



# JAWAHAR R-ABI

(RKVY-RAFTAAR AGRIBUSINESS INCUBATOR)

# NEWSLETTER

Half Yearly Newsletter (December 2021)

VOL. 3, No.2

SWADESHI AGRIPRENEURSHIP-RAY OF HOPE FOR AGRI-STARTUPS

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- ✍ Awards & Recognition
- ✍ Media Coverage

## Editorial Board:

Dr. S. B. Nahatkar  
Dr. Moni Thomas  
Mrs. Laveena Sharma  
Mrs. Laxmi Singh  
Mr. Suresh Kapse  
Mr. Lovkesh Patel



### From Vice-Chancellor's Desk

*Despite an unforgettable pandemic year, 2021 has emerged to be the most important year for India's startup ecosystem, and Agri startups have made a very good contribution to this ecosystem and stood third startups ecosystem at global level.*

*Agri-startups' cutting-edge technology solutions create more opportunities in the field of agriculture. While the Indian government is doing its best to keep startups sustainable in this cut-throat competition, the agribusiness industry should come up or expand its involvement with emerging agricultural start-ups. With the support of the government and the support of agri-industry, the dream of startup innovation can be realized and Jawahar R-ABI is making a commendable contribution in this endeavor, it is acting like a ray of hope for the youth in Swadeshi Agricultural Entrepreneurship in the state of Madhya Pradesh.*

*I hope that the innovative products of Jawahar RABI Agri-startups will make a great name not only in the country but also abroad and make this dream of agri-startup a reality with more income and employment generation*

**Prof. P. K. Bisen**  
Vice-Chancellor

## Physical verification of PRERNA 2.0 Startup

Physical verification of startups as per the investment plan has been done under the supervision of Dr. S.B. Nahatkar, CEO Jawahar R-ABI, JNKVV, Jabalpur, M.P. Physical verification of Mr. Arpit Gupta place has been done by Mrs. Laveena Sharma, Business Manager J-RABI on 2<sup>nd</sup> July 2021. During physical verification, the current status of the startup, business operations of the startup, technical capacity (land, infrastructure, equipment, and other facilities-owned and hired), the project team (Number of employees), vendor/supplier details, financial information has been verified.



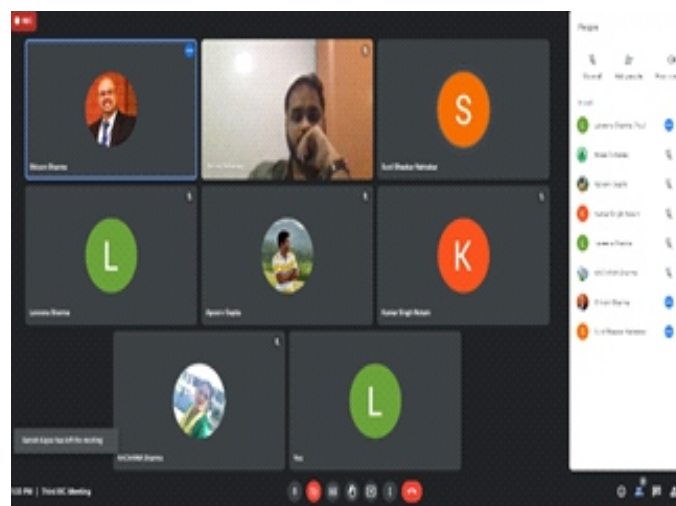
## Product Launch of Jawahar R-ABI Incubatee



Prof. P. K. Bisen, Hon'ble Vice-Chancellor, JNKVV, Jabalpur, Madhya Pradesh launched the INJIYA-Natural Stevia Powder Developed by Mr. Ambika Prasad Patel Incubatee of Jawahar R-ABI PRERNA 1.0 program on 6<sup>th</sup> July 2021. Mr. Ambika Prasad Patel is the Director and Founder of Agadyati Herbs & Food Pvt. Ltd, Jabalpur M.P. providing Healthier, Natural, and Organic substitutes, alternatives, and products to replace the chemically treated and potentially harmful agri products in the market and even introducing many herbal, ayurvedic and medicinal products for the benefit of individuals health and wellbeing.

