



# NABI

# पत्रिका

Half Yearly Newsletter (October 2020 to March 2021)

Volume:4



## Chaudhary Charan Singh National Institute of Agricultural Marketing

**A Government of India autonomous organization under  
Ministry of Agriculture and Farmers' Welfare**

In the era of technological advancements Indian agricultural sector is looking to explore Agri-revolutionaries with large potential of entrepreneurship and innovation. CCS NIAM as a national level organisation is a front runner in this direction with execution of RKVY-RAFTAAR Scheme. RKVY-RAFTAAR Scheme is one of the initiatives of the Ministry of Agriculture and Farmers' Welfare, Government of India which caters to the needs of the Agri-innovators of the country by fulfilling every possible requirement an idea needs to grow into a business.



NIAM Agri-Business Incubator (NABI) has incubated 115 startups in the last 2 years of incubation and has conducted 4 cohorts in each type of programme i.e. 4 batches of AOP and SABIP. 51 startup ideas (31 seed stage and 23 pre-seed stage) have been supported with grant-in-aid of Rs. 5.31 Crore from Ministry of Agriculture and Farmers' Welfare. NABI has successfully disbursed fund amounting to Rs. 175.40 lakhs to the recommended startups by executing Memorandum of Agreement (MoA) with all the recommended startups and rest are in process. Startups and Agripreneurs graduated from CCS NIAM are not just successful business owners but are the upcoming coming game changers of agri-innovation regime of Indian startups ecosystem. These agripreneurs and startups are the strength and pride of NIAM Agri-Business Incubator (NABI) and they pledge to serve the agricultural economy of the country by fulfilling their business milestone set by them under the guidance of CCS NIAM.

My heartiest congratulations to NIAM Agri-Business Incubator (NABI) and partner R-ABIs for bringing the change in the Agri-startup ecosystem of the country.

**Shri. P.K.Swain**  
**Additional Secretary-Agricultural Marketing,**  
**MoA & FW and Director General, CCS NIAM, Jaipur**

# HIGHLIGHTS

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## DIRECTOR'S MESSAGE

Matching with the pace of ever changing Startup ecosystem, NIAM Agri-Business Incubator (NABI) in the last two years of its operation has incubated some revolutionary startups under its wings. With 4 cohort of each programme i.e. Agripreneurship Orientation Programme (AOP) and Startup Agri-Business Incubation Programme (SABIP), 115 startups have already graduated from NABI. RKVY-RAFTAAR scheme is one of the front-runners in the country when it comes to bringing technology and innovation in the field of Agriculture, supported by Ministry of Agriculture and Farmers' Welfare, Government of India. The scheme aims to highlight the Startup ecosystem and give platform to the Agri-innovators to bring out their innovations for the aid and support of Agri-stakeholders.



NABI extends hand-holding support to four Partner R-ABIs spread across the country including Sri Karan Narendra Agriculture University (SKNU), Jobner, Rajasthan, Bihar Agricultural University (BAU), Sabour, Bhagalpur, Bihar, National Rice Research Institute (NRRI), Cuttack, Odisha and IIT, Kharagpur, West Bengal.

Adhering to the current situation where the entire world is succumbed to the despair of the pandemic, NIAM Agri-Business Incubator (NABI) serves a platform to the agri-innovators all across the country. The platform offers help to these startups in finance and legal advisory, innovation management techniques, marketing strategies to further explore the business ecosystem. NABI offers a one stop shop for every need of an agri-startup and prepares startups for market competition and expanding further. Startups and agripreneurs are exposed to various ecosystem partners including FICCI, NABARD, NCML, REEDS and many more.

My gratitude to Ministry of Agriculture and Farmers' Welfare, Government of India for supporting entrepreneurship and promoting innovation in Indian Agri-Startup ecosystem. My wishes to NIAM Agri-Business Incubator (NABI) and partner R-ABIs for nurturing the future of Indian agriculture.

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

Social Media Glimpse Footprint of Startups of CCS NIAM and Partner R-ABIs



You Retweeted  
 Rahul Singh | राहुल सिंह @rsin... - 25 Sep  
 Tried these amazing #cookies by @bewustfoods, an upcoming #food #startup venture based in Malviya Nagar #Jaipur #rajasthan! Refreshing, tasty, healthy and filling. A must try for people craving for some hatke flavors. Big thumps up to @tanu\_tweeting & team! #entrepreneurship



Startup Grind Jaipur and 9 others

2 3 11

Startup India @startupindia - 18h  
 Startup India,DPIIT recognizes Aloe E-Cell as the Winner for 'Energy' in the category 'Clean Energy'. They have created the worlds first 100% eco-friendly and non-hazardous 1.5V AA batteries.This can lead to a 71.6% reduction in environmental pollution. #NationalStartupAwards2020



