



Hon'ble Prime Minister Shri. Narendra Modi Ji and Hon'ble Union Minister of Agriculture & Farmers Welfare Shri. Narendra Singh Tomar Ji, Hon'ble Minister of State Shri. Kailsah Chaudhary Ji and Sushri. Shobha Karandlaje Ji interacting with NABI incubated agri startup M/s. Stunning Industries, Pune during Agri Conclave at Pusa Mela Ground, ICAR-IARI, New Delhi on 17th October 2022

What's Inside

- ▶ Message from Director General & Director
- ▶ Methodology of NABI Incubation
- ▶ Incubation Programme: Cohort 6
- ▶ Highlights of Partner Institutes
- ▶ Outreach Programmes and Webinars
- ▶ Awards & Recognitions
- ▶ Speaking Tree: Testimonials
- ▶ Books & Publications
- ▶ Due Diligence Visit to Startups

Media Coverage

CH. CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM)

NIAM is a premier National level Institute setup by the Government of India in August, 1988 to offer specialized training, research, education and consultancy in the field of Agricultural Marketing. NIAM is playing a vital role in expediting the reform process and availability of quality managers through its mandate. NIAM is engaged in organizing training programmes in the field of agricultural marketing and allied areas for senior and middle level officers from various line departments of State Governments, Cooperatives, Marketing Boards and Agribusiness Startups & Entrepreneurs. The institute is also playing an active role in orienting agricultural extension personnel towards agricultural marketing.

NIAM AGRIBUSINESS INCUBATOR (NABI)

NABI of CCS NIAM was established in the year 2019 under RKVY-RAFTAAR and till date have incubated more than 450+ startups and have successfully facilitated sanctioning of grant-in-aid support of more than Rs. 10.00 crore through Agriculture Ministry under RKVY-RAFTAAR scheme. NABI is running two programmes under RKVY-RAFTAAR namely, Agripreneurship Orientation Programme (AOP) and Startup Agri-Business Incubation Programme (SABIP) which provide two months of incubation and funding support up to Rs. 25 lacs. The programme aims to support existing and budding ventures, enterprises and start-ups in agriculture by training, mentoring and financing. As an incubator, NIAM Agribusiness Incubator leverages CCS NIAM's ecosystem of research, education and extension institutions to build innovation and entrepreneurship among startups, entrepreneurs, young agri graduates and post graduates along with promotion of rural entrepreneurship.

Director General's Desk



Agri startups have been contributing to India's growth story in past few years through their entrepreneurial spirit, market relevant innovations and faster technology dissemination to help solve problems faced by Indian agriculture sector. Taking into account their positive impact the Government of India has launched different schemes and organised national startup exhibitions to promote the growth of agri startups in the country. Recently, the Union Govt has announced the setting up of Agriculture Accelerator Fund to promote growth of agri startups in the country. The fund will provide the fillip towards bringing innovative and affordable solutions to farmers challenges, bring in modern technologies to transform agricultural practices, increase productivity and profitability.

CCS NIAM Agri Business Incubator has been contributing to the growth of Indian agri startup ecosystem in the country under support from RKVY RAFTAAR scheme since 2019. The scheme supports growth and evolution of Indian agri startups having innovations in different agriculture and allied sectors.

In past four years of its operation, CCS NIAM Agri Business Incubator (NABI) has completed fourteen cohorts, incubated and mentored more than 500 agri start-ups including partner R-ABIs, facilitated funding support to more than 100 agri startups to fund their business growth. These novel startups have developed and commercialized different innovative products & services with diverse business models in different thrust areas, providing livelihood opportunities to more than 10,000 people directly and indirectly and benefitted farmers.

I would like to congratulate CCS NIAM and team NABI for their contribution and efforts in taking ahead the programme. I am confident that untiring efforts of all our stakeholders will help us in realising the goal of Doubling of Farmers income and Startup India.

Dr. Vijaya Lakshmi Nadendla, IAS

Joint Secretary (Marketing), MoA&FW, Govt of India

Director General, CCS NIAM

Director's Message

Agriculture and allied sectors contribute 17% to the national GDP and employs more than half of the workforce, strengthening the importance of this sector in Indian Economy. Agricultural technologies are bringing in new age revolution in the country and their uptake by different stakeholders will usher in a bright future for the agriculture sector.

CCSNIAM has been providing incubation support to promote agri startup ecosystem in the country. The institute is knowledge partner to four partner RKVY RAFTAAR Agri Business Incubators namely Indian Institute of Technology (IIT), Kharagpur; ICAR-National Rice Research Institute (ICAR-NRRI), Cuttack; Sri Karan Narendra Agriculture University (SKNAU), Jobner and Bihar Agriculture University (BAU), Sabour.

As part of the two-month training program at the NIAM Agri-Business Incubator (NABI), entrepreneurs are mentored by subject experts and ecosystem partners, and they have the chance to collaborate with them. The program closely monitors each participant and makes sure that each budding entrepreneur's needs are met.

I am grateful to the Ministry of Agriculture and Farmers' Welfare, Government of India for supporting our initiative and allowing us to promote agricultural innovation from across the country.

CCS NIAM is proud to share details of Sixth cohort agripreneurs in this book who have successfully completed two months training from 29th January 2021 to 26th March 2021 under Agripreneurship Orientation Programme and Startup Agribusiness Incubation Programme. The details of Agri Innovations are presented both at initial idea and Minimum Viable Product stage, but they commit to supporting the agricultural economy of the country by achieving the milestones set by CCS NIAM.

My wishes are with all the Agripreneurs for their future endeavours ahead.



Dr. Ramesh Mittal

Director, CCS NIAM

Agri Startup Conclave , New Delhi

PM Kisan Samman Sammelaan 2022, Agri Startup Conclave and Exhibition was inaugurated by Hon'ble Prime Minister, Shri Narendra Modi ji at Mela Ground, IARI, Pusa, New Delhi on 17th October 2022. This two-day event organized during 17th- 18th October 2022 witnessed participation of farmers and Agri Start-ups on same platform. More than one crore farmers virtually joined this event and 300 start-ups across the country showcased their innovation related to Precision Farming, Post-Harvest & Value Add Solutions, Allied Agriculture, Waste to Wealth, Mechanization for Small Farmers, Supply Chain Management & Agri-Logistic. Around 1500 participating start-ups interacted with farmers, FPO, Agri-experts, and Corporates. 33 Startups of CCS NIAM and RABIs participated at the exhibition organized during the programme.

