



a-IDEA News

Technology Business Incubator of ICAR-NAARM

Volume 2 | Issue 2 | April - June 2023

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AGRIUDAAN

Schemes

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Supported By



Events

Demo Day for Startups under AgriUdaan 5.0

Association for Innovation Development of Entrepreneurship in Agriculture (a-IDEA), Technology Business Incubator (TBI) of ICAR-NAARM, organized Demo Day under AgriUdaan 5.0 on 28 April 2023. This is the fifth Food and Agribusiness Accelerator program in a sequence of a-IDEA amply supported by NABARD, SBI, SIDBI & Caspian Impact Investments, Hyderabad. The objective of this program was to catalyze 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 along with providing an opportunity to network with other businesses and investors. Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM and President, a-IDEA, Smt. Susheela Chintala, CGM, NABARD, TSRO, Mr. Shantaram Pai, GM, Agri Business Unit, SBI, Mumbai and Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM and Vice-President, a-IDEA address the gathering.



The event was attended by 14 startups selected out of 149 applicants under AgriUdaan 5.0. About 110 delegates representing the incubation and agri-startup ecosystem attended the event along with 28 Investors from different parts of the country. There was a pre-demo day organized during 26 – 27 April, 2023 before AgriUdaan 5.0, where these startups were groomed to effectively present their ideas/products before investors.

Startups - Scientist Interface Meeting



Startups and 112th FOCARS interfaced meeting have been organized by ICAR-NAARM on 29 April 2023 at ICAR-NAARM, four a-IDEA, startups namely Agri Vijay, Marut Dronetech Pvt Ltd, Farmor Agri Solutions Private Limited, and Dhi Sathi Robotics Pvt Ltd (Farm Sathi) are interacted with scientist and share their startup stories and innovation with the young scientist. Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM and Dr. N. A. Vijay Avinashilingam, Principal Scientist, ICAR-NAARM moderated the program

Startup-Industry Interface Program

a-IDEA, TBI, ICAR-NAARM organised “Startup-Industry Interface Program” at ICAR-NAARM, Hyderabad on 18th May 2023 in collaboration with ASSOCHAM & FICCI with an objective to share knowledge, brand building, economic growth, networking, financial support, collaboration possibilities, joint licensing & market traction between agri industries & a-IDEA supported startups. Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM, Mr. Macha Dinesh Babu, Additional Director & State Head - AP & Telangana, ASSOCHAM, Mr. Phani Rajiv Julakanti, Head-AP & Telangana, FICCI and Shri SLN Kumar, IEDS, Assistant Director, MSME-DI, Andhra Pradesh addressed during the event. Thirty start-ups, more than 17 industries from pan India participated in the programme.



The program further continued with presentations of startups under five panels with five themes viz., Circular Economy: Bringing Zero waste circle- situation, needs & priorities for Industries, Value addition industry to identify gaps & join forces to startups, Resources required to strengthen agri-industries in India, Ensuring transparency in the supply chain & Redefining agriculture through innovative technology.

Memorandum of Agreement

a-IDEA signed a Memorandum of Agreement with 15 ICAR institutes viz., ICAR- CIFT, Cochin, Kerala, ICAR-CIFA, Odisha, ICAR-IIPR, AP, ICAR-CIRCOT, West Bengal, ICAR - NIASM, Maharashtra, ICAR - CITH, Jammu & Kashmir, ICAR - NRCO, Sikkim, ICAR - IISR, Lucknow, ICAR - NRCM, Nagaland



ICAR-CIAH, Bikaner-Rajasthan, ICAR - NISA, Ranchi, Jharkhand, ICAR-CSSRI, Karnal -Haryana, IIWBR, Karnal, Haryana, ICAR-NRRI, Odisha, ICAR-IIWM, Odisha, EDII-TN, Tamil Nadu to collaborate & strengthen agripreneurship on 26th May 2023.

a-IDEA signed an MoA with Entrepreneurship Development and Innovation Institute (EDII), Chennai to support agri-startups ecosystem with mutual understanding on 16 June 2023.



Immersion Program



a-IDEA, ICAR-NAARM organized FPOs, Farmers & Startups Immersion Program at Nalgonda on 26 June 2023. The event witnessed a huge gathering of more than 150+ farmers from three districts i.e., Suryapet, Nalgonda & Yadadri Bhuvanagiri. Around 14 startups pitched in front of farmers & received good responses from farmers. The objective of the program is to connect the FPOs of Suryapet, Nalgonda & Yadadri Bhuvanagiri with a-IDEA supported startups.

