



**NIAM Agri-Business Incubator (NABI), CCS National Institute of Agricultural Marketing Wins Gold Award organised by India Smart Grid Forum - Innovation Award 2022 under "Smart Incubator of the Year" category**

## What's Inside

- ▶ Message from Director General & Director
- ▶ Methodology of NABI Incubation
- ▶ Incubation Programme: Cohort-5
- ▶ Highlights of Partner Institutes
- ▶ Outreach Programmes and Webinars
- ▶ Awards & Recognitions
- ▶ Speaking Tree – Testimonials
- ▶ Books & Publications
- ▶ Due Diligence visits 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 Entrepreneurs. The institute is also playing an active role in orienting agricultural extension personnel towards agricultural marketing.

## NIAM AGRI-BUSINESS 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 been successful to raise over Rs. 10.00 crore through Agriculture Ministry under RKVY-RAFTAAR scheme. NABI is running two programmes under RKVY-RAFTAAR that are Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme which provide two months of incubation and funding 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.



### Dr. Vijaya Lakshmi Nadendla, IAS

Joint Secretary (Marketing),  
Ministry of Agriculture & Farmers' Welfare, GoI  
& Director General, CCS NIAM

### Director General's Desk

In the last few years, we have seen young entrepreneurs come up with ideas, innovations and business models to support farmers and help them achieve scale and sustainability. Enterprising young entrepreneurs of urban India as well as from rural backgrounds are now coming up with innovations to turn around the rural & agriculture landscape through their startups in recent years, and substantial number of them are from non-agri field as they find greater opportunities of business and impact in agriculture and allied activities.

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.

NIAM Agri-Business Incubator (NABI) in the last 3 years of its operation has not just trained and funded agri-startups but has created a safe haven for innovative agri-business ideas to grow and bloom as an agri-venture. Matching with the pace of ever changing Startup ecosystem, NABI has incubated some revolutionary startups under its wings.

I would also like to take this opportunity to congratulate and thank the entire team of CCS NIAM and NABI for their tireless efforts and contribution for taking the incubation programme at next level. I am sure that with collective efforts from all the stakeholders, we will emerge stronger than ever before and achieve our goal for Startup India – Standup India as a whole.

### Director's Message

While we aim to transform agriculture by improving farmers' incomes, it would be most fitting to include the rising number of agri entrepreneurs as an important fragment on this journey. The agriculture sector, considered to be the spine of the Indian economy, has been significantly robust and resilient through innovations by agri startups that are playing a critical role in the recent years.

Aspiring entrepreneurs have made a significant impact across all the segments of the agriculture sector. With so much potential, these agri start-ups need to be appropriately supported and guided. Going forward, building a conducive agri start-up ecosystem is very crucial for the country and this can be done by strengthening collaboration between key stakeholders and developing friendly policies. Strong alliances with potential agri start-ups will lead to innovation-led growth in the sector.

NIAM Agri-Business Incubator (NABI) has incubated 152 startups in the last 3 years of incubation and has conducted 5 cohorts in each type of programme i.e. 5 batches of AOP (Pre-seed stage) and SABIP (Seed stage)

each 62 startup ideas (35 seed stage and 27 pre-seed stage) have been recommended with grant-in-aid of Rs.7.52 Crore from Ministry of Agriculture and Farmers' Welfare. NABI has been disbursing funds to the recommended startups by executing Memorandum of Agreement (MoA) with all the recommended startups and rest are in process.

NABI also 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.

I also take this opportunity to express my gratitude to Ministry of Agriculture and Farmers' Welfare, Government of India for supporting entrepreneurship and promoting innovations in Indian Agri-Startup ecosystem. 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.