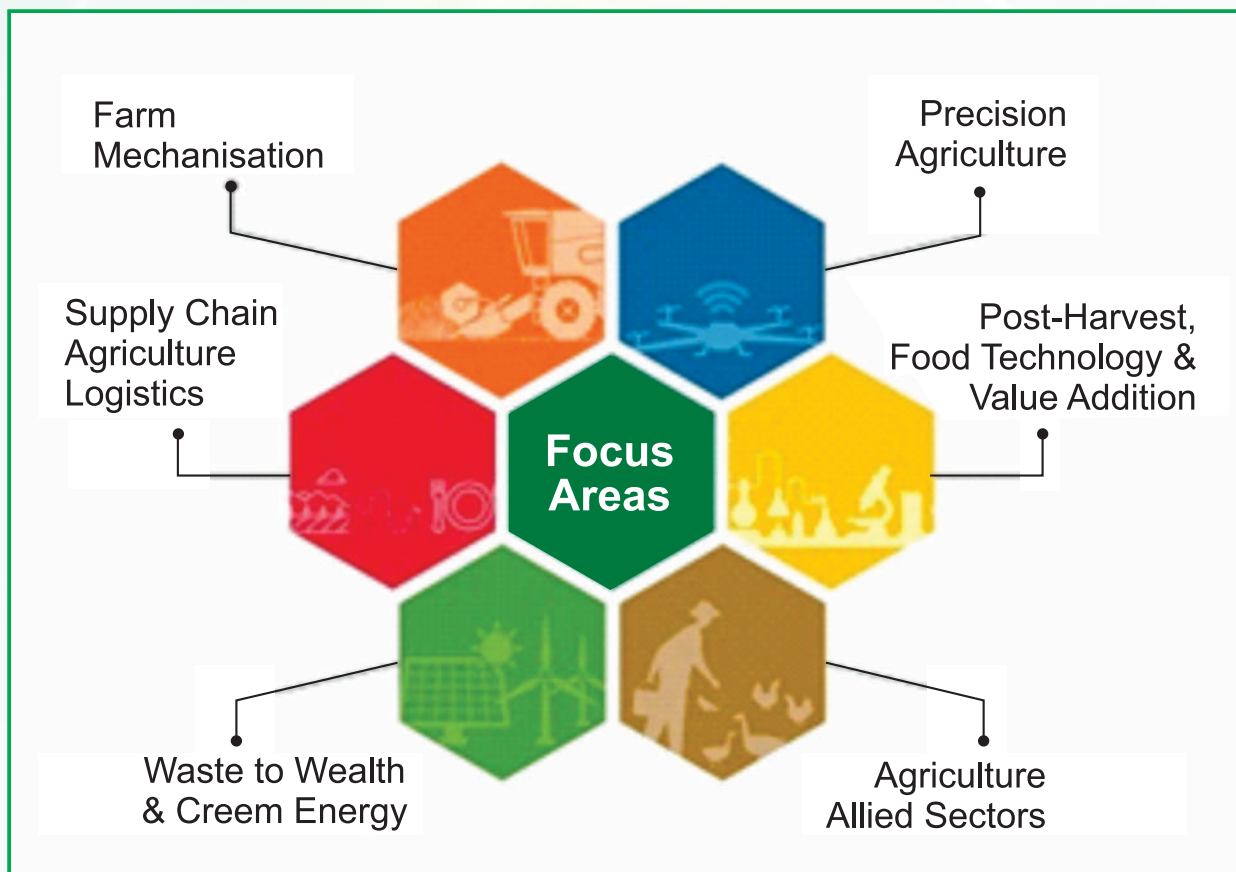
A thematic pavilion of selected startups was personally visited by Hon'ble Prime Minister where he interacted with innovative agri startups. Two startups incubated, mentored and supported by CCS NIAM were selected for the thematic pavilion and their stalls were visited by Hon'ble Prime Minister.





On 18th October 2022, startups shared their experience and interacted with other stakeholders through technical sessions. Further, policymakers explained the role of startups in the 5 trillion economy as well as the existing government schemes for promoting startup ecosystem. CCS NIAM, Jaipur coordinated the first technical session titled “Panel Discussion on Startups Solving Hyper Local Problems of the Agricultural Value Chains”. Dr. Ashok Dalwai, IAS, Chief Operating Officer, NRAA, was Chairman of the session and agri startup founders namely Mr. Vasudevan C., Co-founder, Ninjakart; Mr. Sachin Nandwana, CEO, Big Haat; Ms. Shweta Thakare, Co-founder, Gramheet and Mr. Alok Duggal, Co-founder, E-Faarms participated in this technical session.

The event aimed to help startups realize their growth potential, scale up in effective ways, and provide them opportunity to interact with venture capitalists, angel investor networks, debt mechanisms, private equity funds, and other government and semi-government organizations who are essential part of the funding landscape of the country.



Methodology of NABI Incubation



Incubation Programme: Cohort 6

NABI successfully executed the 6th Cohort of Startup Agri-business Incubation Programme (SABIP) and Agripreneurship Orientation Programme (AOP). NIAM Agri-business Incubator (NABI) selected 4 AOP and 12 SABIP startup ideas from 15 states across the country for the Incubation programme. The cohort was amalgamation of agri-based startup ideas ranging from supply chain management; Agri-biotechnology based products to usage of solar energy for agri-stakeholder in efficient farming.

The inaugural ceremony of incubation programme for Cohort-6 held on 22nd March, 2022 on virtual platform. Dr. Vijaya Lakshmi Nadendla, IAS Joint Secretary (Marketing), Ministry of Agriculture & Farmers Welfare Government of India and Director General, CCS NIAM delivered keynote address and motivated all startups to keep spirit tall on their entrepreneurial expedition. Dr. Ramesh Mittal, Director CCS NIAM & Chairman RKVY made his special remarks, while Mr. Manoj Agrawal, COO, NIAM Agri-Business Incubator (NABI) welcomed all speakers & participants of Agripreneurship Orientation Programme – 6 and Startup Agribusiness Incubation Programme – 6.

During the 2 months incubation program, the agri-innovative ventures were trained and mentored and were provided with necessary field exposure to combat the contemporary startup ecosystem. Incubatees were sensitised and educated on the different aspects of business and how to polish the idea and convert it into a full scale business model.

The prominent sessions of the incubation program include Business Model Canvas, Marketing Philosophy – Building Marketing Plan, Product Life cycle, Agriculture Marketing Strategies, ICT in Agriculture, Brand Communication, Digital Marketing, IPR & Compliance, Market Research Techniques & Project Proposal, Financial Statement & Unit Economics, Marketing Research – Data Compilation, Pitch Deck, Startup Negotiation & Due Diligence, Block-chain in Agriculture, etc. Startups were also given chance to make mock presentation for pitching.

The 2 months incubation program culminated with a valedictory ceremony on 20th May, 2022. The startups shared their incubation journey with CCS NIAM and complimented the efforts of the entire team in making the two months incubation training programme worthy and meaningful.

Cohort 6 of Startup Agri-Business Incubation Programme (SABIP) Seed Stage Funding



Ganna Master Agro Industries Pvt Ltd
Dr. Ankush Chormule

Ganna Master Sugarcane Technology is a platform for Sugarcane growers where farmers can get solutions for their problems and queries under one roof. The sugarcane production practices developed by the startup lead to less and limited chemical use in sugarcane field, reduced Slash Burning in Sugarcane and commercial advice to farmers for their Sugarcane farming.

