



# NABI

# पत्रिका



HALF YEARLY NEWSLETTER (April, 2020 To September, 2020)

VOLUME: 1 NUMBER: 3



## DIRECTOR GENERAL'S MESSAGE



CCS NIAM Agri-Business Incubator (NABI) has proved itself as the flag-bearer of innovation, entrepreneurship and has established itself as a “Friend of Farmer” in the field of Agri-Startup ecosystem by fighting all the odds in the difficult times of COVID-19. With successful incubation support to 59 Agri-Startups at NIAM Agri-Business Incubator (NABI), CCS NIAM incubated 39 Startups (16 pre-seed stage and 23 seed stage) have excelled in scoring a total of Rs. 4.58 Crores of Grant-in-Aid for the recommended Agri-Startups Ideas.

CCS NIAM as “Knowledge Partner” shares the similar success for the partner R-ABIs as well, with a Grant-in-Aid of Rs. 99 Lakhs for Sri Karan Narendra Agriculture University, Jobner, Rajasthan, Grant-in-Aid of Rs. 1.44 Crores for Bihar Agricultural University, Sabour, Bhagalpur, Bihar and a Grant-in-Aid of Rs. 2.90 Crores for National Rice Research Institute, Cuttack, Odisha. CCS NIAM’s hand-holding support is consistent.

Comprehending the contemporary needs of the drifting times, CCS NIAM run Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme took a virtual turn for the new cohort of both the Programmes and is catering to the needs of Agripreneurs and Startups by providing continuous support of mentoring, grant-in-aid disbursement and Startup-business up scaling methods as and when required. The efforts of NIAM Agri-Business Incubator (NABI) has been appreciated by ecosystem partner as well, MIT World Peace University, Pune awarded NABI with “Best Agri-Incubation Centre in India award for its valuable contribution in the field on Agri-Startup development. NABI graduated Startups like SNV Innovations Pvt. Ltd. with award for Promising Startups Award in Eminent Engineers Award 2020 and Aloe-e-cell Pvt. Ltd. being declared ‘Winner’ in energy sector by DIPP at National Startup Awards defines the laurels of NABI. Applause and appreciation to the MoA & FW, Team NABI, all the partner institutions, the Startups and all ecosystem partners for adding value to CCS NIAMs’ efforts in making the NABI a standing success.

**Shri. P. K. Swain**

Director General, CCS NIAM &  
Joint Secretary-Agricultural Marketing  
MOA & FW, GoI

## HIGHLIGHTS

- Director General's Message
- Director's Message
- Webinar Series
- R-ABI handholding
- Outreach programmes
- Launch of new programmes
- Articles
- Construction work of Incubation building
- Signing of MOA and disbursement of funds
- Awards and recognitions of startups

## DIRECTOR'S MESSAGE



CCS NIAM Agri-Business Incubator (NABI) has achieved various milestones in its journey of two years of continuous efforts and development. By providing successful incubation support to 59 Startups and a funding support to 39 Startup amounting to Rs. 4.58 Crs from the MoA&FW, NABI has earned its recognition in the Agri-ecosystem. NABI supported startups are operating in various fields including Agri-Supply Chain, Post-Harvest Management, Agri-Logistics, Agri-Infrastructure, Natural Resource Management, Agri-Mechanization etc.

NIAM Agri-Business Incubator (NABI) has selected Agripreneurs and Startups from various part of the country and amalgamated these scalable ideas from more than 14 states including Himachal Pradesh, Assam, Tamil Nadu, Karnataka, Maharashtra, Uttar Pradesh and the list goes on. Out of 59 participants trained by NABI, 9 were female and 50 were male. Around 50% of participants were graduates; a major chunk of participants were also consisted of Post-graduates, Doctorates and professional degree holders while a smaller number of participants also consisted of participants studied up to 12th standard.

Sincere inputs of the expert team of CCS NIAM Agri-Business Incubator (NABI) has left no stone unturned to bring in the best from the rest Agri-based ideas for mentoring, idea validation, marketing strategy and legal assistance for two Incubation Programmes offered at CCS NIAM i.e. Agripreneurship Orientation Programme (AOP) and Startup Agri-Business Incubation Programme (SABIP). The rigorous training given by team has started showing the results as startups are winning awards and recognition nationally and internationally as well. One such startup named EF Polymer won climate launchpad held at Amsterdam.

