

**a-IDEA, ICAR-NAARM Organized AGRI\_UDAAN 6.0 for Startups at ICAR-CIFE,  
Mumbai**

Dated: 22nd March, 2024

a-IDEA, TBI of ICAR-NAARM and ICAR-CIFE, organized Demo Day of Agri Udaan 6.0 today on 22 March 2024 at CIFE Mumbai in association with NABARD and State Bank of India. 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 along with providing an opportunity to network with other businesses and investors.

Dr. Ch. Srinivasa Rao, Director of ICAR-NAARM, in his presidential address highlighted the critical role of agri startups in managing productivity challenges in agriculture such as water shortage, climate change, input supply, monsoon and market issues and overall sustainability of farmers' livelihoods.

During his chief guest address, Dr. Ajay Kumar Sood, Deputy Managing Director, NABARD, Mumbai, underscored the crucial significance of startups to work in convergence than in isolation. He also lauded the efforts of a-IDEA in spearheading FPO immersion programs nationwide.

Shri Shantanu Pendsey, Chief General Manager (ABI&GSS), SBI & Guest of Honor highlighted the necessity for startups to coordinate and collaborate cohesively with concerted efforts in providing solutions to the issues confronting farmers, particularly through the facilitation of institutional interventions.

Dr. Ravi Shankar C.N, Director & VC of ICAR-CIFE, Mumbai underscored the imminent opportunities present within the fisheries sector for startups to explore.

Dr. G. Venkateshwarlu, Joint Director of ICAR-NAARM, expressed commendation for the endeavours of a-IDEA in providing mentorship to startups, aiding them in becoming not only market-ready but also investment-ready.

The event was attended by 10 startups selected out of 156 applicants under Agri Udaan 6.0. About 120 delegates/ stakeholders representing the incubation and agri-startup ecosystem attended the event along with 30 Investors from different parts of the country. There was a pre-demo day organized during 20 – 21 March, 2024 before Agri Udaan 6.0, where these startups were groomed to effectively present their ideas/ products before investors.

