



**ACHARYA N.G.RANGA AGRICULTURAL UNIVERSITY**  
**RKVY-RAFTAAR ABI's Scheme Supported and Funded Project**  
**ANGRAU-AGRI INNOVATIONS AND ENTREPRENEURSHIP DEVELOPMENT CELL**  
**ANGRAU POSHAN INCUBATOR**



*Half Yearly Bulletin (Jan 2021–June 2021)*

*From the desk of Vice-Chancellor*

## KEY HIGHLIGHTS

- ❖ Launch of 2<sup>nd</sup> Cohort
- ❖ Progress Review of funded Startups
- ❖ National Webinars
- ❖ Dignitary visits
- ❖ Call Forth of 3<sup>rd</sup> Cohort
- ❖ Virtual Orientation Programs
- ❖ Media mentions



**Dr. A. Vishnuvardhan Reddy**  
**Vice-Chancellor**  
**Acharya N.G.Ranga Agricultural University**  
**Lam, Guntur, Andhra Pradesh**

Agriculture assumes an exceptionally vital part in Aatmanirbhar Bharat. Government of India has taken many landmark initiatives towards the development of Aatmanirbhar krishi with a motive to transform the Agriculture into a Sustainable Enterprise and create employment; RKVY- RAFTAAR Agri Business Incubator scheme is one among them to harness the entrepreneurship in Agriculture and Allied Sectors. Likewise, ANGRAU Agri Innovations and Entrepreneurship Development cell- ANGRAU POSHAN INCUBATOR is upbringing Agri startups to contribute in boosting Indian Agricultural Economy. Apart from nurturing and funding the budding agripreneurs and startup's, many orientation programmes are being conducted by the ANGRAU Poshan Incubator to sensitize them on the opportunities available and step towards becoming a job provider instead of job seeker. A great applause to the team of ANGRAU Poshan Incubator for their efforts in accomplishing the expectations of the programme.

## 1<sup>st</sup> RKVY-RAFTAAR Incubation Committee meeting for 2<sup>nd</sup> Cohort

ANGRAU POSHAN INCUBATOR, invited applications for both Agripreneurship Orientation Program & Agribusiness Incubation Program in the month of December, 2019 through all Print media & Social media channels and received a total of 108 applications. A virtual RIC meeting was held for SANKALP 2020 and SAMRIDDHI 2020 applicants on 22-01-21 and 23-01-21 respectively. A total of 44 proposals from SANKALP 2020 and 24 proposals from SAMRIDDHI 2020 were presented their innovative ideas in front of the committee. After thorough scrutiny by RIC committee members a total of 30 proposals from SANKALP 2020 (Idea to prototype) and 13 proposals from SAMRIDDHI 2020 (MVP to scale up) were selected for Two months Internship/Incubation Programme.



## Inauguration of 2 months/60hrs Internship/Incubation Programme

Under the Chairmanship of the Associate Director of Research, RARS Dr. L. Prasanthi, launched 2 months/60 hrs Internship/Incubation programme virtually on 30<sup>th</sup> Jan 2021 and gave key notes for SANKALP 2020 and SAMRIDDHI 2020 Incubatees. On this Occasion Dr. P. Bala Hussain Reddy, PI&CEO of the project has explained the project terms and conditions to the Incubatees. Incubatees were given an intensive training on different topics by various resource persons to move ahead and excel in their entrepreneurial journey.



## Valedictory Ceremony of Internship/Incubation Programme

After the completion of the two months Internship/ Incubation program, valedictory ceremony was organized on 6<sup>th</sup> March 2021 virtually on Zoom platform for the incubates. They shared their feedback and take away notes from the Programme. Certificates were distributed to all the Incubatees of SANKALP-2020 (AOP) & SAMRIDDHI-2020 (SAIP) programmes.



## Progress Review of 1<sup>st</sup> Cohort funded Startups

Reviewed the Progress of the funded Incubatees from 1<sup>st</sup> Cohort physically, on 8<sup>th</sup> March 2021 Business Manager and Assistant Business Manager of ANGRAU Poshan Incubator. Verified the product/prototype development status, due diligence of the company and funds utilization. Also discussed product placement techniques, pricing strategies and necessary testings etc.