Dr. G. Venkateshwarlu, Joint Director, ICAR-NAARM, Mr. Vinay Kumar, DDM, NABARD, Hussain Babu, ADA, Nalgonda, Dr. Yadgiri, Animal Husbandry & Veterinary officer, Smt. Sangeetha Laxmi, Horticulture & Sericulture officer addressed during the program.

During the event, startups presented their innovations, products, and services and the event facilitated an ultimate platform for networking between them for successful business transactions and for further collaborations.

Capacity Building

Agri startup Gyanshala Workshop

a-IDEA, TBI, ICAR-NAARM organised the first edition of "Agri startup gyanshala workshop at SBI Training Institute, Hyderabad on 19 & 20 May 2023 in collaboration with SBI with an objective to share knowledge, brand building, economic growth, networking, financial support, collaboration possibilities, joint licensing &



market traction between agri industries & a-IDEA supported startups. Thirty start-ups participated in the programme. Shri Praveen Raghavendra, DMD (ABU, SME& IT), State Bank of India and Shri Shantanu Pendsy, CGM (ABU& CSS) addressed the startups.

Exposure-cum-Training Programme Agri MSME / Agri Start-ups



National Bank Staff College, Lucknow organized three days training program on Exposure-cum-Training Programme Agri MSME / Agri Start-ups for 33 participants during May 31 to June 02, 2023 representing Deputy General Managers and Managers and other officials from NABARD were attended the program. In which a-IDEA facilitated interaction between the participants and startups.

ABMDP Program

a-IDEA, ICAR-NAARM with support of NABARD RO Telangana started 50 days the certificate course on “**Agribusiness Management Development Program (ABMDP)**”, a unique course for Prospective CEOs of FPOs. The major objective of the course is to orient ABM perspectives and entrepreneurial competencies to prospective CEOs for FPO and very importantly recommend the trained candidates as CEOs for FPOs across the state of Telangana.

Finalized the course content for Agribusiness Management Development Program (ABMDP) in presence of FPO experts and finalized the 14-module course included on 13 May 2023.

AGRI-BUSINESS MANAGEMENT DEVELOPMENT PROGRAM FOR FPOs

About Course
Agribusiness Management Development Programme (ABMDP), a unique course for Prospective CEOs of FPOs, offered by a-IDEA, ICAR-NAARM with the support of NABARD for the duration of 50 days. The Programme is focused on the development of managerial skills among the candidates and assist candidates to get a job instruction with FPOs in Telangana state.

Course Duration
50 Days
Fully Residential Course
Last Date of Receiving the Online Application
07 June 2023

Job Opportunity to work as CEOs of FPOs

ELIGIBILITY
Minimum Qualification
Candidate must hold a graduation in any discipline from recognized universities.
Maximum age limit - 40 Years
Candidate should know Telugu language.

Desirable Qualification
Graduates/post graduates in Agriculture & Allied Sectors, Management, Economics and Commerce.
Work Experience in the field of Agriculture & Allied Industry.

Candidates will be awarded Course completion certificate upon successful course completion.

COURSE FEE
₹ 6,000
Including Food & Accommodation



ABMDP Road Show was organized at Professor Jayashankar Telangana State Agricultural University on 27th May 2023 to Sensitize the Agricultural graduates and others to apply for the ABMDP. Similarly, ABMDP webinar was organized on 22nd May 2023, 01st June 2023 and 05th June 2023 and 12th June 2023 respectively.

Student Selection Process for ABMDP course: Out of that 123 application are shortlisted and called for the interview held on 20th and 21st June 2023 at a-IDEA, ICAR-NAARM, Hyderabad. There are 57 candidates are attended for the interview.



Activities

BIRAG SEED 4th Call

A total of 62 applications were received in first round out of which 49 startups were selected for second round. In the second round, 49 selected startups presented their ideas on 20th and 21st April, 2023. Out of the 49 startups 28 presented on Day-1 and the remaining 21 presented on Day-2. Among the 49 startups, 10 were chosen for the third and final round. The third and final round of pitching for these 10 startups is scheduled on 11 July 2023.

KRISHIBOOT 4.0

a-IDEA shortlisted invited applications from individuals and early-stage startups with an innovative idea/PoC/Prototype/MVP in the field of Agri & Allied sectors for the incubation program with an intention to help the individuals or startups to avail technical, business, and laboratory support. Under KRISHIBOOT 4.0 Out of 67 applicants, five were considered for Incubation program.

