported by NABARD during 1-2 June, 2022. Around 40 applications were shortlisted for pitching round based on the eligibility criteria out of 107 received. After a careful scrutiny by an expert team, the 18 startups/individual entrepreneurs were selected out of 40 applications for incubation program under a-IDEA. This incubation program aims to support early stage startups/budding entrepreneurs by providing technical/business support services, mentoring and handholding support for the growth of startups.



## Orientation program for Incubation under KRISHIBOOT

The a-IDEA organised an Orientation Program for Incubation under KRISHIBOOT 2.0 on 17 June 2022. In this interaction meeting 14 incubatees who are onboarded for a-IDEA Krishiboot incubation program 2.0 participated from pan India.

Dr. S. Senthil Vinayagam, CEO, a-IDEA, in his welcome address, highlighted the activities and programs undertaken by a-IDEA in bringing out the best possible outcome for the startups incubated at incubator by providing right admixture of capacity building programs, workshops, mentoring and networking sessions.

Mr. Siddharth, Sr. BDM, aIDEA, NAARM mentioned about all the programs under NABARD, DST, DBT etc. and their funding process. Ms. Akhila, Project Manager, TBI-a-IDEA gave a detailed outline of Krishiboot program and applicability of Accubate platform for uploading the content on that platform.

Mr. Mahender K, Founder and CEO of Biz Brand solutions discussed about individual requirements of each startup and emphasized on the role of a-IDEA in connecting them to an ecosystem where they can build and work together by strategic alliances and collaborations.

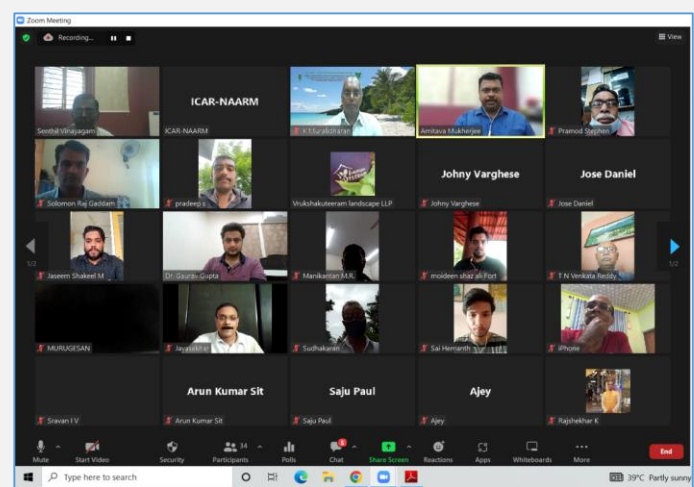
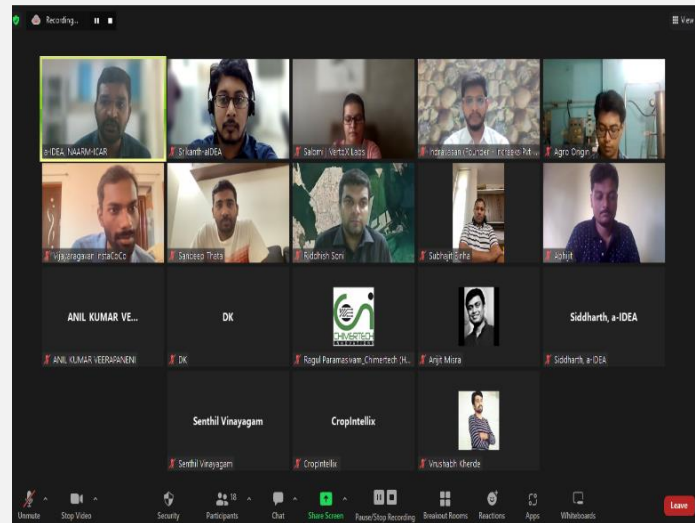
## Joint Sensitization Program with CPCRI, Kasargod

Under ICAR-ABI scheme, the a-IDEA organized one-day joint sensitization workshop for startups and entrepreneurs of Agribusiness Incubation Centre, ICAR-Central Plantation Crops Research Institute Kasaragod, Kerala on 23<sup>rd</sup> April 2022 under the ABI scheme. The objective of this workshop is to sensitize the startups on funding opportunities, Investment pitch, Promotion and branding, rising funds etc. Total 42 participants attended this programme.

