



NABI



परिचय

HALF YEARLY NEWSLETTER (September, 2019 to March, 2020)

VOLUME:1 NUMBER:2



Greetings from CCSNIAM!

The year we just passed 2019-20, was a wonderful year in terms of promotion of Agripreneurship through Agri-startups under RKVY -RAFTAAR programme by CCSNIAM.



It started with recruitment of manpower, training of manpower, advertisement for programmes, screening of applications through designated committees, training, presentation before committees, shortlisting of Agri-startups for funding and fund releasing process. A complete cycle in Agri-startup promotion was successfully completed by dedicated and competent team of NIAM. Time to feel happy when we look back. As a result, 59 Agri-startups were trained, 54 were presented before selection committee and 39 were selected with funding support of Rs.4.58 Crs with a success rate of 66 percent. A difficult challenge achieved through a smiling face.

CCS NIAM also mentored four partner institutions 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, Kharagpur, West Bengal. Totally 106 Agristartups were trained (by Partner R-ABIs), 14 were presented before selection committees and 9 were selected with funding support of Rs.0.99 Cr with a success rate of 65 percent. Success, indeed needs to be replicated.

CCS NIAM would like to strengthen Agri-startups promoted and add many more to the list. Virtual mentoring will be strengthened, investors meet will be enhanced and ultimately would like to see the benefits reaching at the level of farmers. Anything and everything what we do in NIAM is for farmers ultimately.

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

Dr. P. Chandra Shekara
(Director General, CCS NIAM)

CONTENTS

INCUBATION PROGRAMME

Inaugural Ceremony	03
Awards & Accolades	03
Exposure Visits to Ecosystem Partner	04
Hands on Training	05
List of Incubatees	06
Due Diligence	10
Valedictory Ceremony	10
RKVY-RAFTAAR Selection & Monitoring Committee (RC)	11
Article	11



OTHER PROGRAMME

Investors Meet	12
Handholding of R-ABIs	12
Networking and Out Reach Activities	13
Review Meeting for RKVY-RAFTAAR	14
Workshop on Agriculture Marketing and Entrepreneurship	15
Best Agri-Incubator Award	15
RC for R-ABIs	15
Webinar R-ABIs	15
Article	16
Progress of Partner R-ABIs	17
Article	17
Books / Publications	18
NABI in Media	18

Inaugural Ceremony

“Startup Agri-Business Incubation Programme”



Second Startup Agri-Business Incubation Programme was inaugurated at CCS NIAM on 14th October, 2019 by Dr. P. Chandra Shekara, Director General, CCS NIAM. All the NIAM faculty, Staff and Team members of NABI attended the function. Twelve Agripreneurs from seven states across the India joined the programme with their innovative startup ideas. Dr. P. Chandra Shekara, Director General and Dr. Ramesh Mittal motivated the Agripreneurs and addressed them with encouraging words. The two months training Programme was conducted between 10th October to 9th December, 2019.

“Agripreneurship Orientation Programme”

NIAM Agri-Business Incubator launched its second Agripreneurship Orientation Programme on 19th December, 2019. Inauguration Ceremony was graced by Director General, CCS NIAM. A young cohort of ten startups with innovative business ideas participated in this programme from five states across the country.



Awards & Accolades



Nimisha Varma, one of the participant from “Agripreneurship Orientation Programme” has won many awards on her startup idea. She got “**Iconic Women Entrepreneur Award**” at the annual anniversary of CWE Hub i.e. Cafebiz Women Entrepreneur in December, 2019; for being an idol to women entrepreneurs. The award was given by Dr. Rita Bahuguna Joshi and Mrs. Aparna Mishra (Founder of CWE).

She had also won a cash prize of USD 700 at the “**Regional Global Student Entrepreneur Awards**” held in Gurgaon on the 25th January, 2020. It was organized by the Global Student Entrepreneur Awards (GSEA), a premier global competition for students who own and operate a business while attending college or university. Dr. Velumani, Founder and CEO of Thyrocare, was the Chief Guest of the award ceremony. More than 50 startups and 200 dignitaries were present at the event. National finals for EO GSEA was held at Gurgaon and Aloe Ecell was one of the **National Finalists** to present their business idea.

Aloe Ecell is also selected among **top 10 women entrepreneurs** to compete for the grand finale.