CCS NIAM has shaped the execution of both its Incubation Programmes according to the current circumstance by switching to the virtual mode. CCS NIAM through NIAM Agri-Business Incubator (NABI) is handholding and providing integrated incubation support to RKVY-RAFTAAR Agri-Business Incubators (R-ABIs) situated in four states, namely Sri Karan Narendra Agriculture University, Jobner, Rajasthan; National Rice Research Institute, Cuttack, Odisha; Bihar Agricultural University, Sabour, Bhagalpur, Bihar; and Indian Institute of Technology (IIT), Kharagpur, West Bengal.

With zeal to adapt to new means and methods, NIAM Agri-Business Incubator (NABI) is aiming big targets for its incubation support and planning to extend its reach to every corner of the country. Considering our Startups as our strength and their vision, drive and talent can surely help define the future of Indian Agriculture.

**Dr. Ramesh Mittal**  
Director & Chairman  
CCS NIAM, Jaipur

**STARTUP WINDOW**



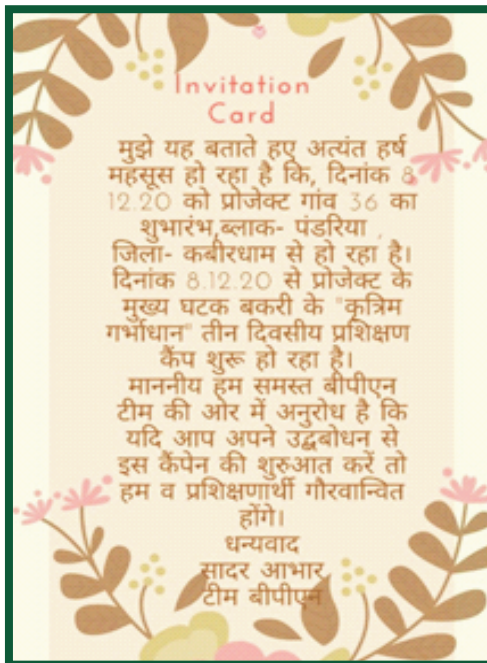
CCS NIAM Agri-Business Incubator (NABI) graduated Startup; SNV Innovations Pvt. Ltd. from SABIP-I cohort, has been selected for the Promising Startups Award 2020 in EMINENT ENGINEERS AWARD 2020 by Institution of Engineers (India), Rajasthan State Center, Jaipur.



Startups incubated and graduated from CCS NIAM Agri-Business Incubator (NABI) have successfully showcased their scalability by delivering achievements in their respective Agri-Business fields. Above given are some examples of their success stories.

## SERVICE LAUNCH: NABI GRADUATED STARTUP

CCS NIAM catered as an online platform launch pad for the official launch of services for NABI incubated Startup, BPN Ago and livestock Pvt. Ltd. is a service and marketing early growth stage Startup Company based at Bilaspur, Chhattisgarh working with animal husbandry and allied agricultural activities. Director-CCS NIAM, Dr. Ramesh Mittal addressed the trainees/attendees of the webinar and provided his inputs with respect the strength, importance and future of Agri-Startups.



## सीसीएस नियाम निदेशक मित्तल ने किया 'प्रोजेक्ट गांव 36' का शुभारंभ

जयपुर। नियाम के निदेशक रमेश मित्तल ने रविवार को 'प्रोजेक्ट गांव 36' का उद्घाटन किया। इस दौरान एनडीडीवी के प्रबंधक विपुल कुमार बीपीएन एग्रो कंपनी के फाउंडर एवं को-फाउंडर प्रियजीत बॉस और कमलेश कुशवाहा भी मौजूद रहे। नियाम के निदेशक एवं चेयरपर्सन डॉ. मित्तल ने कहा कि वे इस प्रोजेक्ट को दिल्ली मंत्रालय में आरकेपवीवाई कमेटी के समक्ष अनुदान के लिए भी प्रस्तुत करेंगे। 'प्रोजेक्ट गांव 36'

छत्तीसगढ़ में ग्रामीण स्वरोजगार और उद्यमशीलता की नई शुरुआत है। इस प्रक्रिया में छत्तीसगढ़ के ग्रामीण नौजवान को प्रशिक्षण देकर एक ब्रांड के रूप में विकसित किया जा रहा है, जो छत्तीसगढ़ के किसानों तक अपनी सेवाएं पहुंचाएंगे। इस प्रोजेक्ट को बीपीएन एग्रो एंड लाइवस्टॉक प्रा. लि. बिलासपुर छत्तीसगढ़ द्वारा संचालित किया जा रहा है, जिसका बीपीएन एग्रो जो सीसीएस नियाम से इन्क्यूबेटर स्टार्टअप है।

**FEATHERS IN THE CAP OF NIAM AGRI-BUSINESS INCUBATOR (NABI)**



On the occasion of 74<sup>th</sup> Independence Day i.e 15<sup>th</sup> August, 2020, Director General, CCS NIAM felicitated the Team of RKVY-RAFTAAR Project, NIAM Agri-Business Incubator (NABI) by awarding a trophy and certificate of appreciation to each team member for their exemplary work in the field of Startups ecosystem and achieving the set goals.