### Dr. Ramesh Mittal

Director, CCS NIAM

## Methodology of NABI Incubation



## Incubation Programme : Cohort-5

NABI successfully executed the 5<sup>th</sup> Cohort of Startup Agri-business Incubation Programme (SABIP) and Agripreneurship Orientation Programme (AOP). NIAM Agri-business Incubator (NABI) selected 22 AOP and 15 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-5 held on 20th July 2021 on virtual platform. Mr. P. K. Swain, Additional Secretary, MOA & FW & 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-5 and Startup Agribusiness Incubation Programme-5. 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 10<sup>th</sup> September 2021. 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-5 of Startup Agri-Business Incubation Programme (Seed Stage)



💡 Green Blossom Agritech Ventures Pvt. Ltd.  
👤 Shamrendra Kumar

Green Blossom is an Organic Food Company in agritech market connecting farmer's produce to the market leveraging technology with focus on consumer's health, better return to farmers & sustainable agriculture.

☎ +91 8956504151 ✉ info@greenblossomagritech.com



💡 TMF Agronomics Pvt. Ltd.  
👤 Vibhor Shukla

TMF is a bridge between farmer and the consumer by using a portal for reselling the products.

☎ +91 6377820013 ✉ vibhor.shukla91@gmail.com



💡 Yogitha Bio Farming Pvt. Ltd.  
👤 Deepak Kumar

24 hours support from soil testing to market linkage at village level.

☎ +91 7872718139 ✉ yogitabiofarming@gmail.com



💡 Organismic Technologies Pvt. Ltd.  
👤 Naveen Hiremath

Production and sale of micro propagated quality planting material for ginger growers.

☎ +91 7204100404 ✉ naveen@otlas.in



💡 Flory Agro Exports LLP  
👤 Parashram Patil

Ornamental foliage production and marketing with creation of export hubs nearby villages.

☎ +91 9975360901 ✉ patilparashram9@gmail.com



💡 Snadar Retails Pvt. Ltd.  
👤 Prathamesh Nirgudkar

Trying to solve the perishable products supply chain, by using tech methods.

☎ +91 9890497476 ✉ prathamesh@framparcel.in



💡 Onione Agro-Tech LLP  
👤 Dhanashri Santosh Walekar

Self-propelled onion harvester from harvest to cleaning to leaves separation to sorting & grading to collection (jute bag packing) in one time.

☎ +91 7249777155 ✉ dhanshreewalekae2595@gmail.com



💡 Gloverse Labs Pvt. Ltd.  
👤 Deepak Joshi

Developing an intelligent system for precision farming using IoT and AI/ML.

☎ +91 9887262067 ✉ gaurav.kanthaliya@gmail.com

## Cohort-5 of Startup Agri-Business Incubation Programme (Seed Stage)



💡 WeKirana Technologies Pvt. Ltd.  
👤 Praveen Sahu

Ecommerce platform for Kirana Shops.

☎ +91 8830101783 ✉ praveen@wekirana.com



💡 Aumsat Technologies LLP  
👤 Riddishh Soni

Satellite based hydroanalytics to detect groundwater potential zones.

☎ +91 8850934472 ✉ rcsoni93@gmail.com



💡 North East Bamboo Allied Organisation LLP  
👤 Madhu Singh

Bamboo value added products and creating Bamboo eco system in North-East states of India.

☎ +91 8368552426 ✉ cmdnebamo@gmail.com



💡 Vattam Agro and Dairy Industries Pvt. Ltd.  
👤 Somasundaram J

Innovative packaging and market linkage for farmers and FPOs.

☎ +91 9500059361 ✉ contact@vattamagro.com



💡 SMS Corporate Services LLP  
👤 Badri Narayan

Creating a model of micro eco system with key elements of environment like forest, orchard, ornamental plants by maintaining soil health with optimum use of water.

☎ +91 9825009953 ✉ badri@sanguinemanagement.com



💡 Virtuous Organic LLP  
👤 Chhavi Sharma

Addressing two aspects of family well-being i.e what we eat and what we breath by providing certified organic food directly from the farmers and air purifying plants to our customers.

☎ +91 9867390464 ✉ virtuousorganic@gmail.com



💡 Heptalands Pvt. Ltd.  
👤 Surjiit H Patil

Bulk Fruit and vegetable sourcing directly from farm with all value addition services and tractability. Agri business consultancy platform mobile platform helps to bridge gap between farmer and buyers.

