



This Issue:
Highlights:

SAMARTH

ARISE

UPJA

EVENTS ORGANSIED

NEWS & MEDIA COVERAGE

SPECIAL ISSUE ON INCUBATION PROGRAMS

1. SAMARTH

‘Samarth’ is an innovation & incubation induction program organised by Pusa Krishi Incubator from 8 to 9 May, 2019. The workshop focused on the ‘Planning and Execution’ of an incubation program. During the workshop new RABIs (RKVY-RAFTAAR Agribusiness Incubators) were trained in executing their incubation programs.

1.1 Samarth Launch

On the first day of the workshop, Dr. Neeru Bhooshan (CEO, Pusa Krishi Incubator)

introduced the RABIs and Knowledge Partners (KPs) to the ‘Fundamentals of Planning & Execution of an Incubator’. It was followed by interactive lectures by distinguished industry experts on the topics – ‘Selection of the Start-ups by an incubator’ by Mr. Shashank Rastogi (Senior Manager, EY); ‘Perspective of Investors’ by Mr. Shailesh Vikram Singh (Managing Partner, Go Massive Incubator); and ‘Market Side of an incubator’ by Mr. Ashu Agarwal.

Website: <http://pusakrishi.iari.res.in/>





1.2 Pusa Momentum Startup

Under its flagship program – Pusa Momentum Startup, a panel discussion was organized with startups on the nitties-gritties of the agri-startup ecosystem in India and how agri-startups are overcoming various stumble-blocks in bringing disruptive solutions to farmers & marketplace. The session was attended by Principle Investigators and faculty of all the RABIs, startups and the faculty from the institutes.



1.3 Visit to Startup India Office

In the light of our hon'ble PM Mr. Narendra Modi's initiative 'Startup India' to support Indian startups, Pusa Krishi Incubator organised an interactive session with RABI's under RKVY-RAFTAAR and Startup India team, on 9 May 2019 at Vigyan Bhawan. The session was addressed by Mr. Anil Agrawal, Joint Secretary, DIPP. The Startup India team apprised the RABIs about the various policies under startup India and how incubators can leverage these benefits for the incubates.



1.4 Handholding & Mentoring of the RABIs

As the leading knowledge partner under RKVY-RAFTAAR, Pusa Krishi Incubator extends its continuous support to its nine RABl partners. Pusa Krishi Incubator conducted offsite sessions through zoom, skype and telephone for mentoring and had follow ups with each RABl on regular intervals to help them in launching their incubation program. Pusa Krishi Incubator team visited respective RABIs to handhold them on various aspects of incubation management. The RABIs and their staff were sensitized on best practices in running of an incubation program.

The Pusa Krishi Incubator team visited the following RABIs:

- IHBT, Palampur.
- Sher-E-Kashmir University, Jammu.
- IIT-BHU, Varanasi.
- Chaudhary Charan Singh Univeristy, Hisar.
- Punjab Agri Business Incubator (PABI) Ludhiana.
- IIM Kashipur, Uttarakhand.
- Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur.
- Indian Veterinary Research Institute, Izatnagar, Bareilly.
- Indira Gandhi Krishi Vishwavidyalaya, Raipur.





Introduction

Arise 2019 is a uniquely designed incubation program for early-stage agri-startups, powered by RKVY-RAFTAAR scheme of Ministry of Agriculture and Farmers' Welfare, Government of India, to promote innovation and entrepreneurship.

2.1 Program Launch

Arise 2019 was launched on 13 May 2019 at the NRL Auditorium, IARI. The selected startups were introduced to the journey of IARI and its pivotal contributions to the Indian agriculture research. Startups were also acquainted about various academic disciplines and the research facilities of IARI that incubates can benefit from. The event was inaugurated in the presence of Dr. A. K. Singh (Joint Director of Research, IARI), Dr. Charanjit Kaur (Principal Scientist, PHT), Dr. J.P. Debbas (In charge, CATAT). The program head Dr. Neeru Bhooshan (CEO, Pusa Krishi Incubator) introduced the incubates to the ZTM & BPD unit and apprised them about the details of Arise 2019 program and the benefits extended to startups during the training.

2.2 Arise 2019 Incubation Activities

2.2.1 Handholding of Arise Incubates

Mentoring Sessions: Through a curated mentor driven residency incubation program, incubates were facilitated with one-on-one and group mentoring sessions by industry & technical experts. The two month incubation program was designed to give deep insights on all aspects of the planning and execution of an agri-startup. Through this program, the incubates had gained a thorough understanding about agri-business management activities and industry opportunities that they can utilise as a stepping stone for scaling their ventures ahead.