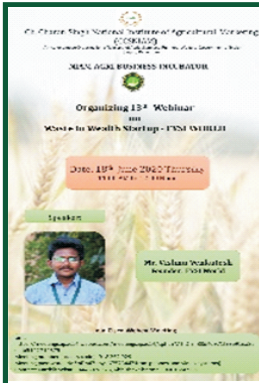
**WEBINAR SERIES FOR ENHANCING THE FIELD OF AGRICULTURAL MARKETING DURING COVID 19**

The webinar series was inaugurated on 30.04.2020 for discussing the major problem faced by the farmers during COVID 19 in the marketing of the Agriculture Produce ranging from fruits & vegetable to grains.



**WEBINAR SERIES FOR ENCOURAGING THE AGRI-STARTUPS DURING COVID 19**

CCS NIAM in collaboration with the Startups graduated from CCS NIAM Agri-Business Incubator (NABI) conducted a webinar series. The subjects for the webinar spanned over different dynamics from Agri-warehousing to App based consultation for veterinary needs.



## KISAN MITR WEBINAR SERIES

CCS NIAM collaborated with Principal Scientific Advisor (PSA) Office on the initiative called Kisan Mitr (Friends of Famers); the objective of this initiative was to bring technologies to farmers/reverse migrants who have moved rural due to the impact of COVID-19. Eminent Agri-experts from all across the country took sessions, held discussion and resolved queries. A total of 45 webinars have been organized till date.

**CCS National Institute of Agricultural Marketing (CCSNIAM)**  
 (An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)  
 Jaipur, Rajasthan

In Partnership with  
**Office of the Principal Scientific Adviser to the Government of India**  
**Organizing a Webinar**

**Theme - Agronomy**

**Integrated Farming System for small and marginal farmers**

**Date: 6<sup>th</sup> August 2020 Thursday**  
**11:00 AM to 12:00 Noon**

Join Cisco Webex Meeting  
 Link: <https://ccsniam.webex.com/ccsniam/j.php?MTID=m3F5ab565ec35bc1f6b556ec22802a8f>  
 Meeting number: 166 958 0878  
 Meeting password: 12345  
 Technical Support: Rabul Sankhala - 9958426706

**CCS National Institute of Agricultural Marketing (CCSNIAM)**  
 (An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)  
 Jaipur, Rajasthan

In Partnership with  
**Office of the Principal Scientific Adviser to the Government of India**  
**Organizing a Webinar**

**Theme - Livestock**

**SILAZO - For increasing milk production**

**Date: 30<sup>th</sup> July 2020 Thursday**  
**11:00 AM to 12:00 Noon**

Join Cisco Webex Meeting  
 Link: <https://ccsniam.webex.com/ccsniam/j.php?MTID=m3F5ab565ec35bc1f6b556ec22802a8f>  
 Meeting number: 166 958 0878  
 Meeting password: 12345  
 Technical Support: Rabul Sankhala - 9958426706

**THEME - AGRICULTURAL TECHNOLOGY FOR MARKETING**

Webinar: KisanMitr | CCS NIAM  
 Principal Scientific Advisor Office  
 Government of India

**SPEAKERS**

- Mr. Akshay Singh Ranawat
- Dr. Prakash Katarickal
- Dr. Shailender Srivastava
- Dr. Amal Kishorekar

Dear KISANMITR,  
 We are pleased to invite you to a series of presentations on Agriculture Technologies by technology developers across the Indian Research Institutes and their incubated start-ups.  
 These have been gathered under an umbrella by the office of the Principal Scientific Adviser. The presentations are being made for the demand members (Industry and Incubators) to evaluate the technologies and for the supply-side members to increase their outreach and learn from their peers.  
 We welcome you to include your network as members freely and be a part of this movement known as "Kisanmitr".  
 In case of any queries, please write to [kisanmitr@indiancafi.in](mailto:kisanmitr@indiancafi.in)

Thanks and Regards,  
 Team KISANMITR

## ONLINE TRAINING PROGRAMME ON "HOW TO CONVERT AN IDEA INTO START-UP"

CCS NIAM Agri-Business Incubator (NABI) organised various webinars on the subject of "How to convert an Idea into Startup" and "Kick-start your Agri-Startups" on a pan-India basis. Webinar sessions were addressed by Startup ecosystem experts, Chairman-RKVY, CCS NIAM, Dr. Ramesh Mittal, Mentors from Team NABI and successful Startups graduated from NABI. The participants were given an opportunity to interact with successful Startups which have graduated from NABI.