DPIIT India and 4 others

1 11 39

## Valedictory Programme of the 3rd Cohort of Pre-Seed and Seed Startups

CCS NIAM Agri-Business Incubator (NABI) successfully completed online incubation Programme for the third cohort of AOP and SABIP Startups with a valedictory ceremony on 27.11.2020 via online platform. Additional Secretary MoA & FW& Director General, CCS NIAM, Shri P.K. Swain, delivered the Keynote Address for the attendees of the ceremony and Special address was given by Mr. Avijit Saha, Senior General Manager and Business Head ICICI Bank, Mr. Subhadeep Sanyal, Partner at Omnivore and Mr. Srinivas Ramanujam, CEO of Villgro. The ceremony was also graced with the virtual presence of Sh. K. L. Meena, Principal Secretary to Government, Agriculture and Horticulture Department, Rajasthan and Dr. Saurabh Garg, Principal Secretary to Government, Department of Agriculture and Farmers' Welfare, Odhisha, who were the Guest of Honour. All the 34 Startups briefed about their profile and certificate of successfully completion was awarded to the incubatees for completing the Programme.

जयपुर, शनिवार 28 नवंबर, 2020 | 11

### राष्ट्रीय कृषि विपणन संस्थान का इन्क्यूबेशन कार्यक्रम सम्पन्न

जयपुर। आरकेवीवाई एस्तार स्कीम के तहत राष्ट्रीय कृषि विपणन संस्थान (एनआईएएम) में चल रहा ऑनलाइन इन्क्यूबेशन कार्यक्रम शुक्रवार को सम्पन्न हो गया। एनआईएएम एग्री बिजनेस इन्क्यूबेटर (नाबी) ने पिछले सत्र में 40 एग्री स्टार्टअप्स को मंत्रालय से 4.5 करोड़ रुपए का अनुदान दिलवाया था। टीम नाबी ने इस सत्र के 2 बैच एग्री-प्रेन्योरशिप ऑरिएंटेशन प्रोग्राम-3 और स्टार्टअप एग्री-बिजनेस इन्क्यूबेशन प्रोग्राम-3 का विदाई समारोह ऑनलाइन आयोजित किया। विदाई समारोह में मंत्रालय के संयुक्त सचिव



एवं एनआईएएम के महानिदेशक पी.के. स्वेन, निदेशक व चेयरमैन डॉ. रमेश मित्तल, आईसीआईसीआई बैंक के वरिष्ठ महाप्रबंधक और व्यापार प्रमुख अविजित सहा, ओमनीवोर के सहभागी सुभदीप सान्याल, विलग्रो के मुख्य कार्यपालक अधिकारी श्रीनिवास रामानुजम, आरकेवीवाई के कार्यकारी अधिकारी मनोज अग्रवाल के अलावा एनआईएएम कर्मचारी व अधिकारी उपस्थित थे।

**Recording has started.** This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. [Privacy](#) [Dismiss](#)

**People** ×

Currently in this meeting (36)

- MK Mahesh Kadam (Guest)
- AK Adnan Ali Khan
- AR AkshaySingh Ranawat
- AS Anil Sawant
- A ashutosh (Guest)
- CN CCS NIAM Organizer
- CJ Chudambar Joshi
- DM Dr. Ramesh Mittal, Director,CC
- DS Dr. S.R. Singh, Dy. Director (Gu
- AM Dr. Shuchi Mathur, Assistant Di
- Dr.SREEVIDYA V (Guest)

## Launch of Programme for 4th Cohort

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



**Startup Incubation**      **7 months incubation/seed program**      **Upto Rs. 25 Lakh Grant-in-aid**

CCS NIAM Centre for Innovation, Entrepreneurship & Skill Development launches "Startup Agri-Business Incubation Program" under Rashtriya Krishi Vikas Yojana - Remunerative Approach 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 (SC).

For more details, visit: [www.ccsniam.gov.in](http://www.ccsniam.gov.in)  
 Chief Operating Officer (CCO)-NABI  
 Ph: +91 9824211115

Source: CCS NIAM

CCS NIAM Agri-Business Incubator (NABI) has launched its 4th 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.

