

Agri Udaan 7.0 launched by a-IDEA, ICAR-NAARM

Date: 22 August 2024

The launch of AGRI UDAAN 7.0, the Food & Agribusiness Accelerator Program of a-IDEA, TBI of ICAR-NAARM, Hyderabad was held in Novotel, HICC, Hitech city, Hyderabad, on 22 August 2024. This event aims to invite applications from food and agri business start-ups across the country and provide the mentorship, industry networking, Investor-Investee meetups, and investment to selected startups.

Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM, in his presidential address, emphasized how startups and Farmer Producer Organizations (FPOs) tackle major challenges faced by farmers, including erratic monsoons, market access, and post-harvest losses. He also highlighted the progress and achievements of previous versions of Agri Udaan.



Dr. C. Tara Satyavathi, Director, ICAR-IIMR, expressed that the technologies developed by the institutions need to reach the end user through incubators & startups. She also stressed the role of Technology Business Incubators (TBIs) in handholding startups to withstand risks and enhance their long-term sustainability and growth.



Shri. Shantanu Pendsey, CGM (ABU & GSS) SBI, Corporate Centre, Mumbai, stated that the majority of problems faced by smallholder farmers requires efficient use of resources. He mentioned that startups are bridging the gaps in agri-supply chain by offering affordable solutions that provide incremental income for the farmers.

Shri. Partho Saha, Chief General Manager, OFDD, NABARD, Mumbai, mentioned that there is a need for more startups in agri-ecosystem to improve farmer's livelihood by reducing drudgery and focusing on value addition. He also emphasized on utilizing the skills of Business Management graduates in marketing and scaling up startups.



The event saw an enthusiastic gathering of 130 participants from across startup ecosystem, including startups, investors, incubators, mentors, agro-industries, academicians, research institutions, and bankers.