**Ch. Charan Singh National Institute of Agricultural Marketing (CCSNIAM)**  
 (An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)  
 Jaipur, Rajasthan

**Center for Innovation, Entrepreneurship & Skill Development**

**On-Line Training Programme on How to convert Ideas into Agri-Startups**

**Date: 23 July 2020 Thursday**  
**02:00 PM to 05:00 PM**

**Speakers:**

- Dr. Ramesh MITTAL**  
 Director, CCS NIAM and Chairperson, Centre for Innovation, Entrepreneurship and Skill Development  
 Topic - About Agri-Startups
- Dr. G.A.K. Kumar**  
 Principal Scientist, National Rice Research Institute  
 Topic - Different Business Models of Agri-Startups
- Mr. Brijdidi Prakash**  
 Co-Founder, JF Polymer Pvt. Ltd.  
 Topic - Agri-Startup (Experience Sharing)
- Dr. Santhosh**  
 CEO, 3Star Labs Pvt. Ltd.  
 Topic - Agri - Startups (Experience Sharing)

**Ch. Charan Singh National Institute of Agricultural Marketing (CCSNIAM)**  
 (An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India)  
 Jaipur, Rajasthan

**CCS NIAM AGRIBUSINESS INCUBATOR**

In association with  
**School of Agri-Business & Rural Management**  
**Rajendra Prasad Central Agricultural University,**  
**Pusa, Samastipur,**  
**Bihar.**

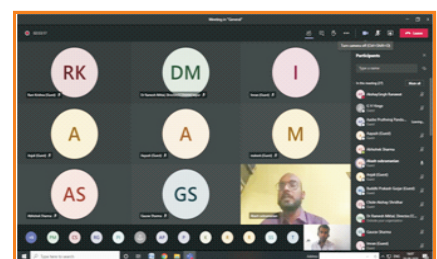
**Organizing a Webinar on Kick Start your Agri Startup**

**Date: 7<sup>th</sup> Aug 2020 Friday**  
**11:00 AM to 12:00 Noon**

**Speaker:**

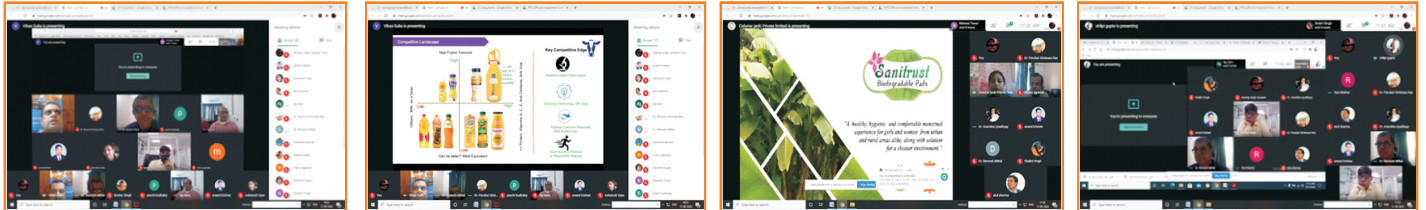
- CA Abhishek Sharma**  
 Manager Finance & ICT, (NABI)

Join Cisco Webex Meeting  
 Link: <https://ccsniam.webex.com/ccsniam/j.php?MTID=m3F5ab565ec35bc1f6b556ec22802a8f>  
 Meeting number: 166 136 7184  
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 Technical Support: Rabul Sankhala - 9958426706



## CIC MEETING FOR PARTNER-RABI

With respect to the recent amendments in operating guidelines of RKVY-RAFTAAR project, CIC of the KP will act as RC for the selection and approval of projects from RABIs i.e. IIT, Kharagpur, Bihar Agriculture University, Bhagalpur, Bihar and National Rice Research Institute, Cuttack. In this regard the members of the CCS NIAM Centre of Excellence Incubation Committee (CIC) met on 30<sup>th</sup> & 31<sup>st</sup> July and on 17<sup>th</sup> September, 2020 for recommending eligible Startups for the RKVY-RAFTAAR Grant-in-Aid.




## LAUNCH OF PROGRAMME FOR 4<sup>th</sup> COHORT

CCS NIAM Agri-Business Incubator (NABI) has launched its 4<sup>th</sup> cohort and the notification for the same has been uploaded on the CCS NIAM's website. The relevant promotional and advertisement activities have also been initiated via different platforms.