☎ +91 797712655 ✉ info@agrihike.com

## Cohort – 5 of Agripreneurship Orientation Programme (Pre-seed Stage)



AGRI-J e-commerce Pvt. Ltd.  
Guguloth Rajendhar

Agri-J is B2B2C agriculture E-commerce Marketplace with 24/7 farm centre facility to the listed farmers as well an end user access.

+91 9618082871 rajendhar.guguloth@gmail.com



Sreenivi International KT LLP  
M Sreenivasan

Probiotics in animal feed market and humans with respect to Covid-19 impact.

+91 9444334408 sreenivasansaim@gmail.com



AlterlifeAgrotech Pvt. Ltd.  
Reena Pandey

An affordable and highly nutritious food supplement for poor, tribal and marginalised people.

+91 8587877095 director@alterlifeagrotech.com



Agravat Prakriti Agro  
Vishal Vinodbhai

A small electric tractor useful for several operations like seed drilling, inter-culturing, spraying, transporting, etc.

+91 9426136400 vishal.agravat@gmail.com



Vivek Agrawal

Digital Platform based services facilitating B2B transactions across Agriculture produce supply chain (farmer, wholesaler, miller, food processing unit, retailer, exporter) and enabling Retailers to offer digital experience to their local customers.

+91 9810980735 vivekuor2001@gmail.com



Shresth Agro Tech  
Sonam Kumari

Canning unit for Button Mushroom and Oyster Mushroom in Giridih (Jharkhand) to solve the major socio-economic problem of Unemployment and Left Wing Extremism, leading to migration and in the ongoing Covid-19 Pandemic the Reverse Migration.

+91 7549155507 shresthagrotech@gmail.com



Nariksha Pads Pvt. Ltd.  
Meghna Rathore

Turning waste to organic biodegradable sanitary napkin that are eco-friendly with antimicrobial properties, colourful theme based pads. Working towards zero waste circular economy.

+91 9079798265 meghnarathore024@gmail.com



Piyush Raj

Autonomous Vehicle for fertilization process to increase efficiency.

+91 9871276885 pk08raj@gmail.com

## Cohort – 5 of Agripreneurship Orientation Programme (Pre-seed Stage)



💡 Vishwakarma Agriculture Pvt. Ltd.  
👤 Vrutik Panchal

Working towards converting petrol & diesel thresher to EV thresher and other agriculture equipment from IC engine to EV Product.

📞 +91 9265145551 ✉️ vrutikpan74@gmail.com



💡 Agrovation Pvt. Ltd.  
👤 Himanshu Kumar

Input, output business with FPO, Traceability in supply chain management activities.

📞 +91 9167787647 ✉️ agrovationpvtltd@gmail.com



💡 Anguki Industries Pvt. Ltd.  
👤 Kapil Thapa

Waste to wealth management using banana pseudo stem.

📞 +91 9789941718 ✉️ kapilthapaofficial@gmail.com



💡 Skyware Automation Pvt. Ltd.  
👤 Rakshit Satija

Revolutionize the agri storage industry through advanced tech in data driven decision making.

📞 +91 8700427871 ✉️ rakshit.satija11@gmail.com



💡 ColdFlora Solutions  
👤 Wardah Shah

ColdFlora Solutions aims at enabling and democratizing cold storage logistics by providing portable, renewable energy based wheel mountable, modified atmosphere, on-field/on - market, micro cold storages for flowers that can meet the needs of a farmer at the procurement section and also support the value supply chain.

📞 +91 7889390019 ✉️ shahwardah94@gmail.com



💡 Cropreneurs Pvt. Ltd.  
👤 Pankaj Balasaheb Bankar

Production, Grading, Sorting, Packaging, Procurement & Marketing Platform in Collaboration with SHGs/ Women Farmers/ FPOs/ Producer Groups from rural and housing societies from urban.