NIDHI PRAYAS Call for Application

The fourth call for NIDHI PRAYAS was announced on 22 May 2023 and the last date for closure of applications was 21 June 2023. A total of 278 applications have been received Pan India for innovations across agriculture and allied sectors.



α-IDEA Technology Business Incubator of NAARM PRESENTS

NIDHI PRAYAS GRANT

upto ₹10 Lakhs Grant in AIEE

Who can Apply: Innovators working on innovative idea/PoC/Prototype in Agri and Allied Sectors.

Apply here: <https://aidea.naarm.org.in/nidhi-prayas.php>

Last day to Apply: 21st June, 2023

Contact: nidhi@aidea.naarm.in / srbdm1.aidea@naarm.in | 8903426594 / 8367077077 / 040-24981426

Focus Areas:

- IOT & DT in Agriculture
- Precision Smart Agriculture
- Innovative Food Technology
- Supply Chain Technology
- Fisheries
- Soil Water & Weather Tech
- Farm Mechanism
- Sustainable Inputs
- Agri Fintech
- Animal Husbandary
- Urban/Vertical Farming
- Agri-Biotech
- Post-Harvest Technology
- Farm Fresh Retail



KRISHIBOOT
Pitch for incubation...

Our Services

- Mentoring
- Networking
- Physical Space
- Capacity Building & Advisory Support
- Technological Support
- IPR & Business Compliance
- Pitching & Investor Connects
- Market Linkages
- Funding & Grant Opportunities

Who can apply ?

- Individuals with Idea/Prototype
- Early-stage startups/Startups with PoC/Prototype/MVP
- Startup in the field of Agriculture & allied sectors and Rural innovations
- ≤ 5 years from the date of incorporation

Last Date to Apply
28 April 2023



NABARD CCF 2.0

Under NABARD CCF 41 startups were selected for second round on June 12-13, 2023. Among the 41 startups, 11 were chosen for the third and final round. The third and final round of pitching for these 11 startups is scheduled in the month of July 2023.



BIRAC BIG Technical Expert Panel

First-time a-IDEA, ICAR-NAARM got the opportunity to host Agri Technical Expert Panel (TEP) under BIRAC BIG 22nd Call from 19th June - 21st June 2023. Six experts were participated

Implementation of the NIDHI PRAYAS Program



Team a-IDEA participated in the virtual orientation session on the implementation of the NIDHI PRAYAS Program with a view to understand the procedures of the NIDHI PRAYAS Programme on May 23, 2023 which was organized by SINE IIT, Bombay. Ms. Kanan Dhebar, Vice President, Projects, SINE IIT, Bombay, which is also the monitoring agency for NIDHI PRAYAS briefed about the facilities made available for Prayasees.

Visitors

Visit of Bhutanese Delegates

Confederation of Indian Industry (CII) organized Exposure-Cum-Orientation Visit to a-IDEA, ICAR-NAARM on 26 April 2023 for Bhutanese Startups who won the pitching competition during the Bhutan - India Startup Summit. Arranged an interaction meeting with the seven delegates from Bhutan and three from CII. The officials from ICAR-NAARM and a-IDEA supported startups interacted with visiting team.



Visit of ORMAS High level delegation Team



Ms. Guha Poonam Tapas Kumar, IAS, Additional Secretary to Govt. & CEO, ORMAS, Government of Odisha visited a-IDEA, ICAR-NAARM on 11 May 2023 to understand about the concept of TBI and its role in strengthening startups. A team of five

officials along with Additional Secretary interacted with scientists and a-IDEA team and appreciated the activities. They expressed willingness to organize one Immersion Program of Startups, FPOs at Bhubaneswar in collaboration with a-IDEA.

Participations

Startup20X event

CEO, a-IDEA attended Startup20X event and delivered Keynote Speaker on "Innovations for Sustainable Food" organized by Atal Incubation Centre-Sri Krishnadevaraya University, Ananthapur on 13 April 2023.

The Food Conclave-2023

Team a-IDEA participated in the "The Food Conclave-2023" which is the first edition of the Food Conclave hosted by The Government of Telangana on 29 April 2023 at Hyderabad.

a-IDEA supported startups namely Isaayu Farms Pvt Ltd. founded by Laxmi Preeti, FarmOR Agri Solutions Pvt. Ltd. founded by Venkata Sai Teja, Organikness Pvt Ltd. founded by Sandeep Thata, Farm Sathi (Dhi Sathi Robotics Private Limited) founded by Sushanth Masana Fisntails Agri Tech Pvt Ltd founded by Rakesh and Urban Kisan founded by Vihari Kanukollu participated in the conclave.