## Third RIC of Cohort 1.0

To review the key accomplishments and progress of the funded startup (FY 2019-20) as per scheduled milestones and to get the second tranche release, a virtual 3<sup>rd</sup> RIC meeting was organized on 19<sup>th</sup> July 2021. The meeting was chaired by Dr. S. B. Nahatkar, Director IABM & CEO Jawahar R-ABI, IABM, JNKVV, Jabalpur, M. P. and 12 startups have presented their progress and utilization of the 1<sup>st</sup> tranche of grant and have been recommended for release of 2<sup>nd</sup> tranche of the grant in aid support.





## Application Invitation for Cohort 4.0

Jawahar R-ABI Agribusiness incubator, IABM, JNKVV, Jabalpur have been invited applications for its Cohort 4.0 of agripreneurship orientation and incubation program till 28<sup>th</sup> February 2022, and so far received total of 175 applications at the close of the last date.



**JAWAHAR R-ABI**  
(RKVY-RAFTAAR AGRI-BUSINESS INCUBATOR)  
Institute of Agri-Business Management (IABM)  
Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur  
Jabalpur, Madhya Pradesh, 482004

**Inviting applications from**  
Agripreneurs & Agri Startups  
For

**PRERNA 4.0**  
(Pre-seed Stage Programme)

- 02 Months Comprehensive Agri-preneurship Orientation Programme
- Technical & Business Training Sessions
- Grant-in-aid Support upto ₹ 05 Lakh

**SAAKAR 4.0**  
(Seed Stage Programme)

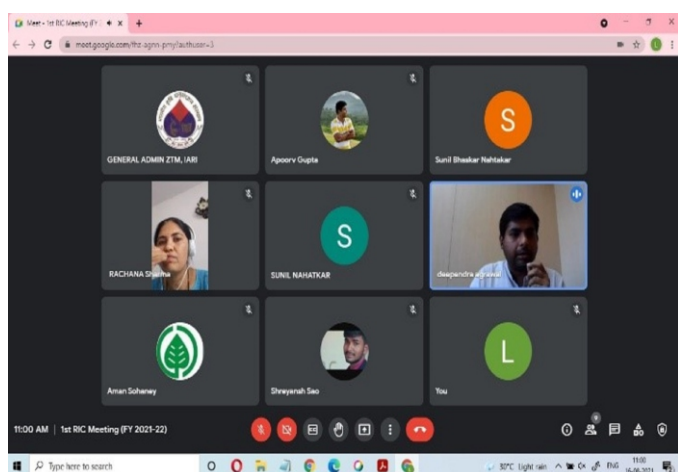
- 02 Months Comprehensive Incubation Programme
- Technical & Business Mentorship, Networking, Investors & Market Linkages
- Grant-in-aid upto ₹ 25.00 Lakhs

**Apply Now Or Scan QR Code**

**Last date to apply online**  
31<sup>st</sup> January, 2022

Contact Us: Phone: +91-761-2688039, +91-9092499632  
Email: jnkvv\_rabi@gmail.com; Website: www.jawahar-rabi.com

## 1<sup>st</sup> RIC for PRERNA & SAAKAR Cohort 3.0



Dr. S. B. Nahatkar, Director IABM & CEO Jawahar R-ABI Chaired the virtual first RKVY-RAFTAAR Incubation Committee (RIC) Meeting for the third cohort of Jawahar R-ABI on 16<sup>th</sup> & 17<sup>th</sup> Aug. 2021 and Recommended Twenty-two Startups for Agripreneurship Orientation Program (PRERNA 3.0) and Nine Start-ups for Agri-entrepreneurship Incubation Program (SAAKAR 3.0) out of 162 applications for both the programs received.