📞 +91 7744040207 ✉️ pankajbankar0207@gmail.com



💡 Vishvarupa Agro Foods Pvt. Ltd.  
👤 Krushnapriya Swain

Dehydration of specific fruits, vegetables with respect to specific parameters' to meet market quality standards.

📞 +91 8622933484 ✉️ krushnapriya77@gmail.com



👤 Malsawmt Luanga

Introduction of Biofloc Technology for farming of fish/shrimp to the farmers by providing online and offline training, helping farmers set up their farm and provide the necessary machinery, tools and equipments.

📞 +91 9774112165 ✉️ sawmtea524@gmail.com

## Cohort – 5 of Agripreneurship Orientation Programme (Pre-seed Stage)



💡 Ekathva Innovations Pvt. Ltd.  
👤 Koushik R Udupa

Introducing an indigenously designed and developed IoT technology based smart irrigation system into farming with indigenous control algorithms, methods and sensors to control and micro manage the irrigation parameters as the crop availability.

☎ +91 9480039849 ✉ koushik@ekathvainnovations.com



💡 Fogs Global Research & Consultancy Centre  
👤 Amit Saha

Disrupting the herbal value chain sustainable to deliver safe, fresh and nutritious herbs daily direct to home in the brand of Fresh Herbal Foods. The mission is to develop a sustainable food system which is affordable, healthy and reverse the unhealthy food pattern which is leading to a growing epidemic of lifestyle diseases.

☎ +91 9638276482 ✉ fogconsulting@outlook.com



👤 Ravi Gupta

Fig dry machine and its by-products, saving time and works in cost effective manner.

☎ +91 7740844019 ✉ ravisgupta85@gmail.com



💡 TarunInfotech  
👤 Reena Srivastava

Strengthen Self Help group by mushroom farming. Providing technical support in production, storage and marketing the product using digital platforms.

☎ +91 9455004383 ✉ nirajlko@gmail.com



💡 Gfarms Pvt. Ltd.  
👤 Shubham Gautam Dugarwal

Farmers application that tracks farmers production (onion) along with sales through platform and instant payment.

☎ +91 9923534591 ✉ gfarms.in@gmail.com



💡 Janmitra Udyog LLP  
👤 Manmohan Vishwakarma

Unique Marketing system for the Farmers agro product to supply directly to Consumers and give the additional benefit to Farmers such as sharing in profit, farming, primary process sorting, grading, packing etc.

☎ +91 9784338720 ✉ janmitraudyog@gmail.com

## Highlights of Partner Institutes (R-ABIs)

### **SKN Agri-Business Incubator**

Sri Karan Narendra Agri-Business Incubator is an Agri-Innovation Hub and Agri-Business Incubation Centre of Sri Karan Narendra Agricultural University, Jobner and CCS NIAM is the Knowledge Partner. Two programs are run under the RKVY-RAFTAAR scheme, Agripreneurship Orientation Program (Abhyuday) and Startup Agri-Business Incubation Program (Kalp-Vriksh). So far, 4 batches of AOP and SABIP have been mentored / trained by S-ABI and out of First two batches together, a grant amount of about Rs. 2 crore 47 lakh has been approved and a total of 93 startups have taken training.



RIC-2 held for Cohort 3 was on 26<sup>th</sup> March 2021 & for Cohort 4 was on October 27<sup>th</sup> 2021. Cohort 5 is under progress. Progressive farmers are also among these trained startups who have embraced innovation by changing their traditional methods. The RIC meeting of COHORT- 3 for evaluating the incubated startups and recommending them to the CIC committee to be further evaluated for funding in the form of Grant - in - Aid by the Government of India was held on 26<sup>th</sup> March 2021 in which 3 startups from Kalpvriksh and 5 from Abhyuday were recommend from total batch of 20 candidates.

### **Vyapar Initiative in Krishi and Agri-Startups-RKVY Agribusiness Incubator (VIKAS-RABI)**

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.