## E-workshop on Startup Opportunities & Emerging Trends in Agriculture Domain



**Under National Agricultural Higher Education Project**

**Three Days E-Workshop on Startup Opportunities & Emerging Trends in Agriculture Domain**

22<sup>nd</sup> to 24<sup>th</sup> December, 2020, 11:00 AM to 03:00 PM

For students of Rajmata Vijayaraje Scindia Krishi Vishwas Vidyalaya

**Course Content**

- Scope and Opportunities
- Startup India Scheme
- Government Initiatives
- Finance Options
- Marketing Strategies
- Successful Startups

Conducted By: Virtuality India      Organized By: RVSKV, Gwalior

Dr. V.P. Singh, Dr. Manoj K. Yadav, Dr. V.K. Singh, Dr. Anil K. Mishra, Dr. Anand Agarwal

Register yourself @ [www.virtuality.org.in/startup.html](http://www.virtuality.org.in/startup.html)



**Our Speaker for Inaugural Session**

**Mr. Nitin Lahoti**  
 (Manager Innovation Management)  
 Choudhary Charan Singh  
 National Institute of Agricultural Marketing, Jaipur

**Three Days E-Workshop on Startup Opportunities & Emerging Trends in Agriculture Domain**

22<sup>nd</sup> to 24<sup>th</sup> December, 2020

Organized By  
 RVSKV, Gwalior & Virtuality India

On 22nd December, 2020 Mr. Nitin Lahoti-Manager, Innovation, NABI addressed the participants of the inaugural session of the "E-workshop on Startup Opportunities & Emerging Trends in Agriculture Domain" organised by Rajmata Vijayaraje Scindia Krishi Vishwas Vidyalaya, Gwalior in collaboration with Virtuality India. He spoke on the subject of Startups and various facets an Agri-Startup could take to build to itself as an Agri-Business for future.

## Review Meeting for Partner RABIs

As a Knowledge Partner CCS NIAM, NIAM Agri-Business Incubator (NABI) conducted a review meeting for all the partner RABIs on 22nd December, 2020 for Bihar Agriculture University, Bhagalpur, Bihar and National Rice Research Institute, Cuttack. And on 24th December, 2020 for Sri Karan Narendra Agriculture University, Jobner, Rajasthan and Indian Institute of Technology (IIT), Kharagpur, West Bengal. All the R-ABIs made presentations with respect to the progress and development made in the execution of the RKVY Project.



## CIC Meeting for 3rd Cohort of AOP & SABIP Incubatees

On 25.12.2020 CCS NIAM Agri-Business Incubator (NABI) organised CIC meeting for the Incubatees of the 3rd Cohort of the Agripreneurs and Startups incubated under AOP & SABIP-III respectively. The meeting was headed by the Additional Secretary & Director General, CCS NIAM, Sh. P.K. Swain and other 8 committee members also attended the Meeting for the evaluation of the incubatees. Total 34

Startups & Agripreneurs made presentation before the Committee. The occasion also marked the launch of the NABI Patrika which is the half yearly newsletter of the NABI.



## Launch of 3rd Edition of Half-Yearly Newsletter: NABI Patrika

CCS NIAM Agri-Business Incubator (NABI) marked the launch of NABI Patrika i.e. its 3rd edition of half yearly newsletter on 25.12.2020. The newsletter showcases the growth and development made by NIAM Agri-Business Incubator (NABI) in last six month with the success milestones achieved by the NABI in the Agri-Startup ecosystem. The newsletter was launched by

the Additional Secretary & Director General, CCS NIAM, Sh. P.K. Swain in the presence of other CIC Members including Director-CCS NIAM, Dr. Ramesh Mittal, COO-RKVY, Mr. Manoj Agrawal with other Members, on the occasion of the CIC Meeting of the Agripreneurs and Startups of 3rd Cohort.

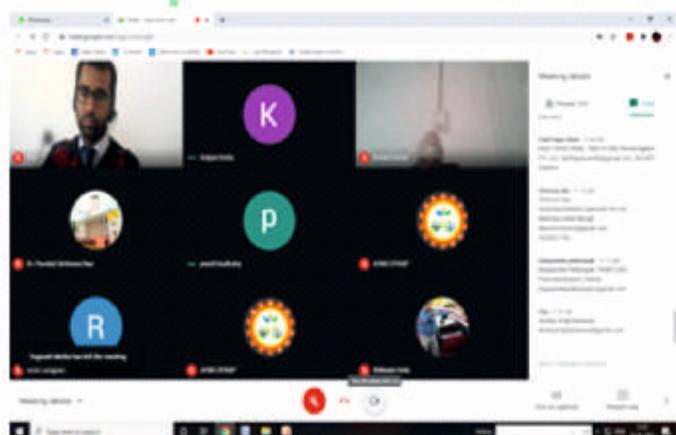
**आपकी तकरीबें - समाज, धर्म, वारस, एकोसिस्टम, प्रॉक्टर, कमीटर, इंजीनियर, मर्जर, पुलिस, शिक्षक, टैम्बर और कॉमर्स**