Exposure Visits to Ecosystem Partners

“S.K.N. Agri-Business Incubator (SABI), Jobner, Rajasthan”



On 19th October, 2019, team NABI under the headship of Mr. Manoj Agrawal, COO, NIAM Agri-Business Incubator (NABI), Jaipur, along with twelve participants of Startup Agri-Business Incubation Programme visited S.K.N. Agri-Business Incubator (SABI), Jobner, Rajasthan. Participants were introduced to SABI participants. Agripreneurs were introduced to university scientists concerned with their business models for getting scientific validation for their business ideas.



On 3rd January, 2020, team NABI under the headship of Mr. Manoj Agrawal, COO, NIAM Agri-Business Incubator (NABI), Jaipur, along with participants of Agripreneurship Orientation Programme-II visited S.K.N. Agri-Business Incubator (SABI) Jobner, Rajasthan. Agripreneurs were given opportunity to discuss their ideas with the SABI participants and were introduced to university scientists and field experts for getting scientific validation of their business ideas.

National Innovation Foundation (NIF), Ahmedabad

On 9th December, 2019, team NABI along with twelve Startups visited National Innovation Foundation (NIF), Ahmedabad. The visit enabled the participants to gain knowledge about the new grass root innovations that are available in the field of Agriculture. The NIF team made presentation before the Startup participants to inform about the various schemes and facilities available to new innovators.



Morarka Foundation, Jaipur, Rajasthan



Agripreneurship Orientation Programme-II participants were taken to Morarka Foundation, Jaipur. This was the industrial visit under the training and mentoring provided by NABI, CCS NIAM for Startups to understand the working of different manufacturing sectors. They also got chance to interact with the departmental heads better understanding.



Hands on Training

Agripreneurs as part of their training programme visited different industries and company establishments to gain practical experience related to their respective business from 1st to 26th January,2020. These hands-on-training programmes provided practical exposure to the agripreneurs in understanding the technical and managerial aspects of the business.



List of all Participants of Startup Agri-Business Incubation Programme-2



Akash Subramanian- Mera Maali

Business Idea: Provide professional service of maintenance of plants and landscape to B2B and B2C.

Contact: 9810608494, akash@meramaali.com



Sanjay Agarwal- Apna Godam

Business Idea: Storage, Commodity finance and Market linkage near to the farm area.

Contact: 9414142089, sanjayagarwalcacs@gmail.com



Rajesh Kumar Oza - Jovaki Agrofood India Pvt. Ltd.

Business Idea: Processing and marketing of minor fruit produce like Custard Apple (sitaphal) to manufacture pulp.

Contact: 9552606860, rajoza86@yahoo.in



Sudhanshu Gupta-InnoFarms, SNL Innovations Pvt. Ltd.

Business Idea: Processing of wheels technology platform for fruits and vegetables (F&V) with integrated back-tracing solution.

Contact: 7232813131, sgupta@ssindustries.net



Ved Prakash Sharma - Gratitude Farms Pvt. Ltd.

Business Idea: Yield Improvement and replicability of organic farm model for marginal farmers.

Contact: 8095999776, vpsharma@gratitutfarms.co.in



Dr. Santosh- 3 Stake Labs Pvt. Ltd.

Business Idea: Innovative Assaying machine.

Contact: 8197143606, info@3stakelabs.com



Shaik Akbar Ali - IIFSA

Business Idea: Virtual Aquaculture Consulting.
Contact: 9000948599, akbar@iifsaoffice.in



Kapil Mandawewala - Edible Routes Pvt. Ltd.

Business Idea: Rooftop farming, plan, design, setup and maintain edible landscapes around cities for B2B and B2C.
Contact: 9825210425, info@edibleroutes.com



Shailesh Vaya - Agrios Price Consulting Services Pvt. Ltd.

Business Idea: Artificial Intelligence Platform for Pre & Post harvesting management.
Contact: 99591592137, vaya.shailesh@yahoo.com



J. S. Partha Pratim - Paraam Agro-Allied LLP

Business Idea: Establishment of mini processing unit adjacent to the farm area and post processing sold to nearby farmers.
Contact: 9678114884, saikiajpartha@gmail.com



Saravanan Palanisamy - Recubitech Pvt. Ltd.

Business Idea: Extraction of Bio-Manure from Bio-Waste.
Contact: 9003146463, saranmit@gmail.com



Rupam Gupta - Myvets Integrated Solutions

Business Idea: Cloud technology based remote Agri - Veterinary Medicine Mobile App.
Contact: 9082000000, madhurita.gupta@myvetstrust.org

List of all participants of Agripreneurship Orientation Programme-2



Poultry

Sourabh Menghi- Menghis Pvt. Ltd.