Outreach Program for Start-ups

a-IDEA team participated in Indian Banks' Association (IBA) organised Outreach program for Start-ups, hosted at Union Bank of India, CO-Annex Hyderabad, Saifabad on 13 April 2023 along with five a-IDEA start-ups'.

The Business Meet



a-IDEA Team Team participated in The Business Meet on 05 June 2023 organized by SBI aims to bring together industry experts, entrepreneurs, Startups, Incubation centers and key stakeholders to foster collaboration, exchange ideas, and explore new business opportunities. The event was coincident with inauguration of SBI's new startup branch in Hyderabad.

Global Food Basket 2023



a-IDEA was conferred with an accolade from Honorable Minister Shri Prahlad Singh Patel, Food Processing Industries and Jal Shakti of India under Innovation Promotion Category during **Global Food Basket 2023 Conclave** jointly organized by MSMECC & WASEE at Vijayawada, Andhra Pradesh on 29 April 2023.



TS-AgriTech

IDEA team represented at the TS-AgriTech event organized by ASSOCHAM at RARS, Warangal from 9-11th June 2023.

The event witnessed huge attendance of various stakeholders wherein ten startups of a-IDEA viz., Dhi Sathi Robotics Pvt Ltd (Farm Sathi), FarmOR Agri Solutions Pvt Ltd, Nyasta Gramojvala Solutions PVT LTD, Khethari AgriTech Pvt Ltd, Renewagri Om E-commerce Pvt Ltd (AgriVijay), Chimertech Pvt Ltd, Bhaumya Innovations, Pasidi Panta, exhibited their product/service & received the good response from the attendees.



Meetings

Portfolio Monitoring & Mentoring Committee Meetings

A total of two Portfolio Monitoring & Mentoring Committee Meetings were conducted during this quarter on 12 April 2023, 17 April 2023 to review the progress of the grantees of BIRAC BIG and NIDHI PRAYAS.

Project Monitoring and Review Committee (PMRC) Meeting

Eleventh PMRC meeting was held on 10 May 2023 to review the progress of activities conducted by a-IDEA during the quarter April - June 2023 with the support of NABARD.



Accomplishments of Startups

Navshali Innovations Pvt Ltd, Karnal, a-IDEA Incubatee and NIDHI PRAYAS Grantee which is working on Pyotam: Healing India with Water Based Ayurvedic Beverages has been selected in Greenr Sustainability Accelerator, a Techno Serve initiative.

Mr. Deepak Reddy Kongari, Founder and CEO of **Bhaumya Innovations Pvt Ltd, Sangareddy**, Telangana who is a NIDHI PRAYAS Grantee from the second call working on Multipurpose Harvester has been honored with the prestigious Best Performing Startup Award by Govt. of Telangana.



Mr. Nagaraj M Koorse, Founder of **Sparrotronics Pvt Ltd, Bengaluru** NIDHI PRAYAS Grantee



participated in TS - Agritech 2023, a conference and exhibition on Latest Agriculture Technologies from 9-11 June 2023 at Regional Agricultural Research Station (RARS), Warangal, Telangana.



AgriVijay, Maharashtra has been featured in the Power 100: Women in Innovation by CII compendium in association with PwC listing Top 100 Women Entrepreneurs across India and also attended in G20 Agri Conference held at Novotel HICC, Hyderabad, Telangana during 15 to 17 June 2023.



Nyasta Gramojvala Solutions, Hyderabad reached another milestone of "Model Irrigation Village Project" funded by MARS PET CARE and guided by Hon Minister Harish Rao. Nyasta successfully handed over solutions to farmers who are part of the project.



NIDHI PRAYAS Grantee from the third Call, Mr. Naveen Kumar, Founder and CEO of **Navshali Innovations Private limited, Karnal** was selected to present his technology and products in the 3 - Day Community WASH Promotion held from June 21-23 at Gurgaon, Delhi NCR partnered by USAID, Sehgal Foundation and CAWST. He also got selected in Greenr Sustainability Accelerator, a Technoserve initiative.