### स्टार्टअप्स ने एआई बेस्ड आइडिया पेश किए



जयपुर। राष्ट्रीय कृषि विपणन संस्थान की ओर से स्टार्टअप्स को 2 माह की ट्रेनिंग दी गई। इसके सब्सिडीयरी कमेटी की मीटिंग का अनावरण आयोजन किया। इसमें 34 प्रतिभागियों ने प्रेजेंटेशन दिया। इसमें स्टार्टअप्स ने एआई के साथ लज्जत खाद्य आपूर्ति को बेहतरीन मूल्यांकन करके, फसल सेक्टर, एग्रीकल्चर लीक प्रोटेक्ट का निर्माण, बेरोजगार मॉनिटरिंग के लिए मोबाइल एप, अनुसूचित कृषि सलाहकार के लिए आईओटी डिवाइस के आइडियाज पेश किए। इस दौरान आरबीसीआई टीम ने 6 माह के न्यूज लेटर का प्रकाशन भी जारी किया। इस दौरान संस्थान के महानिदेशक एवं कृषि मंत्रालय के सचिव सचिव पीके स्वैन, निदेशक डॉ. रमेश मिश्र, कार्यकारी अधिकारी मनोज अग्रवाल, शिक्षकों के प्रधान अनुसूत शर्मा, पंत कृषि भवन के उप निदेशक केसर सिंह, राठी के उप निदेशक रणवीर सिंह, डीएससी एंड एक्स्टेंसन्स के निदेशक आनंद कृष्णन और आरबीसीएक के उपाध्यक्ष रवि माधु मौजूद रहे।

## Online webinar on IPR Laws and its relevance for Startups



### Online webinar on IPR Laws and its relevance for Startups

On 25th January, 2021, Agri-Food Business Incubation Centre, IIT Kharagpur organised an online webinar on the subject of Intellectual Property Law and its relevance for Startups, Legal Executive, NABI, Mr. Akshay Singh Ranawat took the session and discussed various modalities related to the subject. Manger- Communication and ICT, Mr. Abhishek Sharma also addressed the participants and discussed about the RKVY-RAFTAAR Project in short. The webinar was attended by 36 participants and questions and queries related to the subject of concern were also raised and discussed.

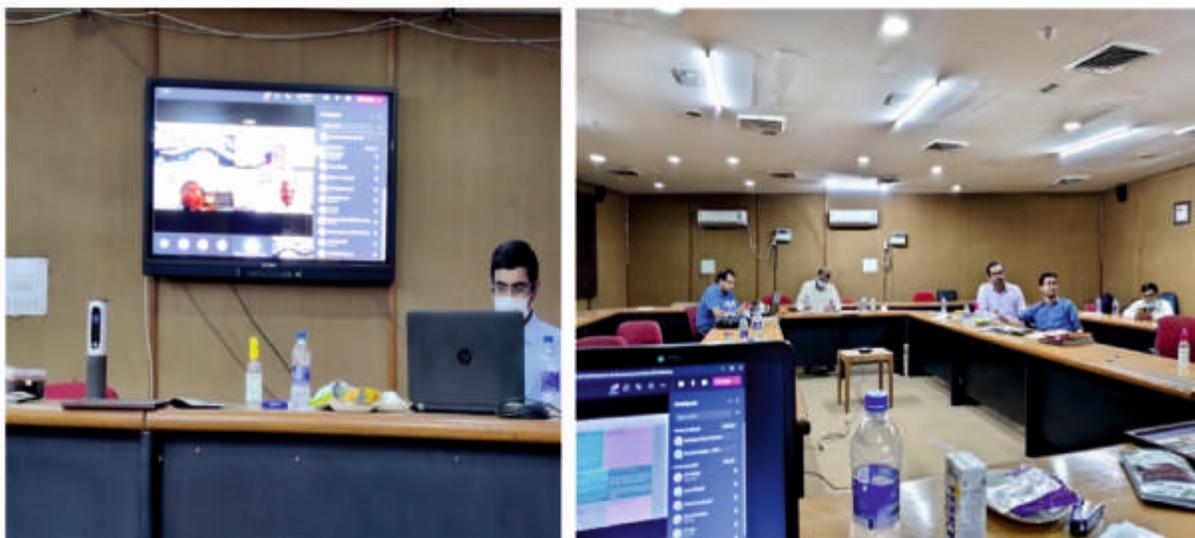
### Inauguration Ceremony Of 4th Cohort Of SABIP & AOP

CCS NIAM Agri-Business Incubator (NABI) organised a formal inaugural ceremony on 1st February, 2021 for the 4th cohort of Startup Agri-Business Incubator Programme (SABIP) and Agripreneurship Orientation Programme (AOP) via online platform. The ceremony was attended by CCS NIAM officers, faculty and Team NABI. Director-CCS NIAM, Dr. Ramesh Mittal addressed the selected 10 Startups and 12 Agripreneurs for the Programmes and delivered special address highlighting the nuances about an entrepreneur's journey.