## WORKSHOP FOR PARTNER RABIs

As a Knowledge Partner CCS NIAM, NIAM Agri-Business Incubator (NABI) conducted a workshop for all its partner RABIs on 27<sup>th</sup> July, 2020, for the issues and queries related to legal and compliances. The session was taken by Mr. Akshay Singh Ranawat, Legal Executive, NABI, he explained the entire process of MoA execution, dos and don'ts of Incubator while executing any legal documents with the Startups. The session was closed with advisory notes by Mr. Manoj Agrawal, COO-NABI.

NIAM Agri-Business Incubator (NABI) invites applications for "Startup Agri-Business Incubation Programme"



- Startup Incubation
- 2 months residential online programme
- Upto Rs. 25 lakhs Grant-in-aid

CCS NIAM Centre for Innovation, Entrepreneurship & Skill Development launches "Startup Agri-Business Incubation Program" under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR). Startup agri-businesses eager to get integrated incubation support comprising of business mentoring, technical assistance, access to domain experts, marketing and networking support are encouraged to apply.

Each selected startup that has a minimum viable product (MVP) based on innovative solutions/processes/products/services/business models in agriculture and allied sector will be eligible for a maximum limit of Rs. 25 Lakh as grant-in-aid under the scheme subject to final selection by the RKVY-RAFTAAR Selection and Monitoring Committee (RC).

For more details, visit: [www.ccsniam.gov.in](http://www.ccsniam.gov.in)  
 Chief Operating Officer (COO)-NABI  
 Ph: +91 9982411115

Director, CCS NIAM

## OUTREACH PROGRAMME WITH UNIVERSITY OF AGRICULTURAL AND HORTICULTURAL SCIENCES, SHIMOGA, KARNATAKA

Ch. Charan Singh National Institute of Agricultural Markets (CCSNIAM)  
 An Autonomous Organisation of Ministry of Agriculture and Farmers' Welfare, Government of India  
 Bikaner, Rajasthan

CCS NIAM AGRI BUSINESS INCUBATOR  
 In association with  
 University of Agricultural and Horticultural Sciences,  
 Shimoga, Karnataka

Organizing a Webinar  
 on  
**Kick Start your Agri Startup**  
 Date: 16<sup>th</sup> June 2020  
 Tuesday  
 02.30 PM to 05.30 PM

Speakers:

- Mr. Manoj Agrawal, NIAM Agri Business Incubator (NABI)
- Mr. Karthik Sekar, NIAM Agri Business Incubator (NABI)
- Mr. Haneesh Katnawar, Himalayan Hemp Pvt. Ltd.
- Mr. Sanjay Agarwal, Simpatel India (Manufacturing and Logistics) Pvt. Ltd.

Special Address by Director General CCS NIAM, Jaipur

Join Once Webinar Meeting  
 Web: <https://zoom.us/j/92481227127>  
 Meeting number: 92481227127  
 Meeting password: 92481227127  
 Meeting ID: 92481227127  
 Meeting link: <https://www.zoom.us/j/92481227127>  
 Meeting ID: 92481227127  
 Meeting link: <https://www.zoom.us/j/92481227127>

CCS NIAM organized an outreach webinar titled "Kick start Your Agri Start-up" for the students of University of Agricultural & Horticultural Sciences, Shimoga, Karnataka. DG, CCS NIAM and VC, UAHS, Shimoga addressed the attendees of the webinar and COO-RKVY, CCS NIAM; Mr. Manoj Agrawal further carried the session to explain about the journey of Startups. CCS NIAM incubated and graduated two Startups i.e. Himalayan Hemp Pvt. Ltd. and Apana Godam highlighted their journey of running Agri-Startup and its future ahead.

NIAM plans month-long webinars on agri start-ups  
 Dr. Suresh, Mangaluru | Updated on June 27, 2020 | Published on June 18, 2020



The Jaipur-based National Institute of Agricultural Marketing (NIAM) has been hosting daily webinars on agri start-ups in June, according to Dr. Chandra Shekara, Director General of NIAM.

Participating in a webinar organized by NIAM, in association with the Shimoga-based University of Agricultural and Horticultural Sciences (UAHS), on Tuesday, he said NIAM has invited 30 agri start-ups from across the country for daily webinars during June.

**SUBSCRIBER EXCLUSIVE**

NIAM has invited 30 agri start-ups from across the country for daily webinars during June.

The institute hosts one agri start-up in every webinar every day between 11 am and noon.

Starting that NIAM trained 39 members in agri entrepreneurship last year, he said 39 of them got a total funding of around ₹4.6 crore.

Dr. Suresh, Vice-Chancellor of UAHS, Shimoga, said that many people wanted to return to their native following the outbreak of Covid-19 pandemic. He said such programmes will help the ones interested in planning their own agri start-ups.