## Virtual Inaugural of Agripreneurship Orientation & Incubation Program (Cohort 3.0)

Two-month Agripreneurship Orientation Program (PRERNA 3.0) and Agripreneurship Incubation Program (SAAKAR 3.0) was virtually inaugurated on 06<sup>th</sup> Sept. 2021 by Dr. P. K. Bisen, Hon'ble Vice-Chancellor, JNKVV, Jabalpur. Director IABM & CEO Jawahar R-ABI highlighted the concept of RKVY-RAFTAAR, Dr. D. Khare, Dean Faculty of Agriculture, Dr. G.K. Koutu, Director Research Services, as well as all the senior faculty members were virtually present on the occasion.



## Lecture Series on Customer and Market Research

Lecture Series on Customer and Market Research for Agripreneurship Development was organized on 07<sup>th</sup>, 09<sup>th</sup> & 13<sup>th</sup> Sept. 2021 for the incubatees of Jawahar R-ABI & students of JNKVV. The series was attended by 50 startups and students. The lead speaker Mr. Mahendra Kondapalkala, Founder & CEO, Biz Brand Solutions Pvt. Ltd., Secunderabad provided a brief overview about customer profiling, persona mapping & behavior analysis, advertising, brand management & integrated marketing communication.



**LECTURE SERIES ON CUSTOMER AND MARKET RESEARCH FOR AGRIPRENEURSHIP DEVELOPMENT**

**Keynote Speaker**  
Mr. Mahendra Kondapalkala  
Founder and CEO,  
Biz Brand Solutions Pvt. Ltd.,  
Secunderabad

07 <sup>th</sup> September, 2021	09 <sup>th</sup> September, 2021	13 <sup>th</sup> September, 2021
Customer Profiling, Persona Mapping and Behavior Analysis	Advertising, Brand Management & Packaging for Effective Retail Marketing	Introduction to Integrated Marketing Communication & Market Research
10:30 AM – 12:00 Noon	10:30 AM – 12:00 Noon	12:00 Noon – 01:00 PM

Link for joining: [meet.google.com/jow-mcep-wej](https://meet.google.com/jow-mcep-wej)

Institute of Agribusiness Management  
Jawaharlal Nehru Krishi Vishwa Vidyalaya  
Jabalpur, Madhya Pradesh, 482 004

## Lecture Series by Dr. Ramesh Mittal, Director CCS, NIAM



**LECTURE SERIES FOR AGRISTARTUPS & AGRIPRENEURS ON**

**KEYNOTE SPEAKER**  
Dr. Ramesh Mittal  
Director  
CCS National Institute of Agricultural Marketing (CCS NIAM),  
Jaipur, Rajasthan

Recent Reforms in Agriculture Marketing  
06<sup>th</sup> Oct., 2021  
11:00 AM to 12:30 PM

Problem Solving and Decision Making for Agristartups  
08<sup>th</sup> Oct., 2021  
03:00 PM to 04:30 PM

Joining Link: <https://meet.google.com/jow-mcep-wej>

0761-2688039  
[www.jawahar-abi.com](http://www.jawahar-abi.com)

The lecture series on “Recent Reforms in Agriculture Marketing & Problem Solving & Decision Making for Agri startups” was organized on 6<sup>th</sup> & 10<sup>th</sup> Oct. 2021 respectively for the incubatees of Jawahar R-ABI and was attended by nearly 40 participants. The lead speaker Mr. Ramesh Mittal, Director, CCS National Institute of Agricultural Marketing, presented new reforms in agricultural marketing and decision making tactics which are very useful for startups. That was a very informative session for startups.

## Webinar on Zero Budget online Agro Marketing

The half-day special Webinar on “How to do zero budget online agro marketing” was organized on 7<sup>th</sup> Oct. 2021 for the incubatees by Jawahar R-ABI and other university staff members and was attended by nearly 60 participants. The lead speaker Dr. Pragati Gokhale, Advisor Rajiv Gandhi Science & Technology Commission, is made aware about zero budget Agro Marketing with Marketmirchi.com, Mission Mera Mobile Mera Marketing which will helpful for them for raising their business. That was a very informative session for startups.