The two month incubation in-house residency program covered topics ranging from technical to business aspects. Some of them are as follows:

Latest developments & opportunities in Farm mechanisation by Dr. Indramani Mishra (Head-Agricultural Engineering, IARI); Product design and Profiling by Co-founders of Orangewood Labs; Business Modelling, Financing and



Revenue Strategy & Term Sheet by Mr. Satish Chandra C.S; Go-to-Market Strategy & Partnerships by Mr. Ajay Kumar Gupta (CMD-Marche Global Groups); Media and digital Media by Mr. Baldev Raj (CEO, Prius Communications); Distribution & Supply Chain management by Mr. Amit Kaul (Founder, Milk Basket); MSME Developments by GOI by Dr. K. K.Goyal; Company taxation and regulation by Mr. Sachin Kumar (Technical Manager, HDB financials); Business Strategy for startups by Tushar Pandey (Independent Consultant); Imaging, Sensors & IOT by Dr. C. Viswanathan (Head-Plant Physiology, IARI).

2.2.2 Startup Visit to IARI Facilities

IARI Pusa is India's premier institute for agricultural studies and has world-class lab-to-land technologies & facilities. Team Pusa Krishi Incubator organised a one-day visit for startups on 21 May, 2019, to the IARI's state-of-the-art facilities and technologies.



2.2.3 Startup to Corporate

To unwrap the on-ground expertise of eminent corporate representatives for Arise 2019 incubates, Pusa Krishi Incubator hosted 'Startup to Corporate' – a flagship program between startups & corporates to explore the synergies between innovation &

entrepreneurship. The program was held on 30 May at NASC Complex, IARI-Pusa. The workshop helped them to understand the cores of consumer psychology, characteristics of the developing markets and business management in Indian agricultural space. The event comprised of lectures from eminent guest speakers, namely:

- 'Consumer Behaviour & developing markets for new agricultural products and services'
- 'Operational Management' by Mr. Rajeev Kumar Sinha (Ex VP & Global Head, Glenmark Pharmacy)
- 'Understanding Agriculture towards entrepreneurship' by Mr. Ravi Mohan Sethi (Chairman, Stellar Ventures)

2.2.4 Startup Farmers Dialogue

In order to give startups a first-hand experience with farmers, on 29 May 2019, Pusa Krishi incubator organised a special visit to a farmer's community in Shikarpur, a village located in the Bulandshahr district of Uttar Pradesh. The objective of this event was to sensitize startups with the real problems of the farmers, their expectations and usage behaviour. More than 80 farmers voluntarily gathered for the meeting including opinion leaders, large farmers, influencers and village leaders. The visit enriched incubates with useful insights and critical feedback from the farmers.



2.2.5 Vaad Samvaad : Arise Telecast on DD Kisan

Pusa Krishi Incubator in collaboration with DD Kisan organised an interactive session on its program Vaad Samvaad on 4 June 2019. The purpose of the program was to introduce the agro-community about the new-age technologies and services offered by the startups to enrich farmer's lives and farming practices. Vaad Samvaad provided incubates a platform to present their startup before a nation-wide audience for generating a buzz.

talked about various stumble blocks they faced, that could be circumvented by the current partakers.



2.3 Arise Graduation Ceremony

On the culmination of Arise 2019, a valedictory and graduation ceremony for startups was organized on 12 July 2019 at NAAS Complex, IARI. In the ceremony, the incubates made a pitch to the audience and shared their experience of incubation at Pusa Krishi Incubator. The incubates of Arise 2019 program were awarded with 'Certification of Completion', by Dr. Neeru Bhooshan (CEO, Pusa Krishi Incubator) upon the completion of their twomonth of incubation in-residence program.



2.2.6 Pusa Momentum Startup

Under its flagship program Pusa Momentum Startup, the team of Pusa Krishi Incubator organised a lecture by Mr. Kamal Sharma (CEO, Cambill Systems) on 12 July 2019. Citing his startup story, he advised the incubates about the qualities and soft skills of an entrepreneur, required to establish a successful company. A panel discussion was also organised between incubates of Pusa Krishi Incubator. The panelists talked about their journey as startups and how they were nurtured by the Pusa Krishi incubator in achieving their entrepreneurial feat. They also



3. UPJA (FUNDING & ACCELERATION)

RKVY-RAFTAAR selection & monitoring committee, chaired by Joint Secretary, Ms. Chhavi Jha on 10 June 2019 attended a meeting for the Upja cohort at ZTM & BPD unit, ICAR-IARI, New Delhi. In the meeting, the progress of the incubates were analysed and discussed after completion of their two-month of incubation program. The startups pitched their proposals to the committee for funding support under the program. Each incubate gave a brief presentation about their technologies, innovation and business plan. The Committee recommended to fund eighteen (18) incubates for grant-in-aid support.