Business Idea: B2B trading platform focused on poultry farmers.

Contact: 7760511199, sourabhmenghi@gmail.com



zēlos

Bivash Mukharjee - Zelos Green India

Business Idea: Converting waste to wealth.

Contact: 9358388825, 4humandevlopment@gmail.com



HIMALAYAN HEMP

Haneesh Katnawer - Himalayan Hemp

Business Idea: Using Himalayan Hemp for production of Sanitary Pads.

Contact: 8219655168, himalayanhemporg@gmail.com



scrominat

Somnath Chakravarti - Plastic Recycling

Business Idea: Plastic Recycling for agriculture and using it for mulching of products .

Contact: 7972562495, csomnat@yahoo.com



Sumit Kumar - Fresh Milk

Business Idea: Fresh Milk within 2 hrs. from farm to customer . Its B2C concept.

Contact: 8570886327, smarth218@gmail.com

**Nimisha Varma - Aloe Ecell Pvt. Ltd.**

Business Idea: Simple , bait & hook model where revenue to be generated from end consumer by selling batteries to them.
Contact: 8052237937, nimisha.verma@aloececell.com

**Deepak Singh - Divy Heavy Electric Pvt. Ltd**

Business Idea: Electric Power Bank for Agriculture equipment.
Contact: 7852886239, chahardeep77@gmail.com

**Divyanshi- Aqua Biotech LLP**

Business Idea: Reducing high mortality rates due to pathogenic infection by using aquatic weeds.
Contact: 858695742, divyanshisharma7996@gmail.com

**Laxmi Narain Kumawat - Runicha Dates**

Business Idea: Marketing and Processing of Dates Palm.
Contact: 94145 17655, kumawatln59@gmail.com

**Manish Kumar - AgroGuardian**

Business Idea: Delivery of fresh produce from farms to business within 15 hrs.
Contact: 9857152419, 49manishchauhan@gmail.com

Seeing is Believing

Due Diligence and verification of the incubatees was carried out from 15th December,2019 to 29th February,2020 by Mr. Nitin Lahoti, Mr. Abhishek Sharma, Mr. Karthik Sekar, Ms. Kavita Sharma and Mr. Akshay Singh Ranawat. They visited the farms and operational places of the incubatees and verified their work progress.



Valedictory Ceremony

On 11th December,2019 and 19th February,2020, NIAM Agri-Business Incubator (NABI) organized the “Valedictory Ceremony” for Startup Agri-Business Incubation Programme-II with twelve startups from eleven states and ten incubatees from seven states of the country for Agripreneurship Orientation Programme-II respectively. Dr. P. Chandra Shekara, Director General, CCS NIAM was the chief guest for both the programmes. During the programme both the batches were given training on milestone setting, DPR preparation, and various other aspects of Startup Business Management.

Welcomes you to
VALEDICTORY CEREMONY
of
Startup Agri-Business Incubation Programme - II
 (10th October to 9th December 2019)

Date : 11th December 2019
 Venue : Convention Centre , CCS NIAM, Jaipur
 Time : 10:30 am to 12:00 pm

Welcomes you to
VALEDICTORY CEREMONY
of
“Agripreneurship Orientation Programme-II”
 (19th December 2019 to 18th February 2020)

Date : 19th February 2020
 Venue : Convention Centre , CCS NIAM, Jaipur
 Time : 10:30 am to 12:00 pm

39 Agri-Startups - 4.58 Crores 66 Percent Success

A total of 59 Agri-Startups were incubated under the RKVY-RAFTAAR Project in CCS NIAM for recommendation of Startups for Grant-in-aid, RKVY-RAFTAAR Selection and Monitoring Committee (RC) meetings were organized on 11th October, 2019; 5th November, 2019 and 4th March, 2020. A total of 54 Startups presented their ideas before the Committee, out of which 39 (23 Startups and 16 Agripreneurs) were recommended for Grant-in-Aid of Rs.4.58 Crores which counts as 66 percent in terms of success rate for NIAM Agri-Business Incubator. On a cumulative scale, a total of Rs.3.81 Crores and Rs.77.00 Lakhs has been recommended as Grant-in-aid for the Seed Stage Startups and Idea Stage Startups respectively.