Technical Evaluation Visits

S.No.	Startup	Date of Visit	Team
1.	MLIT Sol. Pvt. Ltd. (Vilasita Poultry Farms, Siddipet)	24 April 2023	Dr. P.D. Sreekanth, Principal Scientist, ICAR - NAARM, Mr. Paritosh Tripathi, COO, a-IDEA and Mr. Siddharth, Sr. BDM, a-IDEA
2.	KRISHIVAN Technologies Pvt. Ltd. (Suryapet, Peddapalli and Warangal)	09 May 2023	Mr. Siddharth, Sr. BDM, a-IDEA, Mr. Shiva, SRF, a-IDEA and Mr. Srikanth, Project Executive, a-IDEA
3.	Fermentech Labs Pvt. Ltd, Roorkee, Uttarakhand	24 May 2023	Dr. S. Senthil Vinayagam, CEO, a-IDEA

Technical Field Visit Photos



Fermentech Labs Pvt. Ltd, Roorkee



MLIT Sol Pvt Ltd, Siddipet



Krishivan Technology, Suryapet

Call for Applications

CALL FOR BIG GRANT
BIRAC'S BIG PARTNER
a-IDEA, ICAR – NAARM, HYDERABAD
 (Ministry of Agriculture & Farmers Welfare, Govt. of India)
 (National Award Winner for India's Emerging Technology Business Incubator)

"Specialized in Agri-Startups"

upto ₹50 Lakhs
as Grant-In-Aid

Proposals for BIG
23rd Call of

Application Dates: 1st July – 16th August, 2023

Apply Here:
https://www.birac.nic.in/desc_new.php?id=1046

Who can apply:
 Entrepreneurs, Startups, Researchers, Academicians, Students and individuals having innovative ideas/POC/Prototype

Focus Sectors:

- Agriculture and Agritech
- Food Technology
- Horticulture
- Supply Chain (Field to Fork)
- IoT/Sensor based systems
- Irrigation
- Agriculture/Agro-based Industrial/Animal Biotechnology
- Veterinary
- Fisheries
- Forestry
- Edible Science and Technology
- Post-harvest Processes & Value addition
- Soil Sciences
- Bio Fuel
- Precision Agriculture
- Aeroconics
- Micro/Macro Molecules
- Diagnostics and Breeding
- Bio Environmental Engineering
- Plant Genomics, Farm machinery
- Microbiology
- Agri- Fintech
- Bioinformatics and other allied areas related to agriculture and allied sciences.

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KRISHIBOT
Pitch for Incubation...

Our Services

- Mentoring
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- Physical Space
- Access to Laboratories
- Funding & Grant Opportunities
- Capacity Building & Advisory Support
- Technological Support
- Pitching & Investor Connects

Focus Areas

- Agriculture and Agritech
- IoT in Agriculture
- Fresh Retail
- Vertical Farming
- Farm Mechanization
- Precision/Smart Farming
- Soil, Water & GIS & Remote sensing
- Food Technology
- Breeding
- Agri-Bio Technology
- Agri-Fintech
- Fisheries
- Animal Husbandry
- Supply Value Chain

Who can apply ?

- Individuals with Idea/Prototype
- Early stage startups/Startups with PoC/Prototype/MVP
- Startup in the field of Agriculture & allied sectors and Rural Innovations
- ≤ 5 years from the date of incorporation

Competitive Advantages

- NABARD-CCF Investment
- BIRAC BIG Grant
- ICAR-NAARM Grant
- ICAR-NAARM Technical & Lab Support

Last date to Apply
22 July 2023

SCAN ME

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Upcoming Events

S.No	Event	Date
1.	AgriUdaan 6.0 Launch at Bangalore	07 July 2023
2.	BIRAC SEED Fund final round selection committee meeting	11 July 2023
3.	Agribusiness Management Development Programme" (ABMDP) for prospective CEOs of FPOs Course launch	13 July 2023
4.	PMRC and PMC Meeting of NABARD Project	13 July 2023
5.	NABARD CCF Final round selection committee meeting	14 July 2023
6.	BIRD, Mangalore Training Program	July 17-22, 2023
7.	AgriUdaan 6.0 Road Show at Coimbatore	28 July 2023
8.	AgriUdaan 6.0 Road Show at Pune	04 Aug 2023
9.	AgriUdaan 6.0 Road Show at Lucknow	08 Aug 2023
10.	Interface Meet on "Transformative Interventions in Value Chain & Business Development of FPOs	Aug 22-23, 2023
11.	MoU Signing Ceremony	Aug 22, 2023
12.	NIDHI PRAYAS Final round selection committee meeting	Aug 24-25, 2023
13.	AgriUdaan 6.0 Road Show at Hyderabad	4 th Week of Aug 2023
14.	AgriUdaan 6.0 Applications Screening and Final selection	Sep 2023
15.	COHORT Networking and Capacity Building Program	Sep 2023
16.	Onboarding of BIRAC BIG 22 nd Call Grantees	Sep 2023
17.	Onboarding of NIDHI PRAYAS 4 th Call Grantees	Sep 2023

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