Mobile No.: +91 82753 91731
Email Id.: gannamaster55@gmail.com
Website: www.gannamaster.com



iSenses Incorporation Private Limited
Kapil Sharma

Satellite-Based Solar Pump Site Suitability Analytics. iSenses provides precision-driven, satellite-based, AI-enabled energy analytics for locating, predicting, and forecasting the best sites for setting up the solar array, panels and pumps. AI based energy analytics helps to determine the best sites for installing the solar pumps and groundwater potential zones at a very high rate of precision thus saving time and money

Mobile No. +91 97999 84400
Email Id.: info@aisenses.com



Biome Technologies Pvt Ltd
Dr. Prafull Gadge

Soil-o-meter is a farmer friendly, on-field, real time soil microbial health analysis kit which provides soil related advisory services to farmers for soil health improvement. The kit informs farmers about soil microbial health status which is highly essential to have good yields and quality produce with reduced production cost. The device is easy to use and economical.

Mobile No.: +91 83788 78870
Email Id.: drprafull@inventbiome.com
Website: www.inventbiome.com



Krishi Mulya Agro Private Limited
Manjeet Singh

One stop solution for pre harvest need along with unique farm management module for land owners. We strive to work upon the principle of increase in efficiency, information symmetry and higher net sown area in totality. We are solving the problem of inefficient use of cultivable land for better price realization for cultivator as well as land owners.

Mobile No.: +91 97602 22908
Email Id.: manjeet.cdac03@gmail.com
Website: <https://krishimulya.in/>



Farm2Kitchen Food Pvt Ltd
Mrs. Seema Dholi

Farm2Kitchen is a platform for connecting all organic farmers/producers/NGOs working in organic farming/organic food industry across India directly with consumers through omni-channel retail i.e. online marketplace, retail chain of organic food stores and farmers market.

Mobile No.: +91 77570 16251
Email Id.: seema@farm2kitchen.com
Website: www.farm2kitchen.com



Cleanergy Tech Solutions Pvt. Ltd.
Dhananjay Abhang

Kisangas is a decentralized biogas technology where the startup designs, manufactures and installs vertical, above ground, flexible digester/biogas plants as per requirement of the customer/farmer. The startup has designed India's first vertical flexible digester with size customization facility as per customers need.

Mobile No.: +91 99702 71260

Email Id.: dhananjay.n.abhang@gmail.com

Website: <https://kisangas.com>



Ekosight Technologies
Dhiraj Choudhary

To develop a rapid soil testing device and AI powered recommendation for accurate and actionable farm advisory. This innovative soil parameters testing device contains proprietary chemical reagents for quick and accurate soil test. For testing of any soil parameter, one needs to just mix these powered reagents into soil solution and reading can be taken using any simple spectrophotometer.

Mobile No.: +91 88842 22218

Email Id.: dhiraj@ekosight.com

Website: www.ekosight.com



Dasvande Technologies Private Limited
Vaidyanath Bobbili

Dairy farming is a continuous activity, which is performed everyday, twice, all-through-the-year. It is a high-frequency-low-margin business and needs continuous monitoring. IT Solutions can provide the farmer with real-time insights to take necessary actions and manage dairy profitably. Digitising the milk value chain brings efficiency and transparency in the system.

Mobile No.: +91 98493 15678

Email Id.: vaidyab@gmail.com

Website: www.dasvande.com



Vesatogo Innovations Private Limited
Akshay Sanjay Dixit

Vesatogo Innovations is a startup working on reimagining the agrarian ecosystem by working in close association with the Farmer Producer Organizations (FPOs) and their associated small holder farmers. We have developed tools for farmers to have better market realization and reduced post-harvest logistics costs. For FPOs, we have developed a full stack supply chain management solution.

Mobile: +91 85520 72365

Email ID.: akshay.dixit@vesatogo.com

Website: <https://vesatogo.com>



Bharat Kart
Pankaj Mohan Bhosale

BharatKart is a startup providing technology access to rural population of 108 villages in Purandar tehsil of Pune District for their daily needs. Their Android based app has listed 950+ groceries and household products which are delivered to doorstep to the assigned order destination.

Mobile : +91 77768 71059

Email ID.: pankajbhosale.niam20@gmail.com

Cohort 6 of Agripreneurship Orientation Programme (AOP) Pre-Seed Stage Funding



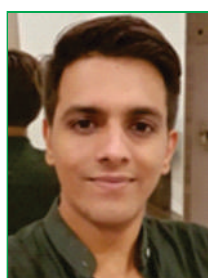
Poohar Essence Private Limited
Dr. Debajit Kalita

Poohar Essence Private Limited is providing innovation in agriculture and post-harvest management. They have agri-marketing platform with integrated supply chain, which connects farmers with businesses. They have expertise in handling perishable goods such as Vegetables, Fruits and Cash Crops. Their field of expertise include Sustainable Farming, Supply chain infrastructure & Management, Technology and Post-harvest handling.

Mobile : +91 94851 82010

Email : poohaessence@gmail.com

Website : www.poohar.com



JB CAPITAL
Abhay Singh

JB Capital is producing Cordyceps, supplying the product under brand name Codymine across the country and providing training for Cordyceps mushroom production. Cordyceps militaris mushroom has medicinal properties but cost of cordyceps production and supply by foreign companies in Indian market is very high.

Mobile : +91 97791 59029

E-mail : Jbcapital.cordy@gmail.com

Website : www.Codymine.com



Siri Future Agritech
Dr. Divya, M

The startup is producing biostimulants which promote plant growth. Their product portfolio includes 6 different customised products and consultancy services for Arecanut, Coconut, Pepper, Ginger and Vegetable crops

Mobile : +91 88677 32666

E-mail : Divyamicrobiology5@gmail.com



Siddhant Tiwari

Veterocrats Private Limited is developing Technology infused solutions for Livestock and Pet owners. They have built a Whatsapp-Bot called Nandi with multi-layer monitoring system for Livestock & Pet Owners, Veterinarians, Livestock Assistants, Vaccination and Feed Manufacturers etc. Nandi is also aggregating multiple stakeholders pertaining to the veterinary world and extending their services to Animal Owners.

Mobile : +91 89237 19301

E-mail : siddhantlight@gmail.com

Website : www.nandi-bot.ml

Partner R-ABIs

VIKAS R-ABI, ICAR- National Rice Research Institute, Cuttack

VIKAS R-ABI, ICAR- National Rice Research Institute, Cuttack

Vyapar Initiative in Krishi and Agri-Startups-RKVY Agribusiness Incubator (VIKAS-RABI) has been conceptualized and established under ICAR- National Rice Research Institute (NRRI), Cuttack. VIKAS-RABI aims to promote innovation-led entrepreneurship and business creation in agriculture and allied sector by skill development; capacity building and technology scale up. This program is powered by RKVY-RAFTAAR. This scheme is structured to enable Ideation stage entrepreneurs and startups with a minimum viable product (MVP) to scale up their business by networks of technical and business experts, industry and government partners, training with the commercialization experts from agri sector, and extensive mentor network. Till date Vikas R-ABI has successfully completed 6 cohorts, incubated 91 startups (AOP-34, SABIP-57), facilitated sanctioning of grant-in-aid support to the tune of 411 lakhs to 32 agri startups (AOP-10, SABIP-22).