“ Empowerment Of Women Through Initiative Of Niam Agri-business Incubator ”

Women represent one of the crucial development forces in the world. As per the world economic profile, they form 50 percent of the world population, contribute 60 percent of working force, making upto 30 percent of official labor force and contribute 50 percent in the food production.

Agriculture, the single largest production endeavor in India, contributing 15 percent of GDP is increasingly becoming a female activity. Agriculture employs 80% of all economically active women in the country as compared to 63% of men.

Women's status in society can be measured in terms of educational level, income, employment as well as the role played by them in the family, society and the community. Education affects employment opportunities and decision-making role. In fact, education and employment of women are the first pre-requisite not only for improving the status of women but also for moving towards gender equality. On the other hand, as farm labor, female workers contribute significantly to household income across India. The status of female agricultural workers in decision making is very poor. Though they contribute significantly to households but they lack education, health and other support services and often do not access to economic resources. Moreover, they are not integrated into mainstream of the development process.

Gender inequalities have the largest impact on women and it has wider detrimental impact on development. When the creative abilities and personal contributions of half of the population are subjected to constant subjugation, economic progress is bound to be adversely affected. Within the household, women have less entitlement to household goods and poorer command over a range of other productive resources and the labor to help them to undertake economically gainful activities. This in turn prevents women from building up their skills and resources. Inability to generate enough income adversely affect the decision making capacity of women within the family.

Now, women are distinguishing themselves as the 'new entrepreneurs' of agriculture and their efforts and active involvement in farm operations are revolutionizing production practices in the country. Government of India has initiated an important scheme 'Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation' (RKVY-RAFTAAR)' project under Ministry of Agriculture and Farmers' Welfare (MoA&FW), Government of India aimed at strengthening infrastructure in agriculture and allied areas to promote Agripreneurship and Agri-Business by providing financial support and nurturing the incubation ecosystem. It supports Agri-innovators by tapping innovations and technologies for venture creation in agriculture. This project irrespective of gender, supports the new and innovative ideas. In order to empower the women with resource support and information to ensure sustainability in food production and consumption, NIAM Agri-Business Incubator(NABI), Jaipur, has so far given the hand holding to 14% of women entrepreneurs who have come up with new startups in food production and other agriculture allied sector. These women entrepreneurs in rural areas have been meaningfully engaged and emerged as a job provider rather than job seekers. NIAM-NABI has been making strenuous efforts to provide them all kind of support right from training to trading.

Aishwarya Wasnik
(Business Executive, NABI)

Investors Meet



RKVY-RAFTAAR - KNOWLEDGE PARTNER
NIAM AGRI-BUSINESS INCUBATOR (NABI)

Organising

INVESTORS MEET

10th December 2019
Venue : CCS NIAM, Jaipur

Partners




NIAM Agri-Business Incubator (NABI) organized an Investors meet for the participants of Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme on 4th November, 2019. Mr. Ravi Reddy and Mr. Sridhar represented Rural Economic and Educational Development Society (REEDS), Hyderabad as investor in investor meet. Mr. Vamshi Mashetti, Mr. Kartikeya Sharma and Mr. Nilesh Gothi from Agripreneurship Orientation Programme and Mr. Ashwin Mahawadi from Startup Agri-Business Incubation Programme presented their business model to the investors. NIAM and REEDS have signed an MOU for supporting the incubatees of NABI financially.

On 10th December, 2019, for the participants of Startup Agri-Business Incubation Programme, investors representatives from Nationalized, private sector banks and from investment companies were present. Representatives from Yes Bank, Rajasthan, Venture Capital Fund, Morarka Foundation and Villgro participated in the meet. The incubatees of NABI presented their ideas before the investors and bankers. The investors and bankers were interested with some of the business models and they expressed their willingness to extend support to the startups.



Handholding of R-ABIs



NIAM Agri-Business Incubator (NABI) being a knowledge partner provides its hand holding assistance and supports to four partner institutes i.e; National Rice Research Institute, Cuttack, Odisha, S.K.N. Agricultural University Jobner, Rajasthan, Bihar Agricultural University, Sabour, Bhagalpur, Bihar, Indian Institute of Technology, Kharagpur, West Bengal. NABI had organized 10 days workshop for hand holding the R-ABIs. In NRRI, Cuttack, Odisha, 28th to 30th September, 2019, and 21st - 22nd October, 2019. In S.K.N. Agricultural University, Jobner on 14th and 15th October, 2019 as part of 10 days workshop. Various sessions were conducted by the NABI team for enhancing startups and for mentoring the participants of Agripreneurship Orientation Programme and Agri-Business Incubation Programme. Mr. Manoj Agrawal, COO-NABI, visited Bihar Agricultural University, Savor, Bihar, on 18th-19th October, 2019, as one of the member in RIC Meeting for selection of Agripreneurs.