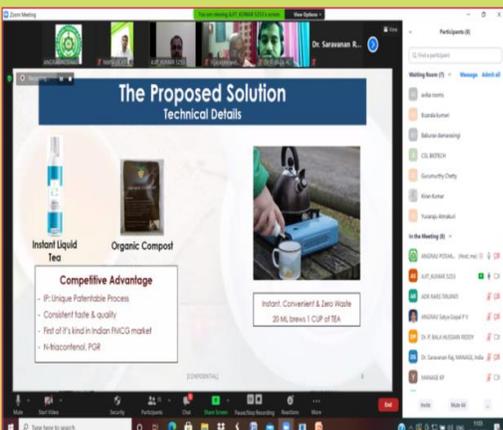


## National webinar on “Transition of Technology from Lab to Market through Technology Commercialization”

ANGRAU POSHAN INCUBATOR has organized a National Webinar “Transition of Technology from Lab to Market through Technology Commercialization” on 12<sup>th</sup> March 2021 for Scientists, Faculty, Students, Entrepreneurs, Agripreneurs and Innovators. Sri. A. Gnanasambandam, CEO – TBI, ABIS, TNAU, Coimbatore has enlightened the audience with the Process of Technology commercialization, which would directly help the farming community in implementing new technologies

## 2<sup>nd</sup> RKVY-RAFTAAR Incubation Committee meeting for 2<sup>nd</sup> Cohort

Organized 2<sup>nd</sup> RIC meeting for incubatees of SANKALP-2020 & SAMRIDDHI-2020 on 15/03/21 & 16/03/21 respectively, to select potential Ideas/Startups for next phase of funding process. Out of 30 Incubatees from SANKALP 2020, 22 Incubatees presented their idea and out of 13 Incubatees from SAMRIDDHI 2020, 12 presented their ideas in front of RIC committee members. The selected Incubatees from both the programs were sent to MANAGE, Hyd, the Knowledge Partner for further process.



## Knowledge session on IPR & Patenting

A knowledge session on “Intellectual Property rights & Patenting” was organized for Scientists of Southern zone at RARS Tirupati on 19<sup>th</sup> March 2021. All the scientists were enlightened with all the aspects related to IPR and how it paves a way towards the commercialization of the technology and hence financial stability in Agriculture.

## RKVY-RAFTAAR selection and monitoring committee (RC) meeting

A total of 25 innovations (18 for Pre-Seed Stage funding and 7 for Seed Stage funding) were selected from 2<sup>nd</sup> RIC meeting. All the selected Incubatees presented their idea virtually to RKVY-RAFTAAR Selection and Monitoring committee at MANAGE Hyderabad- Knowledge Partner of ANGRAU Poshan Incubator on 5<sup>th</sup> April, 2021.

## Call forth of 3<sup>rd</sup> Cohort- SANKALP 2021 & SAMRIDDHI 2021

Welcomed Applications for SANKALP-2021(AOP) and SAMRIDDHI-2021(SAIP) from 22-05-2021 to 30-06-2021 through social media promotions & marketing, print media radio talk ect.. Received a total of 121 applications for SANKALP-2021 and 45 proposals for SAMRIDDHI-2021. Applications are from various focus sectors viz food technology, organic farming, ICT&IOT, AI, waste to wealth, animal husbandry, farm mechanization etc.

## National Webinar on Agripreneurship in India

Hosted a National webinar on “Agripreneurship in India Scope, Opportunities and challenges faced by Agripreneurs & Strategies for a successful Agri startup Growth” on 7<sup>th</sup> June 2021 for Faculty, Students, Agripreneurs and Innovators. Hon’ble Vice Chancellor of ANGRAU, Dr. A. Vishnuvardhan Reddy, Director of Experimental stations ANGRAU, Dr N. Trimurtulu and Associate Director of Research Dr. L. Prashanthi and some other dignitaries of ANGRAU graced the Webinar. Dr. Sagar S. Deshmukh, Faculty of MANAGE, Hyderabad and Dr. Radhika M Shankar, Consultant were the guest speakers who enlightened the audience with the valuable inputs in the Agri sector in India



### RARS invites applications for funding innovative ideas

TIRUPATI: The Entrepreneurship Development Cell (AIEDC) under Regional Agriculture Research Station (RARS) invited applications from entrepreneurs and interested agri business pursuers for financial grants for giving shape to their innovative ideas in the agriculture sector.

This agri business incubation scheme consists of two types - one is named Sankalpa -2021 under which the applicant selected will be provided upto Rs 5 lakh and second one is Samridhi-2021 by which an applicant can get upto Rs 25 lakh grant to establish their start-up. This is the 3<sup>rd</sup> Cohort application for pre-seed stage funding titled as 'Sankalpa' and seed stage funding 'Samridhi'. Online applications are available on the website ([www.angraurabitpt.org](http://www.angraurabitpt.org)) and the last date for receiving applications is June 20, according to RARS Associate Director of Research Dr L. Prashanthi.

She also informed that the selected agri entrepreneurs will undergo two months training during which they will be nurtured on registering a startup, developing a prototype, upscale their business, marketing strategies, financial resources, accounting etc. For more details dial 9441670829

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**National Webinar on Agripreneurship in India**  
Scope, Opportunities and challenges faced by Agripreneurs & Strategies for a successful Agri startup Growth

**Guest of Honor**  
Dr. N. Trimurtulu  
Director of Experimental Stations  
ANGRAU

**Chief Guest**  
Dr. A. Vishnuvardhan Reddy,  
Vice-Chancellor  
ANGRAU Agricultural University,  
Lank. Coimbatore, A.P.