Interaction among the BSc Agriculture students at CV Raman University, SOA university



Agri Startup Conclave & Kisan Sammelan 2022 inaugurated by Hon'ble Prime Minister Shri Narendra Modi at Pusa Mela Ground, New Delhi, 17th October 2022. Four startups of VIKAS RABI exhibited their innovative product in this event.

Four Vikas R-ABI incubated startups participated in the Agri Conclave namely, Cowbit Technologies Pvt.Ltd., Aranya paridhi (OPC) Pvt.ltd., Tribe Delight Pvt.ltd., Udvaban Technologies Pvt.ltd. with their respective products- Cowbit – Smart-watch for Cattle, Solar electric fence, E commerce based platform linking the tribal producer with urban consumer, IOT based smart Bee keeping system.

VIKAS R-ABI, ICAR-NRRI, Cuttack organized National Campaign on "Kisan Bhagidari Prathamikta Hamari" for celebrating AZADI KA AMRIT MAHOTSAV, 26th April 2022



SKN Agri Business Incubator, SKNAU, Jobner

Sri Karan Narendra Agri-Business Incubator is an Agri-Innovation Hub and Agri-Business Incubation Centre of Sri Karan Narendra Agricultural University, Jobner. The SKNAU R-ABI supported by the RKVY-RAFTAAR scheme, Department of Agriculture and Farmers Welfare, Government of India, New Delhi provides well-equipped incubation space, technical and business advice, networking with agri-business industries, internet and information resources and conducive environment for agri startups and allied sectors. Till date, SKN Agri Business Incubator has successfully completed 10 cohorts, incubated 101 startups (AOP-62, SABIP-39), facilitated sanctioning of grant-in-aid support of Rs. 384 lakhs to 30 agri startups (AOP-13, SABIP-17).

- CIC meeting of Cohort 5 was conducted on 22 September 2022; total grant-in-aid funding sanctioned to the tune of Rs. 40 Lakhs to selected startups
- Grant-in-aid funding of Rs. 59.10 lakhs disbursed to mentored agri startups under Cohort-3 and Cohort-4
- Completion of two months incubation programme of Cohort-6



Dr. Satya Prakash Verma, Founder, Amaahir Paints & Chemicals Pvt Ltd. (SKNAU funded Startup) at Agri Startup Conclave at Pusa Mela Ground, ICAR-IARI, Pusa, New Delhi 17-18 Oct. 2022



Mr. Sharwan Kumar Bajya, Founder, Bajya Kisan Agriculture Equipments Pvt. Ltd. (SKNAU funded Startup) at Agri Startup Conclave at Pusa Mela Ground, ICAR-IARI, Pusa, New Delhi 17-18 Oct. 2022



Seminar on becoming successful startup organised by SKNAU, Jobner

SABOUR Agri-Incubators (SABAGRIs), BAU, Sabour, Bihar

SABAGRIs, BAU, Bihar as R-ABI aims to develop new enterprises in the fields of Agriculture, Technology, Service, and Research. It provides integrated incubation support comprising of business

mentoring, technical assistance, access to domain experts, marketing and networking support to the startups through its Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme. Till date, SABAGRIs has organised 7 cohorts, incubated 55 agri startups (AOP-35, SABIP-20), facilitated sanctioning of grant-in-aid support to the tune of 139 lakhs to 26 agri startups (AOP-15, SABIP-11).

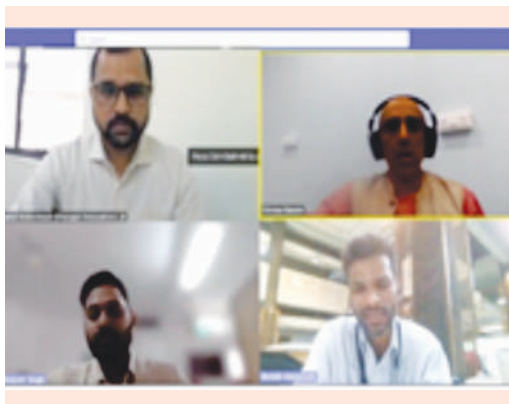
Indian Institute of Technology (IIT), Kharagpur

AFBIC, IIT KGP as R-ABI aims to support agri-food business entrepreneurs in product development, brand building and advertising, pricing and marketing of the product, technological improvements, IP protection and process optimization. In this process, incubation facilities and expertise already available with IIT (Kharagpur) are being utilized. The focus of AFBIC is to create a favorable environment for the growth of the start-ups from where they can explore new opportunities related to their area for further up scaling. IIT Kharagpur has successfully completed 6 cohorts, incubated 61 agri startups (AOP-38, SABIP-23), facilitated sanctioning of grant-in-aid support to the tune of Rs. 65 lakhs to 4 agri startups under SABIP.



IIT (K) incubated startup M/s. Cislunar Janki received additional 5% grant for women led startup from the Department of Industries, Govt. of Bihar February 2023

Workshops organised during Incubation programme 6

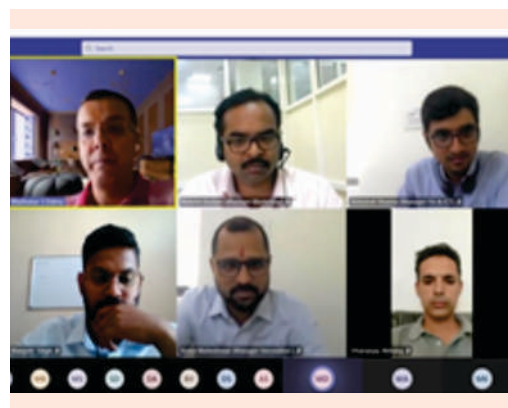


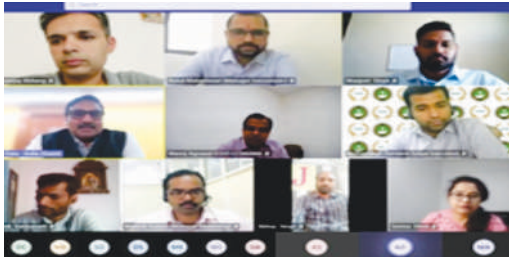
Mr Chintan Bakshi, Partner Incubation & CEO, Startup Oasis delivering Session on Scale-up Strategies for the Startups

Customer needs should sync with the solution being provided and percentage of customer retention is a key element for the growth of startups, said Mr. Chintan Bakshi, Partner - Incubation, CIIE.CO and CEO, Startup Oasis while conversing with CCS NIAM's Agri Startups

Workshop on Entrepreneurial Journey of the Magnate - Interaction with Dr. Ajay Data, MD, Data group of companies and Mr. Madhukar Dubey, Founder & MD, Fusion Business Solutions Pvt. Ltd.