Dr. S. Senthil Vinayagam, Principal Scientist & PI of ABIC, in welcome address highlighted the role of ABI ICAR- NAARM in sensitizing other ABI centers, initiatives of a-IDEA and funding support available with a-IDEA etc.

Dr. K. Muralidharan, Principal Scientist & PI-ABI/NAIF, ICAR-CPCRI, in his inaugural address emphasized the support of ABI, CPCRI in technology commercialization and how ABI NAARM is supporting other incubators in startup ecosystem. He also mentioned the importance of joint sensitization programme.

Ms. Sonali Jha Founder Director at Cunomial Technologies took a session on “Pitch Deck” where she explained concepts of pitch perfect, market adoption, revenue streams and cost structure etc. Prof.



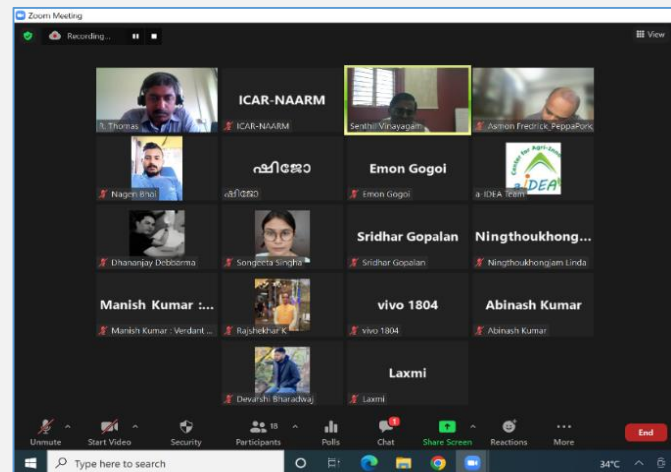
Rishikesh Kumar, Asst., Professor, PCET's S.B. Patil Institute of Management, Pune covered the session on STP and Branding where he highlighted the Segmentation, Targeting and Positioning. He also underlined the importance of Branding in business.

Dr. Gaurav Gupta, Sr. BDM, a-IDEA explained the programmes, schemes, activities and funding opportunities available with a-IDEA and highlighted the BIRAC and NIDHI PRAYAS grant. Mr. Amitava Mukherjee, COO, a-IDEA highlighted the concept of MVP vs MLP, critical success elements, problem statement and developing one's own MLP.

### Joint Sensitization Program with NRC PIG

Under ICAR-ABI scheme, a-IDEA organized workshop on "Sharpening skills of startups & Investment opportunities" in collaboration with ICAR- National Research Centre on Pig Guwahati on 31<sup>st</sup>, May 2022 to sensitize the startups, entrepreneurs on strategies and opportunities for funding.

During the workshop, the resource persons Mr. Yaseen Shareef Shaik, Mr. Sidharth, Dr. R. Thomas, Dr. Muralidharan delivered the sessions on Art of Capital raising and Strategies for Fund raising, Funding opportunities with a-IDEA, ICAR-NRCP ABI Initiatives, Business model canvas & pitching refinement. Total 30 participants attended for workshop.



### Project Monitoring and Review Committee (PMRC) Meeting

Seventh PMRC meeting was conducted on 21 April 2022 to review the progress of activities conducted by a-IDEA with the support of NABARD during the quarter January – March 2022.

Eighth PMRC meeting was conducted on 28 June 2022 to review the progress of activities conducted by a-IDEA with the support of NABARD during the quarter April – June 2022.



### Portfolio Monitoring & Mentoring Committee (PMMC) Meetings

A total of five Portfolio Monitoring & Mentoring Committee meetings were conducted during this April-June 2022 (01 April 2022; 11 May 2022; 03 June 2022; 06 June 2022; 17 June 2022)



## a-IDEA Monthly Meeting

a-IDEA monthly meeting was held on 02 May 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 and to plan future activities. Dr. Senthil Vinayagam, Dr. Vijaya Avinashilingam, Dr. NS Rao, Dr. PD Sreekanth, Dr. Sumanth Kumar, Dr. Umesh Hudedamani, Dr. Yashavanth BS and all the staff of a-IDEA were present during the meeting.