VIKAS R-ABI conducts two flagship programs as per the guidelines of RKVY RAFTAAR named VIKAS and UTPANN to promote and support agri-startups of India. We had completed two SABIP programs on financial year 2019-20 and 2020-21 named VIKAS 1.0 and VIKAS 2.0. Currently we are conducting VIKAS 3.0 for the financial year 2021-22 which will be completed by 15<sup>th</sup> March, 2022. Till now 38 startups graduated under VIKAS and 22 startups got sanction of Rs. 365 lakhs of grant-in-aid support from the Ministry of A&FW. In UTPANN (AOP), we had completed two programs on financial year



2019-20 and 020-21 named UTPANN 1.0 and UTPANN 2.0. Currently we are conducting UTPANN 3.0 for the financial year 2021-22 2which will be completed by 15<sup>th</sup> March, 2022. Till now 23 startups graduated under UTPANN and 10startups got sanction of Rs. 46 lakhs of grant-in-aid support from the Ministry of A&FW.

Facilities available for agripreneurs at ICAR-NRRI include Rice seed processing plant, Bio-fertilizer production unit, Bio-control agent production unit, Mushroom culture unit, Vermi culture unit, Tissue Culture unit, Food processing equipment, Workshop to manufacture small agriculture implements and Computer Lab.



## Outreach Programmes and Webinars

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 are as follows:-

### Career and Scope in Agriculture

**Partner Institution :**

- Noida International University, Uttar Pradesh

### How to convert Idea into Agri Startups

**Partner Institution:**

- College of Agriculture Bharatpur, Rajasthan
- College of Agriculture Basedi, Dholpur, Rajasthan
- Extension Education Institute, Hyderabad, Telangana
- Prof. Jayashankar Telangana State Agricultural University, Hyderabad, Telangana
- College of Agriculture, Alwar, Rajasthan
- College of Agriculture, Lalsot (Dausa), Rajasthan
- College of Agriculture, Bhilwara, Rajasthan
- College of Agriculture, Kishangarh (Alwar), Rajasthan
- KVK , Ambala, Haryana
- Indian Institute of Forest Management ,Bhopal, Madhya Pradesh
- Maharana Pratap University of Agriculture and Technology (MPUAT), Udaipur, Rajasthan
- Basaveshwar Engineering College Bagalkot, Karnataka

- KVK, Alwar
- Institute of Advanced Study in Science and Technology, Biotechnology Incubation Centre, Assam
- Entrepreneurship Development Institute of India (EDII) Gandhinagar, Gujarat
- KVK, Barmer, Rajasthan
- KVK, Hanumangarh, Rajasthan
- Lovely professional University, Punjab
- KVK, Jhunjhunu, Rajasthan
- Veer Chandra Singh Garhwali Uttarkhand University of Horticulture & Forestry, Uttarkhand
- Uttar Banga Krishi Viswavidyalaya, Cooch Behar, West Bengal
- PG Institute of ABM Junagadh Agricultural University, Junagadh, Gujrat
- IIM, Calcutta Innovation Park, West Bengal

### Workshop on Entrepreneurship, Innovation & Career opportunity in Agribusiness startups

**Partner Institution :**

- G H Raisoni College of Engineering & Management, Wagholi, Pune, Maharashtra

### Expert Talk - "Scope of Agripreneurship"

**Partner Institution :**

- Imperial School of Agri-business (ISAB), Noida, Uttar Pradesh





## Awards & Recognitions



### Himalayan Hemp Industries Pvt. Ltd.

- 2nd Runner-up of the FICCI FLO Game Changers Awards 2021.



### Bi-Sons Pvt. Ltd.

- Recognized by ICAR – National Academy of Agricultural Research Management for outstanding performance and significant innovations in farming systems



### AgriVijay

- FICCI Agri-Startup Award 2021
- Certified and Awarded Go Global Award 2021 by International Trade Council, Washington, USA as "Global Quality in Business".
- Listed as Innovator in Climate Change Solver by Climate Solver, Hub, INVEST INDIA and IIGNITE



### Aumsat Technologies

- Runner-up of Modernized Grid Management and New Revenue Streams Track at Electron Vibe 2021 organised by New Energy Nexus
- Winner of Grand Idea Challenge under the theme "Digitization" organised by AIC ISB