Entrepreneurs are required to be transparent with stakeholders, teams and customers to build trust and scale up businesses", said Mr. Madhukar Dubey, MD, Fusion Business Solutions while Interacting with NIAM startups



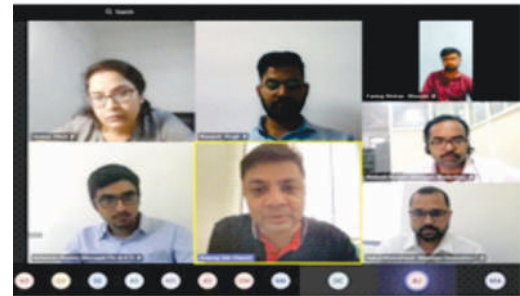


Session on Business Analytics and Monetisation of Data for NIAM Startups by Col. Inderjeet Singh, CCSO, Vara Technology

To market products in an effective manner, analysis of different business parameters and data monetization are necessary said Col. Inderjeet Singh, CCSO, Vara Technology during Interaction with NIAM Startups

Workshop on Entrepreneurial Journey of the Magnate - Interaction with Mr. Anurag Jain, Co-founder & COO, Girnar Soft (cardekho.com)

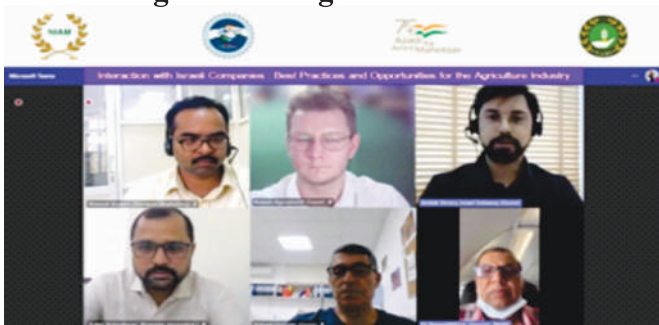
Consistent improvement in business model is important key to success for a startup, said Mr Anurag Jain, Co-founder & COO, CarDekho.com while Interacting with NIAM Startups



Interaction of cohort 6 startups/agripreneurs with successful agri startups mentored by CCS NIAM



Meeting with Foreign Trade Administration, Ministry of Economy & Industry, Israel



CCS NIAM along with Foreign Trade Administration, Ministry of Economy & Industry, Israel successfully organised Session with Israeli Companies on 11th May, 2022

TiE Smash Up: Investor Meet

NIAM partnered with TiE Rajasthan for the 6th edition of its flagship event TiE Smash Up in Jaipur, Rajasthan during 16th -17th September 2022.

About 500 startups were screened and mentored for speed mentoring session with renowned investors from different parts of the country during this event.

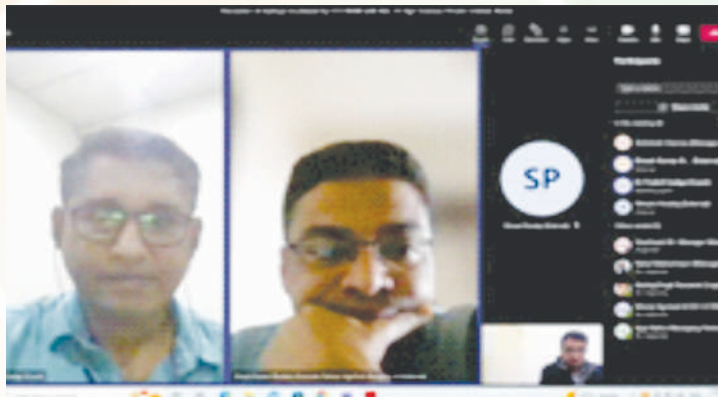


Investor Meets



Investor Meet with Ninjacart Ventures

CCS NIAM organised Investor Meet for its incubated and funded startups in collaboration with NINJACART Ventures Team on 30th August and 16th September 2022



Investor Meet with JU AgriSciences Private Limited

Meeting with JU Agri Sciences Pvt. Ltd. Innovation Venture Team for NIAM Agri-Business Incubator (NABI) startups on 24th November 2022

Participation in Workshops, Exhibitions, Seminars, Meetings



CCS NIAM participated in exhibition organized during One day Workshop on “Agribusiness Incubation in Sheep Enterprises and Use of Natural Fibers in place of Plastics” at ICAR- Central Sheep and Wool Research Institute (ICAR-CSWRI), Avikanagar, Rajasthan on 30th September 2022. More than 50 entrepreneurs from across the country participated in the event.

Invest Rajasthan Summit 2022



CCS NIAM participated in Agribusiness Conclave organised during Invest Rajasthan Summit at JECC, Sitapura, Jaipur on 7th October 2022. Several active investor outreach program comprising domestic, national and international investor meets, were organised during the two-day event.

OSAM Board Meeting



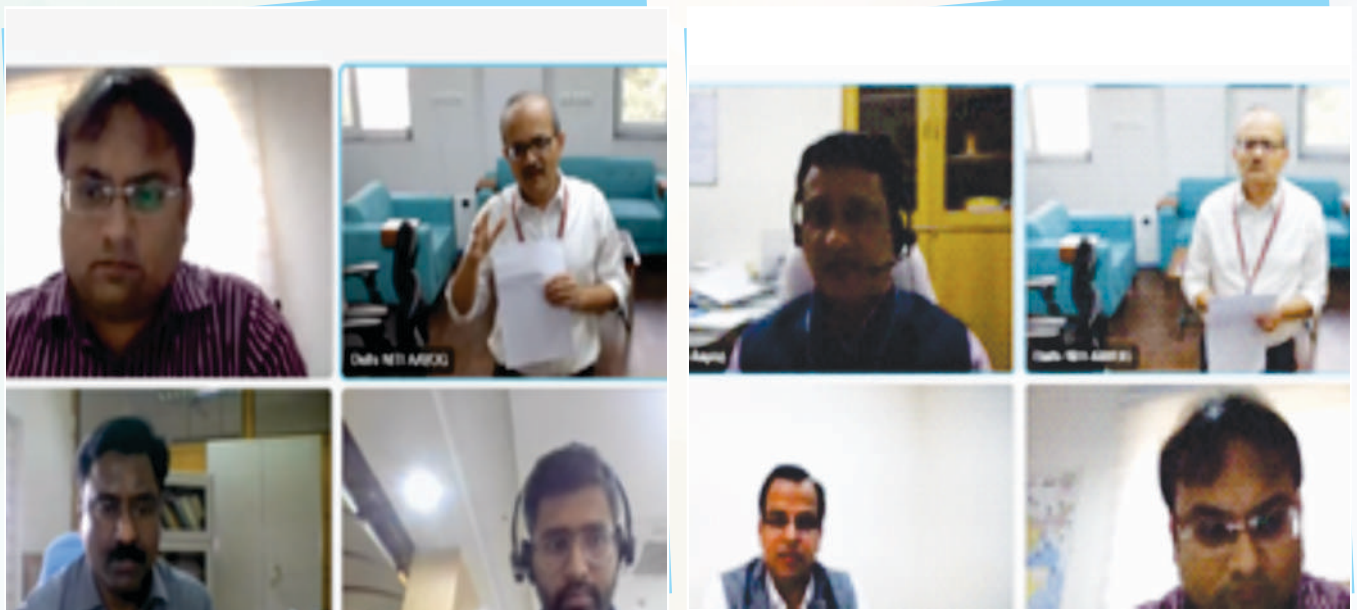
CCS National Institute of Agricultural Marketing officials met Odisha State Agricultural Marketing Board for consultancy project titled "Gap Analysis of Regulated Market Committee in Odisha"