**Webinar on**

**How to do Zero Budget Online Agro Marketing with Marketmirchi.com**

**“Mission Mera Mobile Mera Marketing”**

**Key Speaker**  
Dr. Pragati Gokhale  
Advisor, Rajiv Gandhi Science & Technology Commission,  
Govt. of Maharashtra, Mumbai

07<sup>th</sup> Oct., 2021 (Thursday)  
11:30 AM to 12:30 PM

Click here to join: <https://meet.google.com/jow-mcep-wej>

Jawahar RKVY-RAFTAAR Agribusiness Incubator  
Institute of Agribusiness Management  
Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, Madhya Pradesh, 482 004



## Startup to Corporate Sector Interface

Jawahar R-ABI Agribusiness incubator facilitated virtual Incubatees and established Startups interface on 26<sup>th</sup> Oct., 2021 with Dr. Ravindra Pastor, Co-Founder & CEO, E-FASSAL, Indore, Mr. Aman Sohaney, MD, Sworn Agritech Pvt. Ltd., Jabalpur, Shri. Prateek Sharma, Director, Green & Grains, Bhopal, Ms. Pallavi Patel, Co-founder & CEO VAM Agro-processing, Jabalpur, & Mr. Vivek Gupta, Senior Manager, Jfarm Services, Bhopal for sharing their experiences of success for confidence building of startups.

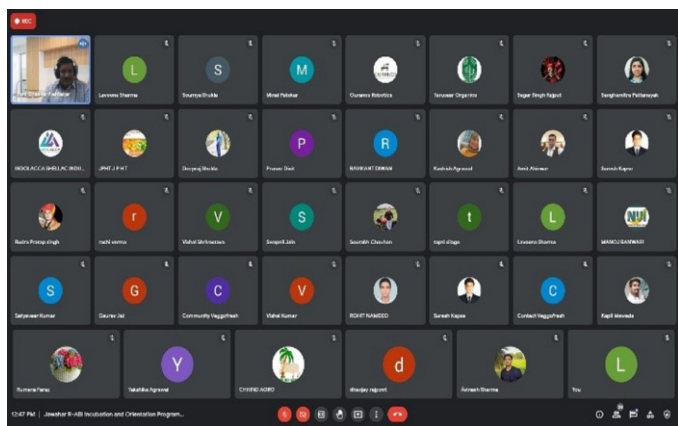


**Startup - Corporate Sector Interface**  
Date: 26<sup>th</sup> Oct., 2021  
Joining Link : <https://meet.google.com/jow-meep-wej>

 <b>Dr. Ravindra Pastor</b> Co-Founder & CEO, E-FASSAL, Indore, M.P. Time: 10:30 am to 11:00 am	 <b>Mr. Prateek Sharma</b> , Founder, Green and Grains, Bhopal, M.P. Time: 11:00 am to 11:30 am	 <b>Ms. Pallavi Patel</b> Co-founder & CEO, VAM Agro Processing, Jabalpur, M.P. Time: 11:30 am to 12:00 Noon	 <b>Mr. Vivek Gupta</b> Senior Manager, Jfarm services, Bhopal, M.P. Time: 12:00 Noon to 12:30 pm	 <b>Mr. Aman Sohaney</b> Co-founder, Sworn Agritech Pvt. Ltd. Jabalpur, M.P. Time: 12:30 pm to 01:00 pm
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**Jawahar R-ABI (RKVY-RAFTAAR Agri-Business Incubator)**  
Institute of Agri-Business Management,  
Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, Madhya Pradesh

## Virtual Startups-Farmers Interaction



Startups-Farmers interface was organized on 28<sup>th</sup> Oct. 2021; it was attended by 30 technology-seeking farmers. Jawahar R-ABI incubatees presented their ideas and products. The farmers have shown their interest in technologies and innovations brought out by startups. They appreciated the ideas and products displayed and also gave their valuable inputs for further improvement in product.