*Inaugural ceremony for 4<sup>th</sup> Cohort of SABIP and AOP*

## RC Meeting for the 3rd cohort of SABIP & AOP



For the evaluation of Agri-Startups of 3rd cohort of SABIP and AOP incubatees, RKVY-RAFTAAR Selection & Monitoring Committee (RC) met on 03.03.2021 via online platform. The RC Meeting was organised under the Chairpersonship of Ms. Chhavi Jha, Joint Secretary, RKVY with other RC Members to further recommend the Startups for final grant-in-aid support. The committee made recommendations, remarks and suggestions to the business ideas of the Startups.

## OUTREACH AT NABARD



On 19th March, 2021, Director, CCS NIAM, Dr. Ramesh Mittal, visited NABARD, Jaipur office to apprise and inform the officials of NABARD, Jaipur. Dr. Mittal made a presentation highlighting all the major activities conducted at the CCS NIAM Agri-Business Incubator (NABI) and the execution of RKVY-RAFTAAR Project, wherein CCS NIAM is the Knowledge Partner to four other national level Institutes including IIT, Kharagpur, NRRI, Cuttack, SKN, Jober and BAU, Bihar. He discussed about the training, handholding to Partner RABIs, funding support to the recommended Startups and other tasks undertaken by NABI for execution of the scheme at the Incubator level. The office of NABARD appreciated and felicitated Dr. Ramesh Mittal for the achievements gained under his leadership and guidance at the CCS NIAM.

## INVESTORS' MEET



CCS NIAM Agri-Business Incubator (NABI) organized an investor's meet on 10.03.2021 via online platform for the participants of Startup Agri-Business Incubation Programme-III&IV. Representatives from various investing agencies including Villgro Innovation Foundation, Rajasthan Venture Capital Fund (RVCF), Morarka Foundation, Anjur Capital, Rural Economic and Educational Development society-REEDS participated in the meet. The incubatees of NABI presented their ideas before the investors and highlighted the scalability of their business. The investors raised questions and queries to the Startups and with respect to the business models they were interested in and also expressed their willingness to extend support to the startups.

## CIC Meeting for the 4th Cohort of SABIP & AOP



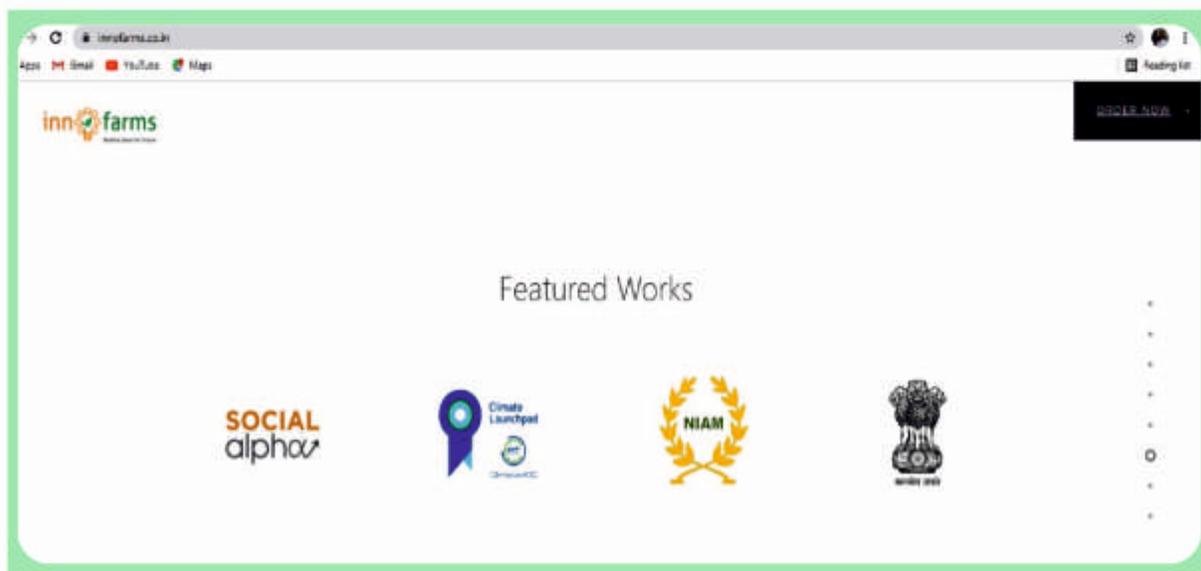
On 25.03.2021, CCS NIAM Agri-Business Incubator (NABI) organised CIC meeting for the Incubatees of the 4th Cohort of the Agripreneurs and Startups incubated under AOP & SABIOP-IV respectively. The meeting was headed by the Add. Secretary & Director General, CCS NIAM, Sh. P.K. Swain and other 8 committee members also attended the Meeting for the evaluation of the incubatees. Total 12 Startups & 10 Agripreneurs made presentation before the Committee and showcased the growth they have achieved in the past 2 months of Incubation Support from NIAM Agri-Business incubator (NABI). The committee evaluated the Agripreneurs and Startups for recommending grant-in-aid up to Rs. 5.00 Lakhs and up to Rs. 25.00 Lakhs respectively. Recommendations, remarks, suggestions were given by the CIC meeting members to the all the Startups and Agripreneurs