4. EVENTS ORGANISED

4.1 Beej Workshop: IHBT, Palampur and Sher-e-Kashmir University, Jammu

Team Pusa Krishi Incubator conducted Beej, a sensitization program to apprise the potential startups and entrepreneurs about the incubation and entrepreneurship opportunities under RKVY-RAFTAAR. Beej boot camp was organised at incubation centres of IHBT Palampur on 21 June 2019 and Sher-e-Kashmir University, Jammu on 1 July 2019

respectively. The workshop was attended by students and the university faculty interested in entrepreneurship.

4.2 Workshop on Incubation Centres under National Bamboo Mission, IARI

The NRM Division – NBM Cell, Ministry of Agricultural and Farmers, welfare, organised a workshop under National Bamboo Mission on 11 June 2019, in association with Pusa Krishi Incubator at Krishi Vistar Sadan. The workshop discussed on the various aspects of incubation practices followed at Pusa Krishi Incubator for the National Bamboo Mission and Dr. Neeru Bhooshan (CEO, Pusa Krishi Incubator) apprised them about the first-hand experience of the existing incubation centre at IARI campus, Pusa, New Delhi.



4.3 Delegation visit by Participants from Incubator management training program by IC2 institute (Austin) and Nexus (US Embassy, India)

Pusa Krishi Incubator hosted the participants of incubator management training program organised by the IC2 Institute (Austin) and Nexus (US Embassy, India), at the ZTM & BPD unit, IARI. Dr. Neeru Bhooshan apprised the delegation about Pusa Krishi Incubator activities & other Initiatives under RKVY-RAFTAAR. The training by IC2 institute helped

Indian incubators to adopt best global practices in incubation and entrepreneurship.



4.4 ICAR-IARI Foundation – Startup Exhibition

Pusa Krishi Incubator displayed a spectacular exhibition of its few promising startups at the IARI Foundation Day on 16 July 2019. The exhibition generated an overwhelming interest from ICAR officials, government dignitaries & general visitors that helped the startups in their business assessments & network building.



4.5 Pusa Krishi Incubator-IARI strengthening NCR Science Start-up Ecosystem

Mr. Rajneesh Kumar (COO, Pusa Krishi incubator) participated in a panel discussion on the initiatives for strengthening life science startup ecosystem in the NCR region. The panel session was organized by FITT-IIT Delhi. Other incubator that participated in the discussion were Indigram Foundation Labs, Shri Ram Centre for Industrial Research and IGIB. The networking meet held at IIT Delhi, also discussed on the elements of a winning a start-up proposal & elevator pitch – for early stage entrepreneurs and academic start-ups.



5. NEWS & MEDIA COVERAGE

The startups powered by Pusa Krishi Incubator made news, for all good reasons. Pusa Krishi Incubator's startups were covered by leading news agencies and were acknowledged at various national and international platforms for their innovative technologies.

A2P Energy Solution Pvt Ltd : Won the Global Maker Challenge award.

Mr. Sukhmeet Singh (Founder) of A2P Energy Solution Pvt Ltd – A startup resolving the problem of air pollution from 'paddy straw burning' by converting straw into useful products won the Global Maker Challenge award by Hon'ble Vice President & PM of UAE in the Sustainable Energy Category. The contest received 1180 application from the globe.

deployment and scaling-up. The competition was supported by Invest India and received 1200 applications across India.



Intello Labs : Raised seed fund of \$2 Million

Intello Labs is a startup offering postharvest quality grading solutions through artificial intelligence and machine learning. The startup raised seed round funding of \$2 Million from institutional investors – Omnivore & Nexus Venture partners.



Kritsnam Technologies : Won Smart Cities Technology Showcase award by NDMC

Kritsnam Technologies, a company offering water resource management solutions through IoT; won 'Smart Cities Technology Showcase' & receiving 'LoI' from NDMC for instruments



Intello Labs : Awards & Recognitions
 Intello Labs was selected as a finalist at the 2019 edition of 'Future Food Asia Competition' in Singapore. They also won 'AI for Good' award in agriculture in 'AI for Good Global Summit' at Geneva. They were also featured in AgFunder News - the New York-based industry-leading news website that publishes daily original news on the food and agri-technology.

ARISES : Enterprise Jagruk Janta
 The startup story of Mr. Sushil Vaishnav (Founder) of Arises Enterprises was covered in a special column of Jagruk Janta, a hindi newspaper. The startup improves people's health by buying waste cooking oil from food establishments and supplying to the biodiesel industry.