Workshop on Biofortification



Dr. Ramesh Mittal, Director, CCS NIAM addressed participants on "Commercialisation of Biofortified Food Products in India" during a one day Workshop on Biofortification organised by FICCI at Jaipur

CCS NIAM officials attended NITI Aayog Workshop



Awards & Recognitions received by NABI Startups



Aumsat Technologies LLP – Winner of Agri Startup Awards 2022 under state category organized by MANAGE SAMUNNATI Cash Prize of INR 25,000/-



EF Polymer - Winner of Agri Startup Awards 2022 under state category organized by MANAGE SAMUNNATI Cash Prize of INR 25,000/-



Nisarga Dhaatu Health LLP won award at the National Level Competition organised by TiE Hubli. Ms Vaidehi Joshi, Co-founder received award from Hon'ble Chief Minister of Karnataka, Shri Basavaraj Bommai and cricketing legend, Mr Kapil Dev

Outreach

In order to promote the RKVY - RAFTAAR programmes, Startup Agribusiness Incubation Programme & Agripreneurship Orientation Programme, outreach webinars and workshop & training programmes were organized in collaboration with various academic institutions and other organizations. The details of the outreach programmes conducted are as follows:-

Title of Training/Webinar

Topic

Employment opportunities under Startup Agri-Business Incubation & Agripreneurship Programs

Partner Institution

ICAR-Directorate of Research in Rapeseed and Mustard (ICAR-DRMR), Bharatpur, Rajasthan

Topic : Kick Start your Agri-Startup

Partner Institution

- Lovely Professional University
- SAGA University, Indore, MP
- Sher-E-Kashmir University of Agricultural Science & Technology (SKUAST), Srinagar
- KVK Haunumangarh
- SETHU Institute of Technology, Coimbatore
- Sri Venkateswara Veterinary University, Tirupati
- Orissa University of Agricultural & Technology (OUAT), Bhubaneswar
- Agriculture University, Kota
- College of Agriculture, Fatehpur Shekhawati-Sikar, Rajasthan
- Institute/University: Institute of Advanced Study in Science & Technology (IASST) Guwahati, Assam
- Krishivan Research Centre, Dehradun & Shishtianant Foundation, Bihar
- Sethu Institute of Technology, Kariapatti, Virudhunagar, Tamil Nadu
- CEOA Arts and Science College, Virudhunagar.
- College of Science, Madurai
- Society for Innovation & Entrepreneurship (SINE), Indian Institute of Technology, IIT (Bombay)
- Just Agriculture, Punjab
- Navsari Agriculture University, Gujarat
- ICAR-Central Sheep and Wool Research Institute (ICAR-CSWRI), Avikanagar



Dr. Ramesh Mittal, Director, CCSNIAM awarded Life Time Outstanding Contribution Award by The Quality Circle Forum of India on 16th September 2022



CCS National Institute of Agricultural Marketing (NIAM) received an Education Leadership Award in the field of Agricultural Marketing and for the promotion of Agripreneurship & Agribusiness in the country. The award was received by Dr. Ramesh Mittal, Director, CCSNIAM.

Knowledge centre – articles from external experts on startups & agripreneurship

Importance of Agripreneurship in Indian Agriculture

Dr. Prafull Gadge, NABI Startup & Founder, M/s. Biome Technologies Pvt. Ltd.

Green revolution helped India to achieve impressive developments in the agriculture. This enabled us to attain self-sufficiency in food, overcome food insecurity and malnutrition, poverty alleviation along with economic upliftment of millions of rural families. However, this vital sector has some of its own inherent limitations. It is dependent on weather and markets. The agriculture value chain is very complex due to the involvement of certain and uncertain key players. This includes inadequate irrigation resources, insufficient inputs and capitalization, lacking research and developments, unavailability of accessible mechanization, storage, transport etc. These inadequacies hamper quality production and livelihood of farmers generating food security and food safety concerns!

As policy makers and government agencies trying hard to ease out concerns, socio-economic status of agriculture makes it hard to resolve alone by them. One of the best solutions to resolve problems in agriculture sector is involvement of youth through agripreneurship. As youth are most productive workforce of any socio-economic development, young agripreneurship through startup ecosystem will certainly generate fastest solutions to above mentioned inadequacies and insufficiencies. Hence, since last decade we are observing policy inclination towards promotion and establishment of startup ecosystem, particularly in the agriculture sector.

As stated in the Article -Taking Technology to Grassroots, Startup Saga, Agriculture Today (Feb 22), the 3E: Easy, Economical and Ecofriendly solution to wisely chosen problem in the agriculture is need of toady as well as a key to success of that startup. This approach in the development and promotion of Agri startup ecosystem has potential to deliver efficiency, productivity and sustainability in Indian agriculture. Hence, integration of young workforce and startup ecosystem can ensure self-sufficiency in the agriculture along with improved livelihood of the farmers, which is much needed for economic growth.

Considering this, Government is promoting agripreneurship through number of startup schemes. and benefits such as exemption in income tax for three years, financial assistance in technology development and intellectual property generation etc. are provided under the startup promotion initiative. Dedicated schemes like Rashtriya Krishi Vikas Yojna: RKVY- RAFTAAR are enabling also startups to generate, validate, develop, produce and market the solutions and technologies developed by them, which was difficult task earlier. In addition, 50+ infrastructure facilities of Atal Incubation Centers and dedicated Agritech/ Agribusiness incubation centers like NABI at CCS- National Institute of Agriculture Marketing, Jaipur are further supporting and mentoring the Agtech Startup movement in India.

In today's date, many Agritech startups are attracting large investments, which are either dependent on digital data regarding inputs supply or farm to fork supply chain solutions. Here, yield and quality of the produce may turn out to be restrictive factor in the growth of front-end working startups. One of the important reasons in recent startup failures is their disconnect with on-field extension, as the base of this system is farmer and if he is not able to perform well how the system could perform well! Hence, farmer centric innovations and practices are need of time.

The integration of young India and startup ecosystem possess the potential to overcome existing challenges and convert our country as developed nation as visualized by our Hon. Prime Minister Shri. Narendra Modiji on 75th anniversary of our Independence.