**Chairman**  
Dr. L. Prashanthi  
Associate Director of Research,  
RARS, TIRUPATI

**DATE:** 07<sup>th</sup> June, 2021  
**TIME:** 9:30 AM to 12:30 PM

**Guest speakers**  
Dr. Sagar S. Deshmukh  
Faculty, National Institute of  
Agricultural Extension  
Management, Hyderabad  
Dr. Radhika M Shankar  
Founder,  
Wise Owl Consulting Services,  
Hyderabad

**Organizing Secretary:**  
Dr. P. Balu Hanumanth Reddy,  
Principal Investigator & Team,  
ANGRAU Poshan Incubator

**JOIN ZOOM MEETING:** <https://bit.ly/2xmbd4t> **FOR REGISTRATION:** <https://bit.ly/2xmbd4t>

**Contact us**  
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## Virtual Orientation Programmes for students

Virtual Orientation Programmes for students were conducted by ANGRAU Poshan Incubator in different colleges in Andhra Pradesh during the month of June 2021, with a motto to create awareness among students regarding RKVY-RAFTAAR ABI scheme and to encourage students to pursue innovative ideas as a business model.

### VIRTUAL ORIENTATION PROGRAMMES CONDUCTED BY ANGRAU Poshan Incubator

COLLEGE/UNIVERSITY	DATE
1. Sri Krishnadevaraya College of Agricultural Sciences, Anantapur	08.06.2021
2. Agricultural College, Mahanadi	09.06.2021
3. SV Agricultural College, Tirupati	10.06.2021
4. SBVR Agricultural College, Badvel	11.06.2021
5. NA group of colleges(Agriculture & Horticulture), Markapur	12.06.2021
6. Siddhartha Institute of Science and Technology, Puttur.	15.06.2021
7. Madanapalle Institute of Science and Technology, Madanapalle.	16.06.2021
8. Sri Padmavathi Mahila Vishwavidyalaya	18.06.2021
9. Acharya N.G Ranga Agricultural University, Srikakulam	23.06.2021
10. Dr. NTR Agricultural College, Bapatla	24.06.2021

## National Webinar on Effective Pitch Deck Presentation & An Investor's view point on choosing a startup to fund

Hon'ble Vice Chancellor of ANGRAU, Dr. A. Vishnuvardhan Reddy, Director of Experimental stations ANGRAU, Dr N. Trimurtulu being Guests and Dr. L. Prashanthi, Associate Director of Research being Chairman; ANGRAU Poshan Incubator had organized a National Webinar on "Effective Pitch Deck Presentation & An Investor's view point on choosing a Startup to fund" on 21<sup>st</sup> June 2021 for Faculty, Students, Agripreneurs and Innovators. Prof. K.V.Iyer & Sri. V Vijay Shankar, were the two guest speakers invited and the Innovators & Agripreneurs are very much excited to know how efficiently they can prepare their Pitch deck and what all the aspects to insist while presenting to Investors

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**National Webinar on Effective Pitch Deck Presentation & An Investor's viewpoint on choosing a Startup to Fund**

**Chief Guest**  
 Dr. A. Vishnuvardhan Reddy, Vice-Chancellor  
 ANGRAU Agricultural University, Loni, Guntur, A.P.

**Guest of Honor**  
 Dr. N. Trimurtulu, Director of Experimental Stations ANGRAU

**Chairman**  
 Dr. L. Prashanthi, Associate Director of Research, EARS, TIRUPATI

**Invited speakers**  
 Prof. K.V. Iyer, Visiting Faculty at NAARM & Advisory Board Member of TRL, NAARM, Hyd.  
 V Vijay Shankar, Entrepreneurship Management Consultant & Business Partner, Wise Owl Consulting Services, Hyd.

*Students, Innovators, Agripreneurs and all aspirants willing to start an entrepreneurial journey can participate... Certificates will be issued to all the registered Participants.*

**DATE:** 21<sup>st</sup> June, 2021  
**TIME:** 9:30 AM to 12:30 PM

**JOIN ZOOM MEETING:** <https://bit.ly/25a1a8Q> **FOR REGISTRATION:** <https://bit.ly/25a1a8Q>

**Organizing Secretary:** Dr. P. Balu Hanasala Reddy, Principal Investigator & Team, ANGRAU Poshan Incubator  
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**BANGRAU/PoshanIncubator** **SP** **ANGRAU/Poshan** **IN** **BANGRAU/poshanincubator**



**PUBLISHED BY:**

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RARS, Tirupati**

**Dr.P.Bala Hussain Reddy**

**PI & CEO**

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Entrepreneurship Development Cell,  
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2. Smt A.lakshmi Thulasi, Asst. Manager
3. Ms.P.Srinidhi, Business Executive
4. Smt.C.Rama Devi, Office Assistant

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