During the meeting, the new website of a-IDEA: <http://aidea.naarm.org.in> is launched on 2nd May 2022. The website has been built using PHP Framework with comprehensive information about various activities of a-IDEA. The website consists of various sections like Startups, NABARD Schemes, DST/DBT Schemes, Information about Incubation, Partners and Success stories. This also does have link to digital applications for various schemes like Seed Fund, BIRAC BIG, Aggnite, Nidhi Prayas, Krishiboot and Incubation. The startups of agricultural domain can apply for various schemes of a-IDEA with the links available at the new website.



The Portal was launched by Dr Ch Srinivasa Rao, President, a-IDEA and Director, ICAR-NAARM in the presence of Dr G Venkateshwarlu, Vice President, a-IDEA and Joint Director, ICAR-NAARM. Dr. S Senthil Vinayagam, CEO, a-IDEA and G.Bhanu & G.Shraddha, CEO & Director of BSIT Software Services Private Limited, Hyderabad were also present during the event.

## Aggnite 2.0

The a-IDEA launched Aggnite, a National Level Ideation Competition with an aim to motivate the students towards entrepreneurship in agriculture and to educate them on Startup ecosystems and entrepreneurship skillsets. The competition received 117 applications of which 40 were shortlisted in the first round. Eleven applicants were shortlisted in the second round and the final screening will be held on 06 August 2022.

### Offerings of Aggnite

- ✓ Total Prize money worth 50K
- ✓ Recognition for Top 10 Ideas
- ✓ Opportunity to work with Start-ups
- ✓ Mentoring Support
- ✓ Participation in Entrepreneurship Development Program
- ✓ Certificate to all participants

## Biotech Startup Expo, New Delhi

a-IDEA participated in Biotech Start-up Expo during June, 9-10 2022 at Pragati Maidan, New Delhi organized by BIRAC. BIRAC allocated one stall for a-IDEA, ICAR NAARM and 4 stalls for our Incubatees to display their products and technologies. a-IDEA entrepreneurs displayed their products at their respective stalls. The startup incubated at our Incubation center got good exposure and connections during expo.



Four startups viz., Healventure Biosciences LLP (Nidhi Prayas Grantee), Shrimp Hoard Technologies (Birac BIG Grantee), Fermentech Labs Pvt. Ltd. (Nidhi Prayas Grantee), Dharaksha Ecosolutions Private Limited (Agri Udaan) showcased their products during the expo. Faculties, Scientists, researchers, aspiring entrepreneurs, students, women groups and other exhibitors visited a-IDEA Stall. Institutional activities of a-IDEA Incubation Centre were briefed to all visitors.

## Due Diligence and Release of funds under NIDHI PRAYAS

Program	Name of the grantee/startup	Release Date
<b>1<sup>st</sup> Tranche</b>		
Nidhi Prayas 1 <sup>st</sup> Call	Healventure Biosciences LLP	30 May 2022
Nidhi Prayas 2 <sup>nd</sup> Call	Mr. Ajit Kumar	18 April 2022
	Cowbit technologies Pvt Ltd.	30 May 2022
	Bhaumya Innovations	30 May 2022
<b>2<sup>nd</sup> Tranche</b>		
Nidhi Prayas 3 <sup>rd</sup> Call	Bhavya Singh (Ayurnosh)	17 June 2022
	Alphaev Technologies Private Ltd	17 June 2022
	Fishy Farmers Pvt Ltd	17 June 2022
	Sparrotronics Pvt Ltd	17 June 2022
	Invenics Innovations Pvt Ltd	17 June 2022
	Dr. Praneeth Juvvi	
	Assurity Techsolutions Pvt Ltd	17 June 2022
	Fermentech Labs Pvt. Ltd)	17 June 2022
	Quick Solution Project Consultancy Pvt Ltd )	17 June 2022
	Navshali Innovations Pvt Ltd )	17 June 2022

A total of nine tripartite agreements (a-IDEA + Prayasee + Company) were signed and one bipartite agreement (a-IDEA + Prayasee) (Dr. Praneeth Juvvi) was signed in the month of June 2022.

## MoU with NABARD

The a-IDEA signed an MoU with NABARD with regard to project on Catalytic Capital Assistance for Supporting Rural & Agri Business Start-ups in agriculture and identified sectors to NABARD.