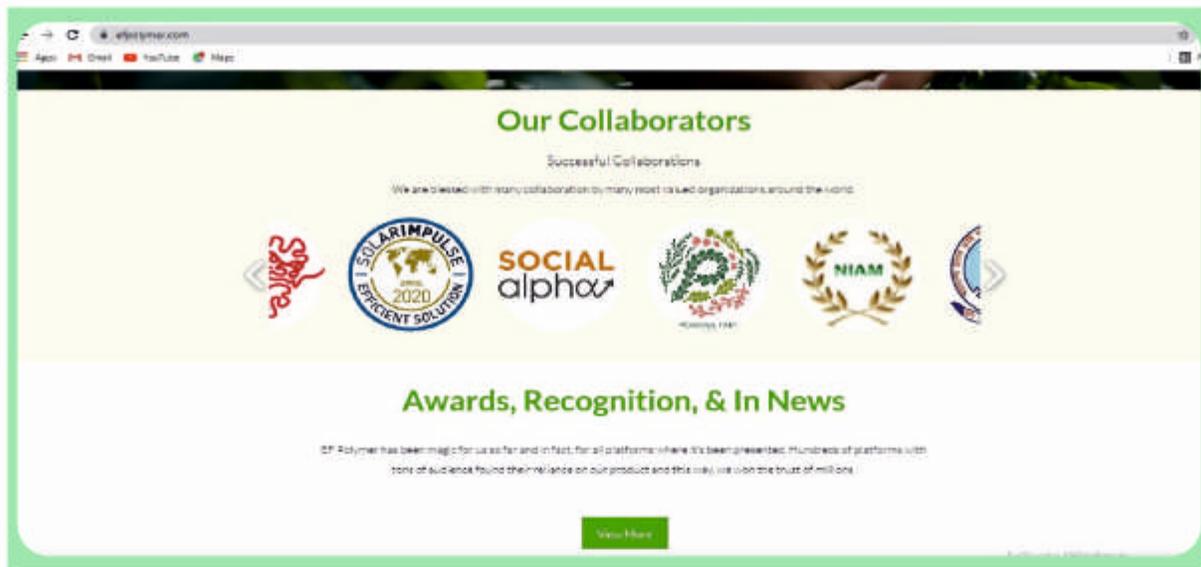
## Valedictory Ceremony



CCS NIAM Agri-Business Incubator (NABI) successfully completed online incubation Programme for the fourth cohort of AOP and SABIP Startups with a valedictory ceremony on 26.03.2021 via online platform. Director General, CCS NIAM, Shri P.K. Swain, delivered the welcome address for the attendees of the ceremony and motivated the Startups. Further, Director-CCS NIAM, Dr. Ramesh Mittal delivered the keynote address to the participants of 4th Cohort and inspired the Startups to keep their heads high on their entrepreneurial journey. The Startups shared their journey with CCS NIAM and complimented the entire Team NABI for their continuous efforts in making the two months Incubation Training programme a success. The ceremony was attended by the officials of the CCS NIAM and the entire Team NABI. All the 22 Startups were awarded with certificate of successful completion of the Programme and the ceremony ended with Vote of thanks.

## Acknowledging The Efforts of NABI





## KNOWLEDGE CORNER

## Gig Economy: The New Economy

A gig economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. The term "gig" is a slang word for a job that lasts a specified period of time.

Gig economy the concept in itself attracts a multi-fold meaning, society views gig economy both in good as well as in bad light. For some, gig economy serves as an opportunity to work and is the only source of livelihood whereas for some it is nothing but a temporary means of fighting the difficulties of life. Operating

on the concept of bringing the best to one's disposal for work, is what gig economy has to offer. By skipping the conventional method of hiring and working, gig economy alerts the society on how "minute to minute" is the new permanent course of working and how "need basis" is the new requirement of the employers.