SAVING THE INTEREST OF OWNER OF INTELLECTUAL PROPERTY RIGHTS VIS-A-VIS STARTUPS

Adv. Akshay Singh Ranawat, Legal Executive (IP), CCS NIAM, Jaipur

"It is the impression which may ultimately cause damage to the owner of the Intellectual property, was found by Court in the famous case of Bata India Ltd. v. Pyarelal & Co., Meerut City & Ors .

The above quoted case highlights the classic situation where in the goodwill created by IPR owner is misused by someone else. In Bata vs. Pyarelal & Co., it was the good will of Bata India Ltd. which was used by Pyarelal & Co. to sell its product named "BATAFOAM" in the market and create impression in the mind of common man that the product was from Bata India Ltd.

Effective management of intellectual property should be one of the basic elements of any company's development policy, which may significantly influence its increase in competitiveness in the market. Management of intellectual property in a company consists of the development of intellectual property, market analysis, and protection of intellectual property rights, actions aimed at commercialisation, sharing the know-how and selling of the rights in possession. From getting a logo registered under Trade Mark Act to getting an innovation patented under Patent Act, any business needs vigilance as to its intellectual property rights and getting such protection right on time is something very important for a new business to stand alone in contemporary competitive market.

In case of a Startup, wherein funding at the initial stage of business growth can be an issue and managing a complete IP portfolio seems like a hefty task but with IP protection from the very beginning of the business and getting required patents and trademark done will prove to be of high value at later stage of business development. Trademarks create the market value of the product whereas patent protects the financial rights of the owner of the product or service. With the famous cases like Bajaj Auto Ltd. vs. TVS Motors Company Ltd . wherein the dispute was over the patented technology of twin-spark plug engine, even the Supreme Court of India assures speedy disposal of IPR related disputes. The country is adapting to a newer way of protecting an idea of an individual and making sure that rightful owner of any innovation gets his/her share.

“WE ARE METICULOUS”

Glimpses of the due diligence and personal meetings with startups at their respective locations



नियाम ने शिक्षा नेतृत्व पुरस्कार 2022 प्राप्त किया

विद्या शिक्षा काउंसिल ने कृषि विज्ञान, उद्यमिता और व्यवसाय प्रबंधन के क्षेत्र में उत्कृष्टता के लिए शिक्षा पुरस्कार

विद्यार्थी (डीपीए/एनए)। श्री. चरण सिंह राष्ट्रीय कृषि विज्ञान संस्थान को कृषि विज्ञान के क्षेत्र में और देश में कृषि उद्यमिता, और कृषि व्यवसाय को बढ़ावा देने के लिए शिक्षा नेतृत्व पुरस्कार को प्राप्त करा है, जो कि उत्कृष्टता में उत्कृष्टता शिक्षा काउंसिल पुरस्कार के 11 वें संस्करण में डॉ. राजेश मिश्र, निदेशक, नियाम ने प्राप्त किया।



श्री. चरण सिंह राष्ट्रीय कृषि विज्ञान संस्थान के अध्यक्ष डॉ. राजेश मिश्र (बाएं) ने डॉ. राजेश मिश्र (दाएं) को शिक्षा नेतृत्व पुरस्कार 2022 प्रेषित किया।

विद्या ने लगभग 100 शिक्षा पुरस्कार प्राप्त किए हैं, जो कि विद्या के शिक्षा नेतृत्व पुरस्कार 2022 के 4 वें संस्करण में प्राप्त किए गए हैं। डॉ. राजेश मिश्र को पुरस्कार के साथ में एक प्रमाणपत्र प्रेषित किया गया है, जो कि विद्या के शिक्षा नेतृत्व पुरस्कार 2022 के 4 वें संस्करण में प्राप्त किया गया है।

इस अवसर पर डॉ. राजेश मिश्र ने बताया कि विद्या ने विद्या के शिक्षा नेतृत्व पुरस्कार 2022 के 4 वें संस्करण में प्राप्त किया है।

टेक-ओ-वॉन | एमएनआईटी में आयोजित तीन दिवसीय हैकाथॉन संपन्न

हैकाथॉन में देशभर से 60 स्टार्टअप्स हुए शामिल

डॉ. राजेश मिश्र | जयपुर

विद्यार्थी और कर्मियों का एक दिवसीय कार्यक्रम (हैकाथॉन) भारत सरकार के सहयोग से एमएनआईटी में तीन दिवसीय टेक-ओ-वॉन कार्यक्रम के तहत आयोजित हुआ। इस दौरान देशभर के 60 स्टार्टअप्स शामिल हुए। पहले राउंड में 16 स्टार्टअप्स को चुना गया। दोसरे राउंड में 6 स्टार्टअप्स चुने गए। तृतीय राउंड में अंतिम पर प्रथम राउंड में प्रथम स्थान पर स्टार्टअप विचार को 'कॉस्ट एयर' नाम दिया गया।



एमएनआईटी में आयोजित तीन दिवसीय हैकाथॉन में प्रथम स्थान पर 'कॉस्ट एयर' नाम का स्टार्टअप विचार को चुना गया।

आजादी के अमृत महोत्सव के अंतर्गत नियाम ने किसान भागीदारी, प्राथमिकता हमारी कैम्पेन का सत्र आयोजित किया



जलतेदीप, कमल, जयपुर

श्री. चरण सिंह राष्ट्रीय कृषि विज्ञान संस्थान (CCS NIAM) जो कि कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का एक स्वायत्त संस्थान है, ने आजादी के अमृत महोत्सव के अंतर्गत आयोजित अभियान में 'किसान भागीदारी, प्राथमिकता हमारी' कैम्पेन का सत्र आज जयपुर में आयोजित किया। इस कार्यक्रम में किसानों और एग्रीकल्चर स्टार्टअप ने भाग लिया जिसमें नियाम (CCS NIAM) के निदेशक, डॉ. रमेश मिश्र ने एग्रीकल्चर सेक्टर में उद्यमिता विषय पर बोलते हुए उर्ध्वस्थ किसानों को भारत सरकार की

मनीष कुमावत ने कृषि क्षेत्र का सबसे कम उम्र में भारत का पहला वर्ल्ड रिकॉर्ड का खिताब हासिल किया

नव सूर्य

दातारामगढ़ (सीकर)। दातारामगढ़ के मनीष कुमावत ने दुनिया का सबसे लंबा स्तर उगाकर वर्ल्ड रिकॉर्ड कायम किया, जिसकी लंबाई 4 मीटर 38 सेंटीमीटर है। आइएन में सात रात है कि रिकॉर्ड 23 साल की उम्र में वर्ल्ड रिकॉर्ड बनाने वाले मनीष कृषि क्षेत्र में देश के सबसे कम उम्र में वर्ल्ड रिकॉर्ड हासिल करने वाले पहले भारतीय बन गए हैं। इससे मनीष ने गांव का नाम रोशन किया अतः पूरे भारत का नाम रोशन किया है। इस खूबी के पीछे पर मनीष का प्रयासविशेष तथा परिवार के सदस्यों द्वारा समर्थन किया गया।