### Prakriti Agro

- First Prize in Engineering Student Festival in India International Science Festival (IISF) award by Ministry of Science & Technology, Ministry of Earth Science, Government of India and Vijana Bharti



### ColdFlora Solutions

- 3<sup>rd</sup> Position in AGRI-HACKATHON 2021, organized by Bihar Agricultural University, Bhagalpur, Sabour, Bihar, 3<sup>rd</sup> April 2021.
- 2<sup>nd</sup> Position in the Business pitching competition organized by Startup Cell of GCET Jammu, 28<sup>th</sup> August 2021.



### North East Bamboo Allied Organization

- Awarded as top five women entrepreneurs of North East by US Consulate General, Kolkata

## Speaking Tree – Testimonials

### **Deepak Kumar Yogitha Biofarming Pvt. Ltd.**

The programme trained us like a guardian who take care of their child in all phases of their learning journey.

### **Major Chhavi Sharma (Retd) Virtuous Organic LLP**

The two months incubation training by NIAM was a guiding light for Virtuous Organic. The curriculum of the training programme is designed in such a way that it caters a benchmark for budding entrepreneurs.

### **Dr. M. Sreenivasan Sreenivi International KT LLP**

NIAM is the right platform to execute and implement your entrepreneurial journey. Thank You Team NABI for this opportunity.

### **Himanshu Kumar, Agroinnovation Pvt. Ltd.**

The incubation training under Agripreneurship Orientation Programme for two months was very nice, very learning and thoughtful to interact with fellow startups, resource persons and team NABI. Team NABI supported and guided us in this learning journey.

### **Amit Saha Fogs Global Research & Consultancy Centre**

The two months incubation programme was informative, balanced and sincere effort by NIAM Agribusiness Incubator and Team NABI in spite of the COVID restrictions.

### **Dhanashri Santosh Walekar Onione Agro-Tech LLP**

The team NABI is enthusiastic and organised the programme in time worthy paranoiac and made it more enjoyable.

# Books & Publications

## Study Material

**RKVY-RAFTAAR-KP PROJECT**  
**NIAM AGRI-BUSINESS INCUBATOR (NABI)**  
**AGRIPRENEURSHIP TRAINING CUM INTERNSHIP PROGRAMME**  
 29 March To 28 May, 2019  
 Convention Centre, CCS NIAM, Jaipur

**IDEA**  
 Inspiring  
 Brainstorming and PR  
 Entrepreneurship and Skill  
 Development

**DR. RAVIRESH MITTAL**  
 DIRECTOR & CHAIRMAN

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM)  
 (An Autonomous Organisation of Ministry of Agriculture & Farmers' Welfare, Government of India)  
 Jaipur-302023, Rajasthan-India  
 www.ccsniam.gov.in

**RKVY-RAFTAAR-KP PROJECT**  
**NIAM AGRI-BUSINESS INCUBATOR (NABI)**  
**Startup Agri-Business Incubation Programme**  
 (6<sup>th</sup> June to 5<sup>th</sup> August, 2019)  
 At  
 Convention Center, CCS NIAM, Jaipur

**DR. RAMESH MITTAL**  
 DIRECTOR & CHAIRMAN

CCS National Institute of Agricultural Marketing (CCS NIAM)  
 (An Autonomous Organisation Under Ministry of Agriculture & Farmers' Welfare, Government of India)  
 Kota Road, Bamba, Pratap Nagar, Jaipur-302023  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**"oasis of innovations"**  
 CCS National Institute of Agricultural Marketing  
 Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**"Igniting Agri-Change Maker"**  
 CCS National Institute of Agricultural Marketing (CCS NIAM) Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**Trailblazers of Agri-Innovations**  
 NIAM Agri-Business Incubator (NABI)  
 Centre of Excellence for Innovation, Entrepreneurship and Skill Development  
 CCS National Institute of Agricultural Marketing, Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**ASPIRING AGRI-INNOVATORS**  
 NIAM Agri-Business Incubator (NABI)  
 Centre of Excellence for Innovation, Entrepreneurship and Skill Development  
 CCS National Institute of Agricultural Marketing, Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