NASSCOM

NASSCOM COE FOR DATA SCIENCE & ARTIFICIAL INTELLIGENCE IDENTIFIES TOP SOCIAL IMPACT AI SOLUTIONS IN THE COUNTRY THROUGH "AI FOR GOOD"

The initiative looks at sustainable development through innovative applications of AI and leveraging their power in the ecosystem

Bengaluru, 25th March 2019: Today, the National Association of Software and Services Companies (NASSCOM) through its Centre of Excellence for Data Science and Artificial Intelligence (CoE – DSAI) announced the top socially impacting AI solutions addressing some of the most common and complex problems in the public domain.

Analytics, Data Science, IoT and Artificial Intelligence have the promise of betterment of human lives. Today, experts are aware of the power that data sciences and artificial intelligence hold and the role they can play to map poverty, deliver timely aid during natural calamities, assist with the delivery of citizen-centric services in smart cities, help achieve health coverage, improve public safety and enhance the efficiency in governance among several other advantages.

Debjani Ghosh, President NASSCOM said "Artificial Intelligence has found applications across industries whether financial services, manufacturing, healthcare and retail to name a few. Equally essential to these, the application of AI in the public sector and governance is expanding and thus impacting every aspect of daily lives. We are happy to partner with the Government of Karnataka in its commendable strategic initiative to focus on innovation in artificial intelligence to bring about a positive impact on our society. Through this initiative, we will unwrap the unlimited possibilities of deploying AI for Good as well as enable innovators to build models which will validate India on the global AI map."

As part of the CoE-DSAI strategic initiative, the Government of Karnataka aims to engage with organizations that have the technological capabilities and solutions to impact people's lives. "Government of Karnataka along with NASSCOM established India's first Centre of Excellence for Data Science & Artificial Intelligence to catalyze the growth of the deep tech ecosystem in India, by providing the stimulus for innovation and solutions in AI. The 'AI for GOOD' program reflects the commitment of the Government of Karnataka in making people's lives better through effective adoption of technology. We believe emerging technologies such as Artificial Intelligence will bring the benefits of innovation to make a huge positive societal impact and lead to sustainable development not only in Karnataka but entire India." said Gaurav Gupta, Principal Secretary for Industries, IT, BT & ST, Government of Karnataka.

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Inhof Technologies : 'Fellowship Award'
 For their objective to offer low-cost management & automated technology in dairy industry, Inhof Technologies was granted the 'Fellowship Award' by 'Social Enterprise Academy' for their successful completion of 'SEA India Impact Link.'



TRANALAB: Won BIG grant from BIRAC

TRANALAB, a company with a mission to make biotherapeutics of recombinant proteins affordable, won the 'Biotechnology Ignition Grant' (BIG) by Biotechnology Industry Research Assistance Council, BIRAC India.

KYARI : 'Creating a Vibrant Ecosystem'

KYARI, a company saving crop losses due to wild animal intrusions through their sensor-based animal repellent system, participated in the workshop 'Creating a Vibrant Ecosystem' organised by DIPP on May 2 at Vigyan Bhawan. The theme of the workshop was 'Support To Startup ecosystem by GOI Ministries'



ANIDERS

Takachar: iShow Innovation

Takachar is a company offering small, portable & low-cost equipment that increases the economic uses of agriculture & forest waste as a feedstock for energy. The founder Mr. Vidhyut Mohan made it to the finals of iShow innovation showcase, conducted by the American Society Of Mechanical Engineers in Washington DC.

ISHOW
INNOVATION SHOWCASE

From the Editor's Desk

Welcome to the new edition of Taksay – Taknique se Vyavsay. I take immense pleasure to share with you a special edition of Taksay with a focus on development and implementation of various incubation programs of the ZTM & BPD unit under RKVY-RAFTAAR.

During this period, the unit has accelerated its activities in planning and execution of incubation programs – SAMARTH, ARISE and UPJA, and succeeded in their accomplishment with flying colours. As a leading knowledge partner, Pusa Krishi Incubator organized a national-level incubator management training program for twenty-eight RABIs across India. Samarth, a one-of-its-kind incubator training program in India has created a network of agri incubators and helped to train more than 50 participants into skilled incubator managers. In addition, Pusa

Krishi Incubator completed its Upja incubation program and eighteen startups successfully got selected for grant-in-aid funding support under RKVY-RAFTAAR by MoA&FW. Pusa Krishi Incubator also launched its second incubation program 'Arise – Agripreneurship Orientation Program' for early stage startups under which twenty four incubates were selected for the two month in-house residence incubation. During its course, the incubates underwent intensive mentoring and training by technical and industry experts and made educational visits to IARI facilities, DD Kisan and a farmer's community. To conclude, this edition demonstrates our painstaking efforts in becoming a beacon of excellence in the field of agribusiness incubation in India.

Dr. Neeru Bhooshan

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