Networking and Outreach Activity



Bassi Village

Mr. Abhishek Sharma, Mr. Nitin Lahoti and Mr. Rahul Sankhala, NABI team members, visited Bassi Village, on 18th-19th September, 2019, near Jaipur to interact with local farmers and villagers to inform and educate them about the RKVY-RAFTAAR scheme and benefits that can be earned through this scheme. The programme was attended by around 60 villagers. Queries were also raised by the villager regarding the execution of the scheme.

Participation in 11th AgroVision

An Exhibition was organized by AgroVision at Nagpur from 22nd to 25th November, 2019. Dr. Ramesh Mittal, Director, CCS NIAM, Jaipur and Mr. Sachin Ukey, Business Executive, NIAM Agri-Business Incubator, participated in the event representing NIAM Agri-Business Incubator. The incubatees of NABI Mr. Chetan Katkale and Mr. Adesh Sonu Kashid participated in the exhibition and exhibited their products in the event. There was a good response for their products in the exhibition.



Participation in Smashup Event

The Indus Entrepreneurs (TIE) Rajasthan had organized Smashup, an event for the startups and entrepreneurs. NIAM Agri-Business Incubator participated as an outreach partner for the event on 5th - 6th November, 2019. Mr. Manoj Agrawal, Chief Operating Officer of NABI and Mr. Nitin Lahoti, Manager Innovation, NABI had participated in the event.

Organized Workshop on Agri-Logistics

Ministry of Agriculture and Farmers' Welfare, Govt. of India organized a one-day National Consultative Workshop on "Agri-Startups to Strengthen Agri-Logistics in e-NAM" on 21st January, 2020 at Dr. A.P. Shinde Hall, NASC Complex, Pusa, New Delhi. CCS National Institute of Agricultural Marketing was the knowledge partner in conducting the Workshop. Union Minister of Agriculture and Farmers' Welfare and State Agricultural Ministers were the Chief Guests in the workshop. More than 200 Agri-Startups and 50 FPOs across India participated in the workshop. Many suggestions were provided by the Startups and FPOs to enhance Agri-Logistics and e-NAM.





“Krishi Vijay” at Gwalior

NIAM Agri-Business Incubator (NABI) participated in Agricultural Exhibition “Krishi Vijay” at Gwalior on 28th-29th January,2020. Mr. Rahul Sankhla, Content Developer, NABI, participated in the event representing NABI. One of the incubatees of NABI also participated in the exhibition and exhibited his products in the event. There was a good response for his idea and his products in the exhibition. NIAM was awarded first position in the institutional category for participating in the event.

“District Incubation Conclave” at Kota

Exhibition “District Incubation Conclave” was organized at Kota on 17th-18th February,2020. Mr. Nitin Lahoti, Manager-Innovation and Mr. Sachin Ukey, Business Executive, NIAM Agri-Business Incubator, participated in the event representing NIAM Agri-Business Incubator. One of the incubatee of NABI also participated in the exhibition and exhibited his products in the event. There was a good response for their products in the exhibition. NIAM was awarded certificate for participation in the event.



“District Incubation Conclave” at Alwar

On 26th February 2020, Mr. Rahul Sankhla visited Alwar for representing NIAM Agri-Business Incubator (NABI) at District Enterprise Workshop. He utilized the opportunity to inform and educate the gathering about the startup culture and the contribution made by NABI in the Indian Startup Ecosystem. The event was attended by approximately 200 people.

Review Meeting for RKVY-RAFTAAR



A review meeting was held from 18th-20th November, 2019 at Pusa IARI Campus, New Delhi. Dr. Ramesh Mittal and Mr. Manoj Agrawal representing NIAM Agri-Business Incubator participated in the meeting. Mr. Manoj Agrawal informed about the activities and highlights of NABI and the action plan of NABI for the upcoming year in the meeting. The R-ABIs, S.K.N. Agri-Business Incubator, NRRI Cuttack, IIT Kharagpur and Bihar Agricultural University also presented their progress during the meeting.