## Coffee Table Book

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**"oasis of agri-startups"**  
 CCS National Institute of Agricultural Marketing  
 Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**"Nurturing Agri-Transformers"**  
 Centre of Excellence for Innovation, Entrepreneurship and Skill Development  
 CCS National Institute of Agricultural Marketing, Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**Voyage of Agri-Innovation**  
 NIAM Agri-Business Incubator (NABI)  
 Centre of Excellence for Innovation, Entrepreneurship and Skill Development  
 CCS National Institute of Agricultural Marketing, Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

**Rashtriya Krishi Vikas Yojana: Remunerative Approaches For Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR)**

**Manoeuvre Of Innovations**  
 NIAM Agri-Business Incubator (NABI)  
 Centre of Excellence for Innovation, Entrepreneurship and Skill Development  
 CCS National Institute of Agricultural Marketing, Jaipur, Rajasthan, India  
 www.ccsniam.gov.in

## Newsletter

**NABI पत्रिका**

**RKVY-RAFTAAR**  
**RASHTRIYA KRISHI VIKAS YOJANA**  
**REMUNERATIVE APPROACHES FOR AGRICULTURE AND ALLIED SECTOR REJUVENATION (RKVY-RAFTAAR)**

Ch. Charan Singh National Institute of Agricultural Marketing (CCS NIAM) Centre for Innovation Entrepreneurship and Skill Development, Jaipur, is acting as "Knowledge Partner" of Ministry of Agriculture and Farmers' Welfare, Government of India in smooth and efficient execution of RKVY-RAFTAAR Scheme.

NIAM Agri-Business Incubator (NABI) is providing handholding and incubation support to RKVY-RAFTAAR Agri-Business Incubators (A-BIs) situated in four states in the country namely National Rice Research Institute, Cuttack, Odisha; Sri Kaveri Norender Agriculture University, Jodhpur, Rajasthan; Indian Institute of Technology, Kharagpur, West Bengal and Bihar Agriculture University, Sahar, Bhagalpur, Bihar.

It is supporting Agripreneurs and Agri-Business Incubators through conducting "Agripreneurship Orientation Programme" and "Startup Agri-Business Incubation Programme".

**HIGHLIGHTS**

- Inaugural Ceremony
- Valedictory Ceremony
- Attends & Accolades
- Exposure to Startup Ecosystem
- Hands on Training
- Exhibition cum Buyer Seller meet for Agripreneurs & Startups
- Books Publications
- NABI in Media

**NABI पत्रिका**

**Half Yearly Newsletter (September to March, 2020)**

Greetings from CCS NIAM!

The year so far passed 2019-20 was a wonderful year in terms of promotion of Agripreneurship through Agri-startups under RKVY-RAFTAAR programme of CCS NIAM.

It started with recruitment of manpower, training of manpower, advertisement for programmes, screening of applications through departmental committees, training, presentation before committees, shortlisting of Agri-startups for funding and final selection process. A complete cycle in Agri-startup promotion was successfully completed by dedicated and competent team of NIAM. Two to four Agri-startups were selected in each state. As a result, 29 Agri-startups were trained. 34 were presented before selection committees and 39 were selected with funding support of Rs. 4.58 Cro with a turnover of 69 percent. A total of 100 challenges were solved through funding cycle.

CCS NIAM also received four partner institutions namely Sri Kaveri Norender Agriculture University, Jodhpur, Rajasthan; National Rice Research Institute, Cuttack, Odisha; Bihar Agricultural University, Sahar, Bhagalpur, Bihar; and Indian Institute of Technology, Kharagpur, West Bengal. Daily 106 Agri-startups were trained by Partner-ABIs. 34 were presented before selection committees and 39 were selected with funding support of Rs. 6.99 Cro with a turnover of 68 percent. Success, individuals to be appreciated.