**Arcaneat sector**

Highlighting the potential for entrepreneurship in arcaneat sector, he said the sector needs around 40,000 skilled people to carry out various operations in the plantations. Seven districts that come under UAHS have around 4 lakh hectares under arcaneat cultivation.

Manoj Agrawal, Chief Operating Officer of NIAM Agri-

## **AGRICULTURE & COMPUTER TECHNOLOGY: AN AMALGAMATION FOR FUTURE AHEAD**

In the era of information technology, where everything is evolving faster than ever. Today it has entered every aspect of human life and we are surrounded by networks through which information flows constantly. It is believed that IT can produce a competitive advantage for the user who implements it. Information technology has been recognized as a powerful tool in a wide range of activities carried out either by organizations or by individuals. Hence Information Technology affects most of the human activities.

Information Technology and Agriculture both were considered incongruous to each other a decade ago, but now the scenario has changed. IT has gone through a substantial technological shift in recent years. Today, information system is being widely incorporated with agriculture. IT always had the potential to increase the quality of farming and farm produce, support the transmission of localized information and services working towards making farming socially, economically and environmentally sustainable, while contributing to the delivery of nutritious and economical food for all. This has led to the rise and development of mobile apps which are helping existing government schemes, and other agriculture-based information to reach farmers in rural India. Agriculture in particular, involving drones, sensors, big data, environmental controls, farm management software, smart packaging and more have all resulted in a huge leap forward into the digital age. This digital change is acting as a game-changer for Indian agricultural conditions.

CCS National Institute of Agriculture Marketing (NIAM), an autonomous organisation under Ministry of Agriculture and Farmers' Welfare is supporting the Rashtriya Krishi Vikas Yojna (RKVY) project of Ministry of Agriculture, which is an important scheme of the Government of India to support Agri-Business Incubation by tapping innovations and technologies for venture creation in agriculture.

CCS NIAM has been aggressively promoting digital and IT technology specially in the field of agriculture marketing. Since last two years, the institute was able to promote many innovative start-ups like mobile application for renting of stubble management machinery and increasing efficiency of the custom hiring centres, online consultancy app for students, interns and farmers to get a common platform for filling knowledge gap and getting agriculture updates, online farm machinery and equipment booking app for timely availability to farmers, digital platform for farm to business and investment in crops, digital platform based on "Soil2Sell" model for farmers on ground assistance and transparent market linkage, fruits, vegetables & grocery through app based platform on E-rickshaw, cloud technology based remote Agri -Veterinary Medicine Mobile App, artificial intelligence platform for pre & post harvesting management and many more. These start-ups are working on to cater the problems like production costs, labour shortages, land management inefficiencies, food waste, and disconnected consumers demanding transparency to the origin of their food. And NIAM is making all its efforts to support RKVY project to promote new start-ups to digital agriculture.

**Mr. Sachin Ukey**  
Business Executive-RKVY  
NIAM Agri-Business Incubator (NABI)



## PROFILE OF COHORT INTRODUCTION TO START UP AGRI-BUSINESS INCUBATION PROGRAMME-COHORT 3



**Suresh S R- Bhoomi Agri Ventures**  
**Business Idea-** Manufacture of Palm Leather, Areca leaf plates  
**Contact:** 9448203888  
suresh@bavbio.in | www.bavbio.in

**Prince Raj- Agri Dhaan Global Pvt. Ltd.**  
**Business Idea-** Fully traceable B2B2C  
service platform for Agricultural Stakeholders  
**Contact:** 7026962696

team@agridhaan.com | b160088@nitsikkim.ac.in | https://agridhaan.com



**Rakesh K R - Catkin Latex Pvt. Ltd.**  
**Business Idea-** Service to rubber farmers for latex processing,  
storage facility and Marketing  
**Contact:** 8971012927 | catkinkudekallu@gmail.com

**Priyjeet Bose- BPN Agro and Livestock Pvt. Ltd.**  
**Business Idea:** Livestock and Agricultural marketing services for  
farmer's from self-sustainable, tech enable dealer network of  
Agrolive business manager.  
**Contact:** 9479268271  
bpnagrolive@gmail.com



**Sandeep Sharma- Paravet India Pvt. Ltd**  
**Business Idea-** Mobile App to  
support the livestock growers  
**Contact:** 8003467457  
sandeep@paravet.net | aquasandeep82@gmail.com

**Raj Kumar Jani- Indigreenz Innovations Pvt. Ltd.**  
**Business Idea-** Umbrella organisation for FPOs, SHGs, and  
CBOs for marketing their  
traditional and gourmet food items and cuisines.  
**Contact:** 9610001131  
raj.indigreenz@gmail.com | www.indigreenz.com