Workshop on Agriculture Marketing and Entrepreneurship

A half day workshop on Agriculture Marketing and Entrepreneurship was organized on 11th February, 2020, 19th February, 2020 and 28th February, 2020 for the second year MBA students of MIT World Peace University at CCS NIAM Jaipur. Total of 150 students participated in the workshop, the workshop consisted of presentation on the RKVY-RAFTAAR project scenario and its execution with allied institutions. During the second session of the workshop the participants interacted with the startups of NIAM Agri-Business Incubator. Dr. P. Chandra Shekara, Director General, CCS NIAM addressed the gathering with his thoughtful insights on the importance of agriculture and the need for agriculture based startups.

Best Agri-Incubation Centre

NIAM Agri Business Incubator (NABI) received “**Best Agri-Incubation Centre in India**” award by MIT World Peace University, Pune for its contribution in the field of development of Agri-Business Startups and entrepreneurs.



RC for R-ABIs

According to the recent amendments in Operating Guidelines in RKVY-RAFTAAR Project, CIC of KP will act as RC for the selection and approval of project from R-ABIs. In this regard the member of CCS NIAM Centre of Excellence Incubation Committee met on 16th March, 2020 to recommend the suitable candidates under AOP and SABIP of S.K.N. Agriculture University, Jobner. Overall 14 incubatees (8 Startups and 6 Agripreneurs) presented with their ideas before the Committee and 9 got recommended for Grant-in-Aid of Rs.99 Lakhs which marks as 64.28 percent of success for Startups recommended through S.K.N. Agriculture University, Jobner.

Webinar RABIs



CCS NIAM Agri-Business Incubator organised a webinar RABI on 11th March, 2020 for National Rice Research Institute, S.K.N. Agricultural University Jobner and IIT Kharagpur. The main objective of the webinar was to provide information about the CIC meeting for them. The importance of due diligence and physical verification of the incubatees of the concerned RABI was emphasized during webinar. Another webinar was organized for Bihar Agricultural University for the same agenda on 12th March, 2020.

“Agri start-ups: Innovation for boosting the future of agriculture in India ”

By the year 2050, annual foodgrain production would need to grow to 333 million tonnes. Despite the fact that the contribution of key foodgrains in acreage terms in India is 15%, the production contribution is mere 8.7%. This indicates that the use of innovative technology is necessary to meet the forecasted demand in a sustainable manner and move Indian Agriculture along the growth path. It's time to seek the right partnerships that add value through innovations and achieve shared goals through combined efforts. Agri start-ups are potential human capital in the Indian Agricultural economy and certainly the right partners for innovation-led agriculture growth. It's an opportune time to bring them together and inspire them to devise appropriate solutions for Agri-Business issues. Innovations by Agri Startups in form of products, services or applications can be a meaningful solution across the agricultural value chain. Therefore, the efficient use of this talent pool will be a key driver for improving competitiveness in the sector. Measures by the Government of India to develop start-ups have yielded impressive results; however, to realise their true potential, concentrated efforts by the right mix of partners and with clear objectives will help in achieving faster results (FICCI).

There are five key areas where agri-startups should look to innovate. Increasing productivity, decreasing cost of production, transfer of real prices at higher rate to the producers, risk management and sustainability describing every stage of this to vast agriculture to innovative value platform. These are the areas where disruption is required at outmost by innovator minds in agriculture fields (Dr. Ashok Dalwai , CEO-National Rainfed Area Authority). There must be a robust policy at the government level to nurture agri-startup and there is a need to look at policy restrictions too. Building a database related to all the aspects of agriculture and standardisation is required to encourage Agri-Business Start-ups.

FPOs- A vehicle for innovation. According to a NABARD report on credit issues of farmer. A farmer is “a risk-taking entrepreneur who faces uncertain ties from weather, spurious inputs, pests and diseases, and market shocks among other risks”. A Start-up, as defined by the Start up India scheme, is an entity that's registered as a private limited company, partnership firm or a limited liability partnership in India. It has a maximum vintage of 7 years, 10 years for the biotechnology sector, from the date of its incorporation. It's turn over for any of the financial years should not exceed 25 crores. Lastly, it must be working towards innovation, development or improvement of products or processes or services, or should be a scalable business model with a high potential of employment generation or wealth creation. Provided an entity qualifies all the specified criteria, it opens the door way to a host of benefits. These range from tax exemption on capital gains for investors, tax exemptions to start-ups for the initial 3 years, favourable public procurement norms, and easier access to funds. By extension of both these definitions, FPOs area in to Agri-Startups. FPOs should thus be given access to similar if not the same benefits, as specified above. The case here is not for constant handholding, but for providing support in the initial years and progressively introducing regulatory compliances as the FPO matures (Dvara Research Blog, a road ahead for Farmer Producer Organizations in India).