मनीष कुमावत जोधपूर कृषि विधायकालय से बीएससी करने के बाद कृषि क्षेत्र में नए-नए शोधकार्य कर रहे हैं। मनीष ने बताया कि इस रिकॉर्ड को हासिल करने में सात रात, ताड़नी पट्टी सुपुष्पण वर्ष, कृषि विधायकालय जोधपूर, के.पी.के. फतेहपुर, र.ए.ए.आई. दुर्गापुर, जॉइंट डायरेक्टर सीकर, डिप्टी डायरेक्टर (आत्म) सीकर, सहायक कृषि अधिकारी दातारामगढ़, कृषि पर्यवेक्षक दाता आदि का योगदान रहा है। मनीष किसानों को अपन खाने पर काम कर रहे हैं। साथ ही सरकारी योजनाओं से खर्चित किसानों को पूरी जानकारी प्रदान करके उनकी मदद भी करते हैं। इसके अलावा अपने पूरे जीवनकाल में एक लक्ष्य पैड लगाने का संकल्प लेकर फल रहे मनीष खेती, जन्मदिन आदि पर पर पौधरोपण भी करते हैं।

कृषि में नवाचार: 4 साल में 33 स्टार्टअप तैयार

देशभर के 33 जनों को 3 करोड़ 84 लाख का अनुदान

एसे मिलता है अनुदान

5 लाख से 25 लाख तक का अनुदान

अभ्युत्पन्न

कल्पवृक्ष

कृषि में नवाचार

एग्रोवॉन-22 में 6400 विद्यार्थियों ने लिया हिस्सा



जयपुर | खेतीव्यस नियाम ने 7-8 सितंबर को 'से आईटीव्हाज वाटर होम, टैप मिरेकल्स' विषय पर छात्र/छात्राओं को बढ़ावा देने के उद्देश्य से एग्रोवॉन-2022 का आयोजन किया गया। यह उत्सव प्रबंधन एवं गैर-प्रबंधन कार्यक्रम के समन्वय से बना है। खेतीव्यस नियाम के एग्रोवॉन-2022 कार्यक्रम में आईआईएम-ए, आईआईएम-सी, आईआईएमएल, एमएलएलआरआई, इरम, निम्म, एसआईबीएम जैसे राष्ट्रीय एवं अंतरराष्ट्रीय स्कूलों के 6400 अधिक छात्रों भाग लिया। एग्रोवॉन 2022 उत्सव का उद्घाटन डॉ. रमेश मिश्र, निदेशक, खेतीव्यस नियाम एवं एडवोकेट सुप, ईस्ट-वेस्ट सीड इंटरनेशनल, पारदीप फसफैट सिमिटेड, सीड कर्म इंटरनेशनल प्राइवेट सिमिटेड, एटीटी ग्लोबल कन्सल्टिंग, ज्योत्सवीएच, सिमिटा फड-देरान, न्यूट्रिलियन के विकास के लिये ग्लोबल एक्सपर्ट्स (गैन), सिमिटेड सीडस, स्कूलनेट एवं कृषि जगमग के प्रतिनिधियों द्वारा किया गया।

नियाम का किसानों के लिए प्रशिक्षण कार्यक्रम आयोजित

जयपुर | श्री. चरण सिंह राष्ट्रीय कृषि विज्ञान संस्थान ने शिमला, हिमाचल प्रदेश से आए 25 किसानों को इंटर स्टेट एक्सपोजर विजिट के अंतर्गत नियाम द्वारा एक दिवसीय प्रशिक्षण कार्यक्रम आयोजित किया। कार्यक्रम में नियाम के निदेशक डॉ. रमेश मिश्र ने बताया कि कार्यक्रम का उद्देश्य किसानों को भारत सरकार की नवीनतम योजनाओं के बारे में जागरूक करना और किसानों को कृषि विज्ञान और पोस्ट हार्वेस्ट मैनेजमेंट के बारे में ट्रेनिंग देना था। इस अवसर पर नियाम एग्री-बिजनेस इनक्यूबेटर के मुख्य परिचालन अधिकारी, मनोज अग्रवाल ने भी अपने विचार व्यक्त किए।

इनक्यूबेटेड स्टार्टअप उत्कृष्टता की ओर



नूज सर्विस/नवभूति, जोधपूर। श्री. चरण सिंह राष्ट्रीय कृषि विज्ञान संस्थान ने कृषि विज्ञान संस्थान में कृषि व्यवसाय इनक्यूबेटर जोधपूर में कृषि विज्ञान संस्थान में 3 वर्ष पूर्ण करने के अवसर पर इनक्यूबेटर सेंटर के परिचय प्रचारि एवं अधिष्ठाता डॉ. एके गुप्त ने बताया कि इनक्यूबेशन सेंटर में 5 वर्ष में 100 से अधिक सफल स्टार्टअप को प्रतिष्ठित करने में सफलता प्राप्त की गई है। इस दौरान इनक्यूबेशन सेंटर में 30 से अधिक कार्यरत एवं सोमवार करवाकर दो हजार से अधिक विद्यार्थियों को लाभ पहुंचा है। गुप्त ने बताया कि इनक्यूबेटेड स्टार्टअप में से इनक्यूबेटी में सफलता के अंदर साइज और से कृषि और डायवर्सिटी पिप्य बनाकर जोर के वैल्यू एडिशन से निर्वाह को बढ़ावा देकर इस क्षेत्र में नए आयाम स्थापित किए हैं। जिसका वार्षिक टर्नओवर 30 करोड़ है। इनमें 50 से अधिक कृषि श्रमिकों को रोजगार देकर समाजिक कार्य किया है। सभी को ही इनक्यूबेटी से बहुत अधिक लाभ पहुंचा है। इनमें से कुछ को बहुत अधिक लाभ पहुंचा है। इनमें से कुछ को बहुत अधिक लाभ पहुंचा है। इनमें से कुछ को बहुत अधिक लाभ पहुंचा है।

About NABI team





Patron

Dr. Vijaya Lakshmi Nadendla, IAS
Joint Secretary (Marketing),
Ministry of Agriculture & Farmers' Welfare, GoI
Director General, CCS NIAM

Editor-in-Chief

Dr. Ramesh Mittal
Director, CCS NIAM

Executive Editor

Dr. Ravi Kumar Goyal
Chief Operating Officer, NABI

Assistant Editor

Ms. Saswati Mukherjee
Manager - Marketing & Communication

Ch. Charan Singh National Institute of Agricultural Marketing (CCS NIAM)

(An Autonomous Organisation of Ministry of Agriculture & Farmers' Welfare, Government of India)

Bambala, Kota Road, Jaipur 302033 (Rajasthan), India

Phone: 0141 2795163

Website: www.niam-nabi.com