CCS NIAM would like to strengthen Agri-startups promoted and add more more in the list. Final meeting will be completed. Invitations must will be continued and ultimately result like to see the benefits reaching at the level of farmers, leading and creating that we do NIAMs for farmers ultimately.

Thanks to all the partner institutions and professionals who joined hands with CCS NIAM in this achievement.

**Dr. P. Chandu Shekhar**  
 (Director General, CCS NIAM)

**NABI पत्रिका**

**Half Yearly Newsletter (April, 2020 to September, 2020)**

**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 agriculture is looking to employ Agri-startups with large potential of entrepreneurship and innovation. CCS NIAM as a national level organization is a first mover in this direction with initiative of RKVY-RAFTAAR Scheme. RKVY-RAFTAAR Scheme, one of the initiatives of the Ministry of Agriculture and Farmers' Welfare, Government of India which starts in the month of April commences the journey by funding 1000 promising entrepreneurs who would engage in Agri-startups.

NIAM Agri-Business Incubator (NABI) has initiated 112 startups in the last 2 years of incubation and has conducted 4000+ such types of entrepreneurs. It has conducted 100+ workshops and 130+ trainings in the form of support with grant amount of Rs. 5.31 Crores from Ministry of Agriculture and Farmers' Welfare. NABI has successfully obtained 7000+ startups in the incorporated startups by creating Memorandum of Association (MOA) with all the stakeholders of Agripreneurs and investors. Startups and Agripreneurs grabbed from CCS NIAM are not just successful business entities but are the upcoming young dynamic managers of agri-businesses of rural India's cottage economy. These entrepreneurs and startups are the strength and pride of NIAM Agri-Business Incubator (NABI) and they are playing a role in the agricultural economy of the country by adding their business activities on the farm under the guidance of CCS NIAM.

We have been organizing CCS NIAM Agri-Business Incubator (NABI) and sector NABI, for bringing the change in the Agri-startup ecosystem of the country.

**Shri P.K. Swain**  
 Additional Secretary, Agricultural Marketing, Dept. & PW and Director General, CCS NIAM, Jaipur

**NABI पत्रिका**

**Half Yearly Newsletter (April, 2020 to September, 2020)**

**Director General's Message**

CCS NIAM Agri-Business Incubator (NABI) has given a boost to the growth of innovation, entrepreneurship and has established itself as a "Friend of Farmer" in the field of Agri-startup promotion. It has been the different faces of CSNIAM. It has provided support to 29 Agri-Startups at NIAM Agri-Business Incubator (NABI), CCS NIAM throughout the year. It has provided support of 29 crore which has resulted in starting total of Rs. 4.58 Crores of Grants for the last 2 years of incubation.

Comprehending the entrepreneur needs of the budding times, CCS NIAM has Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme to meet the needs of the entrepreneurs and to provide them with the support to the needs of Agripreneurs and Startups by providing continuous support and covering the overall development. NABI conducted Startup Agri-Business Incubation Programme (SABIP) in the form of support to the entrepreneurs and also provided the support to the entrepreneurs by providing the support to the entrepreneurs.

NABI with "Your Agri-Business Centre" has been providing the support to the entrepreneurs in the field of Agripreneurship development. NABI conducted Startup Agri-Business Incubation Programme (SABIP) in the form of support to the entrepreneurs and also provided the support to the entrepreneurs by providing the support to the entrepreneurs.

CCS NIAM is a "Knowledge Partner" shares the similar success for the partner ABIs as well as the Government of India.

In the field of Agri-startup promotion, CCS NIAM has been providing the support to the entrepreneurs and also provided the support to the entrepreneurs by providing the support to the entrepreneurs.

**Shri P.K. Swain**  
 Director General, CCS NIAM,  
 Main Secretariat, Agricultural Marketing,  
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**HIGHLIGHTS**

- Startup Agri-Business Incubation
- Attends & Accolades
- Exposure to Startup Ecosystem
- Hands on Training
- Exhibition cum Buyer Seller meet for Agripreneurs & Startups
- Books Publications
- NABI in Media



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