So, the above challenges and ways to determine the crucial steps towards Agri-Business ecosystem improvement and encouraging Agri-Startups through Innovation vehicle i.e; Farmer Producer organization's will lead to farmers economic growth and prosperity.



Dr. Mahesh Kadam
(Manager Marketing and Communication, NABI)

Progress of Partner RABIs

CCS NIAM being a Knowledge Partner, is supporting 4 partner institutions viz National Rice Research Institute, Cuttack, Odhisa; Sri Karan Narendra Agriculture University, Jobner, Rajasthan; Indian Institute of Technology, Kharagpur, West Bengal and Bihar Agriculture University, Sabour, Bhagalpur, Bihar for the implementation of incubation programmes under RKVY-RAFTAR project in these states.

For recommendation of Grant-in-Aid for the Startups incubated under these partners R-ABIs, CCS NIAM Centre of Excellence Incubation Committee (CIC) met on 16th March, 2020, to recommend the suitable candidates under Agripreneurship Orientation Programme and Startup Agri-Business Incubation Programme of S.K.N. Agricultural University, Jobner. A total of fourteen proposals (8 Startups and 6 Agripreneurs) were presented before committee, out of which ten (5 Startups and 5 Agripreneurs) were recommended respectively.

Selected seed stage Startups and Idea Stage Startups received Grant-in-aid fund of Rs.74 Lakhs and Rs.25 Lakhs respectively.

Among the other 3 RABIs, National Rice Research Institute, Cuttack, Odhisa incubated 31 Startups, Bihar Agriculture University, Sabour, Bhagalpur, Bihar incubated 39 Startups and Indian Institute of Technology, Kharagpur, West Bengal, incubated 16 Startups. The Grant-in-Aid funding for above RABIs is still awaited due to lock down across nation.

“The Covid-19: Indian Agriculture and Impact on Startups”

A lot has changed in the last month, and that's just putting things mildly. Since the last week or two, in the most literal sense, the world has stopped as everyone watched with disbelief the corona virus pandemic spread its reach across every corner of the globe. India is not an exception. Corona virus has reached to almost all parts of India with varying concentration. As India moves from regulations and controls to a total lockdown, the impact of the Covid-19 pandemic on the economy is becoming ever more acute.

Economic Impact on Agriculture

Regardless of the apparently comfortable situation with respect to overall supply, it is important that we underline some concerns that exist at the ground level, particularly with regard to the supply chain and the smooth organization of farm operations.

First, harvesting and marketing crops at the farm level is in crisis across the country,

Secondly, bottlenecks in harvesting and marketing at these times have led to a fall in the farm prices of a range of commodities in agriculture. As the lockdown proceeds, these prices can be expected to rise, just as in the Western economies, the rise driven by panic buying and supply bottlenecks. Despite such price rises, farmers are unlikely to be the beneficiaries; most benefits are expected to flow to wholesale and retail traders as well as other middlemen.

Thirdly, the return of many migrant workers to their homes has meant that harvest operations are not taking place smoothly, and many farmers are being forced to leave the crop in the field. Losses to farmers will be the highest in such cases.

Fourthly, supply chains have been disrupted across the country for a range of commodities.

Startups post the COVID-19

COVID-19 pandemic is the black swan event of the decade that has taken the world by storm. With unprecedented challenges and situations, entrepreneurs and startups are facing every day, their concerns for survival and getting through these tough times are only increasing. The social isolation has set some conscious or unconscious limitations on employees' productivity. Whereas, more tangible problems like dysfunction of supply chain and disrupted demand are easier to analyze. However, these rather unfortunate times have helped the global communities to come together in whatever capacity possible. However, as the real-world implementation of digital innovation and tech-based platforms has come through as the real hero, it will be exciting to witness how entrepreneurs and startups practice digitalization in post corona virus pandemic.