## Call for SEED fund under BIRAC

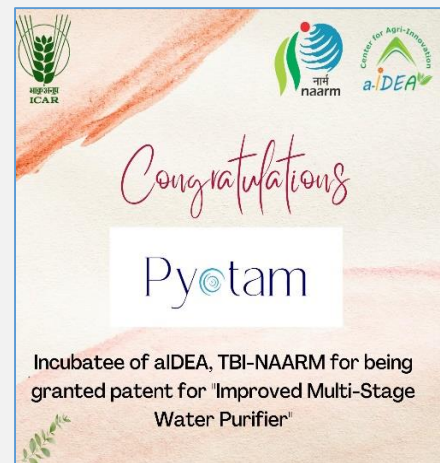
The a-IDEA announced 2nd call of BIRAC seed fund during the quarter which received 58 Applications out of which 40 were shortlisted and 09 applicants were selected.

## Achievements of our Incubatees

WaterN Spices Foodz Pvt Ltd (e-panipurikartz) is selected to participate at "World of Hospitality", a business event for Horeca professionals.

Animal ICU received Technofund of Rs. 15 lakhs from Government of Rajasthan.

Navshali Innovations Private Limited received patent for an invention "Improved Multi-Stage Water Purifier".



**Krishivan Technologies** under the functional domain of Agri-solutions and Agri-advice has been selected for the UPJA-2022 Incubation program with a grant of INR 25 lakh by Pusa Krishi, ICAR-IARI out of 334 applications across India.

**Cowbit technologies Private Limited** was selected as top 75 startup Innovation under market linkage and animal health category.

**Fermentech Labs Private Limited** is bestowed with "Young Innovative Entrepreneur Award" at Assam Biotech Conclave, organised by Guwahati Biotech Park at IIT Guwahati. Ms. Umme Habiba from Fermentech collected the award in the distinguished presence of Dr. Himanta Biswa Sarma (CM of Assam), and Shri Dharmendra Pradhan.

Nimble Growth Organics which focuses on Agri-supply chain of fruits & vegetables with production traceability has been conferred the ABI

Front Runner Award on 27<sup>th</sup> May, 2022 by Agribusiness Incubation Centre, ICAR Research Complex for





NEH Region, Umiam, Meghalaya during the National Conference on “Agri StartUps: Prospects, Challenges, Technologies and Strategies”

Farmers Edge International Pvt Ltd participated in the Global Organic Expo in Pusa Delhi from 26 - 28 May 2022 and showcased different Sugarcane Value added products viz., Ganna Chuski/ Popsicles, Sugarcane Tea (World 1st Tea without water and sugar), Ganna Imli chutney etc. They

have associated with 35 farmers who are from seven different states and also appreciated by all the delegates and dignitaries present at the event.

### Technical Evaluation Visits

Startup	Date of Visit	Team
Healventure Biosciences LLP under NIDHI PRAYAS	2 April 2022	Dr. Mahesh Chander, Principal Scientist and Head, Division of Extension Education, ICAR - Indian Veterinary Research Institute
Cowbit Technologies Pvt. Ltd. under NIDHI PRAYAS	7 April 2022	Dr. P. Venkatesan, Principal Scientist, ICAR-NAARM, Hyderabad
Bhaumya Innovations under NIDHI PRAYAS	5 May 2022	Prof K. Srinivasa Kumar, Associate Dean, PJTSAU, College of Agricultural Engineering, Kandi, Sangareddy
Lanasol Engineering Services Private Limited under NIDHI PRAYAS	9 June 2022	Dr. S. Senthil Vinayagam, Principal Scientist and CEO, a-IDEA and Dr. Pooja S. Bhat, Investment Associate, a-IDEA, ICAR-NAARM, Hyderabad
AgVerse Technologies Pvt Ltd under Bio-SEED fund	9 June 2022	Dr. S. Senthil Vinayagam, Principal Scientist and CEO, a-IDEA, ICAR-NAARM, Hyderabad Dr. Pooja S. Bhat, Investment Associate, a-IDEA, ICAR-NAARM, Hyderabad
Contrivation labs Pvt Ltd under BIRAC BIG	9 June 2022	Dr. S. Senthil Vinayagam, Principal Scientist and CEO, a-IDEA and Dr. Pooja S. Bhat, Investment Associate, a-IDEA, ICAR-NAARM, Hyderabad

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