## Valedictory Function of J-RABI 3.0 AOP

On 10<sup>th</sup> Nov. 2021 Jawahar R-ABI organized the Valedictory ceremony for Incubatees of orientation & incubation program. The brief address about the 2 months training was given by Dr. S. B. Nahatkar, CEO of Jawahar R-ABI. On this occasion, all the participants shared their feedback as well as the learning from this two months program. The keynote address was given by guest of honor, Dr. G. K. Koutu, Director Research Services & special guest of the program Dr. D. Khare, Dean Faculty of Agriculture. Chief guest of the program Dr. P. G. Patil, Hon'ble Vice-Chancellor, MPKV, Rahuri, Maharashtra gave stressed on potential and opportunities of startups in India. In the presidential address by the chairman of the program Prof. P.K. Bisen, Hon'ble Vice-Chancellor, JNKVV, Jabalpur, M.P. wished success to all startups. E-Certificates were distributed by the chairman of the program to 26 participants of five states of the country who completed the two month orientation and incubation programs.



## Internal Review meeting of 3.0 Cohort

On 17<sup>th</sup> & 26<sup>th</sup> Nov. 2021 an internal review meeting before the 2<sup>nd</sup> RIC was organized for startups to review their progress, In this meeting, suggestions were given to the startups by the committee for refinement in the project proposal of startups, so that startups could perform well in the second RIC.



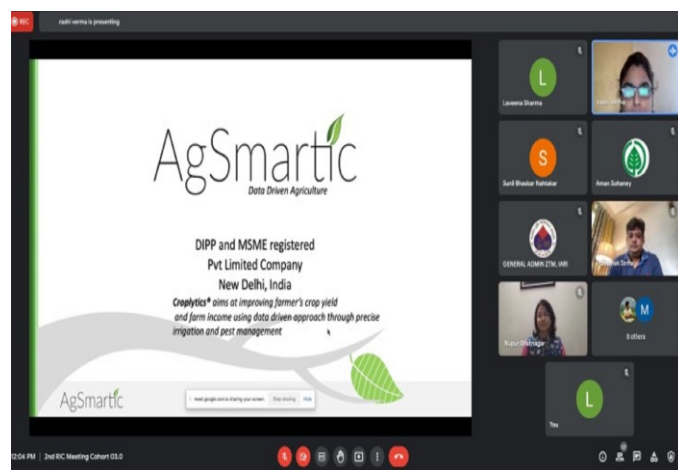
## Physical Verification of Hen Agro Care Pvt. Ltd. by Dr. S.B. Nahatkar, CEO J-RABI



On 24<sup>th</sup> Nov. 2021, physical verification of Hen Agro Care Pvt. Ltd., Mrs. Hiresha Verma SAAKAR 1.0 startups has been done by Dr. S.B. Nahatkar, CEO Jawahar R-ABI, JNKVV, Jabalpur, M.P. at Dehradun. During physical verification, the current status of the startup, business operations of the startup, technical capacity (land, infrastructure, types of equipment and other facilities-owned and hired), project team (number of employees), vendor/supplier details, financial information (as per last audited financial statements), latest six months operating bank's statement, audited financial statement for the last one year along with the notes on accounts & auditor's report has been verified.

## 2<sup>nd</sup> RIC of Cohort 3.0 (FY 20-21)

RKVY- RAFTAAR Second Incubation Committee Meeting of Jawahar R-ABI Cohort 03 was held on 09<sup>th</sup> & 10<sup>th</sup> Dec. 2021 for evaluating Startups of Agreprenurship Orientation and Incubation program for recommendation to final RC under the chairmanship of Dr. S. B. Nahatkar, Director IABM & CEO Jawahar R-ABI. The Twenty-two proposals placed before the committee was discussed intensively at length and fifteen Incubatees are recommended for the final RC.