**Ravindra Dekate- BMH Transmotion India Pvt. Ltd**  
**Business Idea-** Foldable Bulk Grain and  
Vegetable Storage Technology  
**Contact:** 7745920004  
ravindradekate@gmail.com

**Tejas D. Agham- Leviathan India (LVTHN137 Pvt. Ltd.)**  
**Business Idea-** Integrated Management  
Platform of Cold Chain Infrastructure for all the stakeholders  
**Contact:** 9552567495  
tejasdagham@gmail.com



**Srishti Batra- Qzense Labs**  
**Business Idea-** Transforming fresh food supply chain with AI. Qzense  
is digitizing quality and fresh food  
quality management using Artificial intelligence and IoT  
**Contact:** 8971609414  
srishti@qzense.com | <http://qzense.com/>

**Richa Gadia- VGrowNeos LLP**  
**Business Idea-** Developing Block chain and QR Based technology  
to track the source of food, especially Honey.  
**Contact:** 9811802814  
richa.gadia@gmail.com | [www.vgrow.org](http://www.vgrow.org)



**Ankita Garg- Precify Erut Lucirga Pvt. Ltd.**  
**Business Idea-** Precise and timely Agri advisory based on real time  
farm data collected via IOT devices  
**Contact:** 9619014971  
ankita.garg@precify.in | [www.precify.in](http://www.precify.in)

**Vijay Gawade- Waterlab Solutions Pvt. Ltd.**  
**Business Idea-** Mobile App for Borewell Monitoring  
**Contact:** 9730255747-  
waterlabindia@gmail.com | [www.waterlabindia.com](http://www.waterlabindia.com)





**Jatin Madhra- Upaaj | Bient Technologies Pvt. Ltd.**  
**Business Idea-** Mobile platform for infrastructural support for protective farming, full-stack agronomy, farming inputs, credit assessment, credit support and market linkage for farmers

**Contact:** 9999901274  
jatin.madhra@live.com

**Pranjal Chetia- Rise East Industries Pvt. Ltd.**  
**Business Idea-** Value addition of Jackfruit, Banana, Pineapple that available in abundance in North East Region

**Contact:** 8861088618  
pranjal.connect@outlook.com



## INTRODUCTION TO NEW COHORT OF AGRIPRENEURSHIP ORIENTATION PROGRAMME-COHORT 3



**Rajeev P Nadig-PrabhatTek Nova**  
**Business Idea-** Tools and equipments design for Agricultural process

**Contact:** 9448149727  
rajeevnadigp@gmail.com

**Mahesh M- Hexiqon Technologies**  
**Business Idea-** Implementation of ROV's and AUV's for Aquaculture Application

**Contact:** 8344094067  
hexiqondirector@gmail.com



**Gaurav Sharma- Dairy MOO**  
**Business Idea-** One stop solution for Dairy Input and Output for providing services like cattle feed, veterinary services and market linkage.

**Contact:** 9465323697  
gauravshr.iabm@gmail.com

**Dr. Santosh B Salunkhe- Bio Agree Cure**  
**Business Idea-** Development of Low cost Portable Indigenous Teliya (Bacterial Blight of Pomegranate) Detection System

**Contact:** 7038203000  
salunkhe.bs@gmail.com





**Viral Tiwari- Nuskha Kitchen**

**Business Idea-** Post partum nutrition and ayurvedic edibles

**Contact:** 9901319231

nuskhakitchen@gmail.com

**Ramesha Rao- MedakaTatvam**

**Business Idea-** Preparing wines form un-conventional fruits. Converting Cocoa Slime, Cocoa Shell, Kokum, Tomato, Herbs, Spices etc. to Wines

**Contact:** 9900938105

unprao@gmail.com



**Savithiri Shiva kumar- Aaranya Biosciences Pvt. Ltd.**

**Business Idea-** Extended delivery of nutrients and water to plants

**Contact:** 9080596908

savithiri.shivakumar@aaranyabiosciences.com

**R.K. Pandey and Shiva - SFED (Sustainable Development of Farm Economy by Digital Disruption)**

**Business Idea-** Technology enabled marketplace focused on establishing market linkages for Farmers, FPC's, Buyers through Rural and Micro Warehousing near the farm-gate.

**Contact:** 08699584110

sfed.india@outlook.com



**Nishant Dubey- Crophunt**

**Business Idea-** F2B Agri-commerce platform, to create technology enabled marketplace focused on establishing market linkages for Farmers, FPC's, Buyers through Rural and Micro Warehousing near the farm-gate.