Factors such as economic exclusion, intermediation & skill and capacity development also plays a major role in substantiating how gig economy will be turning out in the coming time. Digital labour platforms can also afford individuals who have been made redundant at a mature stage of their career. In such an economy the work culture do

no confirm if the job/work offered to an employee will be of any specific direction i.e. if any worker has some specific experience or expertise in a certain skill, it is not necessary in gig economy that the worker would get the work of his/her genre. Gig economy has tried erasing the very idea of "qualified workmanship" by adapting to who can do this in cost and time effective manner. There have also been several examples of gig economy wherein there has been economic exclusions based on race, country and even gender, such instances not only confirms that the gig economy is unreliable but also biased. The entire fuss about no boundaries and one globe one platform is nothing but a facade created by the propagators and driving engines of gig economy. The masquerade run by the intermediaries in the name of digital worker



platforms drives this entire gig economy to quench the financial thirst of corporate monsters and business houses. Intermediaries in this entire scenario take advantage of their geographic location and positioning in the value chain to mediate between buyers and sellers potentially contributing to global inequalities.

Simply by disconnecting the link between the client and the worker, digital labour platforms hinders the skill development opportunities of the digital workers. It has also been noticed in various interviews and research conducted with the digital workers that it has become a practice for the clients to withhold information about their business. A lot of digital platform workers feel that they are blindsided by their clients with respect to the direction in which their hard work is channelized, therefore causing capability disparities. Sometimes in the context of skill and capability development, it is worth noting that many digital workers performed low-skill tasks that did not correspond with their existing skill set, professional experience and expertise.

**Akshay Singh Ranawat**  
Legal Executive-RKVY

## Introduction To Cohort of SABIP-4



**Kajal Satapathy Vaibhav Velumuri**

Business Idea: eB2B platform that intends to play a catalytic role in eliminating the prevalent trust deficit between buyers and sellers in the spice trade, thereby enabling a seamless business experience for all the players in the ecosystem.

+91 83288 92808, 99087 15958

kajal.satapathy@relentlessl.in



**Sanvali Kaushik**

Business Idea: Multi-direction Marketplace with real time integrated services User App and CRM

+91 85275 10099

sanvali.kaushik@varibute.com



**Tukaram Sonawane**

Business Idea: An innovative vehicle for all kind of intercultural operations

+91 80873 23146

vaibhav@relentlessl.in



**Lalbiakzuala Ralte**

Business Idea: Manufacturing of arecanut processing machine

+91 94361 97191

raltebz@gmail.com



**S. Mohammed Jaleel**

Business Idea: "Arockiallai" aims to support human intelligence with machine intelligence for early and effective detection of infections in cotton leaves to decrease the burden and to increase the income of the farmer community.

+91 95009 02886

smjmartproducts@gmail.com



**Raunak**

Business Idea: Plant-based dairy company with an aim to revolutionize the way people are consuming dairy.

+91 93282 22223

info@betadairy.com

## Introduction To Cohort of SABIP-4



**Chidambar Joshi**

Business Idea: Culturing /cultivating medicinal mushroom Cordycep Militaris and developing value added health supplement products.

+91 98450 61149  
joshi@nisargadhaatu.com

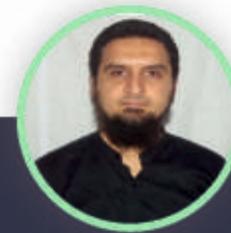


**Rizwana Syed**

Business Idea: Unique Immunity Boosting Probiotic Vegetarian Drinks and Snacks.

+91(80) 4126 7502,  
+91 80951 99786,  
+91 95380 26388

rizwana@kaizatech.com



**Adnan Ali Khan**

Business Idea: Value addition, branding and marketing of premium Kashmiri products like apple, walnut, almond, honey, saffron, kahwa, masala tiki wer, lavender oil, apple jam, dry apple and shirmal.

+91 77808 69532  
adnanalikhan26@gmail.com



**Vimal Panjwani**

Business Model: Platform to provide renewable energy products to reduce consumption of non-renewable energy sources in Agriculture.

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+91 96070 80008  
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**Venkateswara Rao Mannem**

Business Idea : Facilitating the organized farmers in communicating with the potential buyers in their own language and to sell their produce directly to the consumers of different states , circumventing the intermediaries.

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**Anil Sawant**

Business Idea: Automated electrostatic spraying Machine for orchard crops

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## Introduction To Cohort of AOP-4



**Rajendra Ganapathi Mavinkurve**

Business Idea: Production of Bioagents for Areca Husk Decomposition to create Waste to Wealth Products.