Mr. Manoj Agrawal
(Chief Operating Officer, NABI)

Books / Publications

Smt. Chhavi Jha, Joint Secretary, DAC&FW, released “NABI Patrika” a half yearly Newsletter on 5th November,2019 in CCS NIAM, Jaipur. The newsletter highlights all the activities which took place during first half of the year in the execution of RKVY-RAFTAAR project at CCS NIAM.



RKVY-RAFTAAR Bulletin release by JS,RKVY at NIAM

On 4th March,2020, on the occasion of 3rd RC meeting, Smt. Chhavi Jha released 3rd Coffee Table Book titled “Nurturing Agri-Transformers”. This book highlights the success stories of all the participants of Startup Agri-Business Incubation Programme-II.





HALF YEARLY NEWSLETTER

NABI

पत्रिका

VOLUME:1 NUMBER:1



VOLUME:1 NUMBER:1





RKVY-RAFTAAR
Rashtriya Krishi Vikas Yojana
Remunerative Approaches for
Agriculture and Allied Sectors Rejuvenation

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 (R-ABIs) situated in four states in the country namely National Rice Research Institute, Cuttack, Odisha; Sri Karan Narendra Agriculture University, Jobner, Rajasthan; Indian Institute of Technology Kharagpur, West Bengal and Bihar Agriculture University, Sabor, Bhagalpur, Bihar.

It is supporting Agripreneurs and Agri-Business Ventures through conducting “Agripreneurship Orientation Programme” and “Startup Agri-Business Incubation Programme”.

HIGHLIGHTS

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

NABI in Media

A Radio campaign was aired in 22 major cities across India with Radio Stations MY FM, FM Tadka, Radio City, KAL Radio Ltd., Digital Radio Delhi, South Asia FM Ltd., and Digital Radio Mumbai for Agripreneurship Orientation Programme and Startup Agri- Business Incubation programme from 11th to 14th September,2019 twice in a day. Radio Campaign was successfully completed on scheduled time.





Dr. P. Chandra Shekara
 Director General, CCS NIAM
 Mobile- 9848308111
 dgccsniam@gmail.com

NABI Team



Dr. Ramesh Mittal
 Director, CCS NIAM
 Mobile- 9829210015
 mittalramesh@gmail.com



Mr. Manoj Agrawal
 Chief Operating Officer, NABI
 Mobile- 9982411115
 manoj.agrawal@ccsniam.ac.in



Mr. Nitin Lahoti
 Manager-Innovation, NABI
 Mobile: 9892784560
 nitin.lahoti@ccsniam.ac.in



Dr. Mahesh Kadam
 Manager-Marketing and Communication, NABI,
 Mobile: 919359145776
 mahesh.kadam@ccsniam.ac.in



Mr. Abhishek Sharma
 Manager-Finance & ICT, NABI
 Mobile- 9001556965
 abhishek.sharma@ccsniam.ac.in



Mr. Karthik Sekar
 Consultant, NABI
 Mobile: 9892784560
 karthik.sekar@ccsniam.ac.in



Mr. Akshay Singh Ranawat
 Legal Executive, NABI
 Mobile: 9460732565
 akshaysingh.ranawat@ccsniam.ac.in



Mr. Rahul Sankhala
 Content Developer, NABI
 Mobile: 9958426706
 rahul.sankhala@ccsniam.ac.in



Mr. Sachin Ukey
 Business Executive, NABI
 Mobile- 8956347749
 sachin.ukey@ccsniam.ac.in



Ms. Aishwarya Wasnik
 Business Executive, NABI
 Mobile: 9990777877
 aishwarya.wasnik@ccsniam.ac.in



Mr. Ashutosh Vyas
 Business Executive, NABI
 Mobile- 8875870034
 ashutosh.vyas@ccsniam.ac.in



Mr. Rinku Kumar Mali
 Supporting Staff, NABI
 Mobile- 9166410579
 rinku.mali@ccsniam.ac.in



Patron

Dr. P. Chandra Shekara
(Director General, CCS NIAM)

Editor-in-Chief

Dr. Ramesh Mittal
(Director, CCS NIAM)

Executive Editor

Mr. Manoj Agrawal
(Chief Operating Officer, NABI)

Assistant Editor

Dr. Mahesh Kadam
(Mgr. Marketing & Communication, NABI)

Designed By

Ms. Aishwarya Wasnik
(Business Executive, NABI)

Ch. Charan Singh National Institute of Agricultural Marketing (CCSNIAM)

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

Kota Road, Jaipur – 302033, Rajasthan

website: www.ccsniam.gov.in