**Contact:** 8700987701

nishant@crophunt.com

**Nitish Gaurav- GenFlow AI**

**Business Idea-** To create technology enabled marketplace focused on establishing market linkages for Farmers, FPC's, Buyers through Rural and Micro Warehousing near the farm-gate. To digitize livestock farmers through tele-health consultation, marketplace link for farmers & online trading platform for buy & sell commodities.

**Contact:** 9990213296

business@genflowai.com





**Mallikarjun Prasad- SAAS software solutions**  
**Business Idea-** Bringing Producers (Farmers) and consumers under one umbrella by providing the best value to both producers and consumers by removing the middle men commission  
**Contact:** 9611469469  
 mallikarjunprasad.1977@gmail.com



**Rahul Manohar Khairnar- Cowstrum Nutritech LLP**  
**Business Idea-** Collection and production of colostrum powder and tablets from innovative freeze drying technology  
**Contact:** 9960911191  
 cowstrum@gmail.com



**Girendra Pal Singh- Ecofibres**  
**Business Idea-**To convert underutilised agricultural biomass into an industrial product to increase the income of farmers and to stop stubble burning problem.  
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 singhgirendra2000@gmail.com

**GRANT RECEIVED FOR SECOND COHORT OF AGRI START UPS**

14 Startups - 1.50 Crore Grant-in-Aid (including AOP (IDEA STAGE) + SABIP (SEED STAGE))

Out of the 23 Startups were incubated at CCS NIAM Agri-Business Incubator (NABI) under Pre-seed stage and Seed Stage, 14 Startups (6 SABIP & 8 AOP) were recommended in the RC Meeting with a funding of Rs. 1.50 Crores in cumulative. The RC meeting took place at Pusa Campus, Delhi on 4<sup>th</sup> March, 2020 and was held under the chairpersonship of Joint Secretary, MoA & FW, Smt.Chhavi Jha with other designated committee members.

**CONSTRUCTION OF INCUBATION BUILDING**



Construction of the Incubation building dedicated to cater to the needs of Agri-Startups incubated at CCS NIAM Agri-Business Incubator (NABI) has been started. The incubation building is designed to accommodate a seating arrangement for Project In-charge (PI) of the RKVY Project with the Team members of the RKVY-Project and a workspace for the Agri-Startups incubated under Incubation Programmes offered at NIAM Agri-Business Incubator (NABI).

## JOURNEY FROM WANNAPRENEURS TO ENTREPRENEURS

You might have read stories of successful founders from 20s decade that how much backlash they faced from family and society when they decided to startup. But no longer is starting-up a taboo in the society and in-fact it has reached to a level where it is considered quite fancy to start-up even without a concrete roadmap and vision. The later category is generally called as 'Wannapreneurs'. While 'Wannapreneurs' are a very important part of the ecosystem but it is important to understand the journey of becoming entrepreneur from 'Wannapreneurs.' Following are the steps to follow and to give-up the tag of a 'Wannapreneurs' and becoming an entrepreneur:

- **Intent of Starting-up:** Most of the 'Wannapreneurs' I have met, wanted to startup as it would make them famous. After reading stories of a few successful start-ups they get inspired and choose to travel on the road less travelled.
- **While it is good to get motivation but the objective of starting-up should be crystal clear to founder.** A start-up starts with identifying a problem around which a solution and later a business model is developed.
- **Website and App Development:** Another set of 'Wannapreneurs' develops a website along with a mobile app as the first step to start-up and start calling themselves a start-up. Generally, these set of 'Wannapreneurs' are also not clear in their objective of starting-up and lacks the vision.
- **Funding:** Most of the 'Wannapreneurs' falls under this category where the whole and sole objective of starting-up is to raise big rounds of funding from investors. These wannapreneurs wants to become millionaires instantly and consider external investment a shortcut to this.
- **External investment in a startup generally happens once it has a proven product-market fit.** Raising external investment is not easy and takes a dedicated team with a vision.
- **Copycat:** Remember the number of hyper-local start-ups which were there a few years back. Most of these start-ups were just a copy of each others' product/services. While these startup founders exactly don't fall under 'wannapreneur' category but they lack vision, intent to innovate and differentiate.

To sum it, Wannapreneurs are a very important part of the ecosystem. While, typically they lack vision and innovation however with the help of experienced mentors, coach and support system they can be moulded into sustainable and scalable ventures.

**Mr. Nitin Lahoti**  
Manager-Innovation-RKVY  
NIAM Agri-Business Incubator (NABI)



**Shri. P. K. Swain**  
*Director General, CCS NIAM &  
Joint Secretary-Agricultural Marketing  
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