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**Vikrant Kadian**

Building Quality Assessment tools in the Agri space

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**Ms. Afroza Shaik**

Business Idea :Voice command robot to help farmers in farming

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**Naveen Hiremath**

Business Model: Developing Plant Extracts based Nano-Biopesticides

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**Kushagra Singh**

Business Idea: Organic Waste to Wealth using black soldier fly

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## Introduction To Cohort of AOP-4



### **Narendra Kumar B**

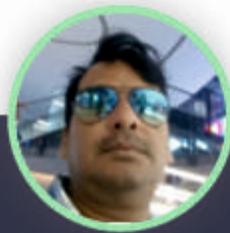
Business Idea: Conversion from weed (Lantana camera) to value added products wealth

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### **Himadri Selkhar Mondal**

Idea of the Business: Our initiative will help to enhance the organic farming in cities. Small room space to medium and big plots will be utilized for farming. Technological improvisation and intervention as a form of embedded system will help to monitor and analyze the growth of aspects. Also there will be technical guidance will be provided towards the consumers.

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### **Janaki Ballav Mahapatra**

Business Idea: Engage the rural youths as farm Associates by utilizing their their unused land for farming based on an assured earning /incentive unit.

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## Startup Business Plan: How To Write A Business Plan For Your Startup

Executing an idea right is more important than the idea itself. Ask any successful business person. They will tell you the same. Having a plan increases the success rate of the startup. In the business world, the plan is referred to as a Business Plan.

### What Is A Business Plan?

A business plan is a document that describes in detail the approach you are going to have to make your business successful. It puts forward a written roadmap for the company from various viewpoints like marketing, financial, and operational. In general, a business plan tells:

- What you plan to do
- How you plan to do it
- Everything in between the above two points

### Why a Business Plan is Important?

- It makes it easy to track your progress. And if things are not on track, adjust and implement.
- A formally written business plan increases your chances of success by 16%.
- A business plan makes it easier for a startup to raise capital.
- Startups with business plans also see higher growth rates compared to startups without a plan.

### A typical business plan consists of the following elements:

- Executive summary
- Company information
- Market research
- Product/ services description
- Management and operational description
- Marketing and sales plan
- Financial description

### How to write a Business Plan for your Startup

Following are the important points you must incorporate in your business plan:

1. Start with a clear objective in mind

Before starting to write your company's description, have a clear idea of what you are going to do. Start with writing about your company, its plans on approaching the market, sector your company will cater to, how your products and services are the best fit for the industry.

Just be precise and reasonable in your approach. Be clear about the operations of your company. Whether you'll operate online or have a physical store, or will follow the phygital (physical+ digital) approach, be precise.

## 2. Decide Your Target Market

Business becomes easy to do if you know your target market and customer. You may think the opposite, but your business isn't for everyone. So, from the very start, make sure you know very small detail about your target customer. For Example: If you are about to sell a product 'X', you should know what kind of people will buy it, their location, income level, age, gender, etc.

## 3. Competitor Analysis and what's sets you apart

Competitor analysis helps you understand your startup's position in the marketplace in comparison to your competition. This step involves analyzing the direct and indirect competitors in the market and a startup needs to check its own strengths and weaknesses and also to see how the startup will compete against the existing players. The startup may note-down the startup advantages a startup has against the competitors and how your startup is different from the crowd.

## 4. Financial Management

Your company can grow as long as it can keep up with its finances. Investors don't hesitate to back entrepreneurs who are well versed with money. So, you need to have all your financial numbers in order when you're writing a business plan. If you lack the financial planning skills, start with basic things like:

- Equipment costs
- Property (buying or leasing)
- Legal fees
- Marketing cost
- Payroll
- Insurance
- Inventory

Try to be accurate and if you are unclear about expenses, estimate higher. Estimating a bit higher will provide you with a margin of safety.

## 5. Financial Projections and Goals

In simple terms, a financial projection is a forecast/projection of future revenues and expenses. Financial projections are a must to incorporate in your business plan. It's quite obvious that you won't have any income statements, balance sheets, cash flow reports, etc. if your startup is not fully operational. So, if you are just starting, you can base your projections on the total size of the target market, in addition to the percentage of the market you think you can penetrate. Keep the projections reasonable, and if you have an expansion strategy in mind, factor that into your financial projections also.

## 6. Marketing Strategy

Discuss your marketing strategy in the business plan. Start by defining your marketing goal and how will you target the potential customer. Write in detail about your marketing approach (digital or conventional marketing), your acquisition strategy, marketing budget, etc.

**Abhishek Sharma**  
Manager Finance & ICT



Chaudhary Charan Singh

## **National Institute of Agricultural Marketing**

A Government of India autonomous organization under Ministry of Agriculture and Farmers Welfare