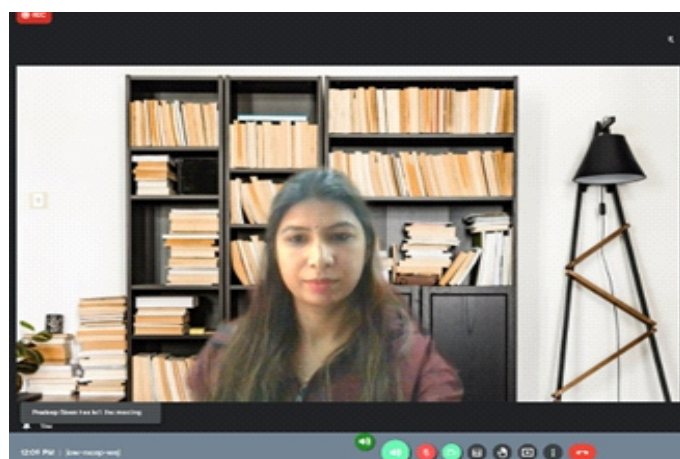


## Virtual Awareness Programmes

Various virtual awareness programs were organized by J-RABI for the students of St. Aloysius College, Jabalpur, Medi-Caps, University, Indore, ELP Students, and College of Agriculture Engineering, JNKVV, on 14<sup>th</sup>, 21<sup>st</sup> & 24<sup>th</sup> Decemembr 2021 respectively to sensitize students about J-RABI Incubation and Orientation program of Institute of Agribusiness Management, Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, M.P.



## Milestones Review Meeting of Cohort 2.0 (FY 20-21)



Milestone Review meeting of cohort 02 has been done on 16<sup>th</sup> December 2021 to review the progress of funded startups.

## Startup Visit by Shri V. K. Vidyarthi, General Manager, APEDA, New Delhi

On 17<sup>th</sup> December, 2021, a half-day visit of Shri V. K. Vidyarthi, General Manager, APEDA was organized for the J-RABI startup Mr. Ambika Prasad Patel, Director & Founder of Agadyati Herb & Food Pvt. Ltd. J-RABI CEO Dr. S. B. Nahatkar & Business Manager Laveena Sharma was also present during the visit. Mr. Vidyarthi appreciated the work done by J-RABI for farming community and he assured to provide support for export of startups products.



## Awards & Recognition

Ms. Rashi Verma Seed stage incubate of Jawahar R-ABI received 11<sup>th</sup> mBillionth Award 2021- Award South Asia for Croplytics - Site-specific advisory and crop monitoring app in the category "Agriculture and Environment" for providing an AI-based smart technology solution in Agriculture. M Billionth Award South Asia is the most influential and leading platform to explore, recognize and honor excellence in mobile innovations, applications, and content services for development and empowerment across South Asia .AgSmartic was also runner up in TiE - Delhi Global competition.



## Media



**JAWAHAR R-ABI**  
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Jawahar R-ABI, Kirti Vihar, Vidyapeeth, Ashoknagar,  
Jabalpur, Madhya Pradesh, 481004

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**Last date to apply online 31<sup>st</sup> January, 2022**

Contact Us: Phone: +91-761-2688039, +91-9072499832  
Email: jkrv.rabi@gmail.com; Website: www.jawahar-rabi.com



**JNKV में व्यावसायिक खेती का सिखाते हैं गुरु: MP की सबसे बड़ी एग्रीकल्चर यूनिवर्सिटी में 10 से दो महीने की मिलती है ट्रेनिंग**

जबलपुर 22 दिन पहले

**भास्कर खेती-किसानी सीरीज-15**

**खेती-किसानी रोजगार का प्रमुख माध्यम भी बन सकता है। इससे कमाई हो सकती है।**

**डॉ. सुनील बी.आर. नाहतकर, डायरेक्टर (इंस्टीट्यूट ऑफ एग्री बिजनेस मैनेजमेंट, जेएनकेवी**



**आप गूगल मैप पर लोकेशन बताएं, रोबोट जाकर लगा देगा पौधे**

जबलपुर में डीएमएचए के नौ विधायकों ने बनाया ग्रीन रोबोट, जिससे खेती से जागृणी आवाज

जबलपुर में डीएमएचए के नौ विधायकों ने बनाया ग्रीन रोबोट, जिससे खेती से जागृणी आवाज

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**इंजीनियर के सेवन स्याइस गार्डन से अब आ रही मसालों की खुशबू**

एक ही पौधे से दालचीनी, तेजपत्ता, कालीमिर्च व लौंग की सुगंध से आती है मसाला

**पौधे से ये हैं फायदे**

इंजीनियर के सेवन स्याइस गार्डन से अब आ रही मसालों की खुशबू





ICAR-Agricultural Technology Application Research Institute

**Kadaknath Poultry Farming for Income and Employment Generation**

**Name** : Shri Praveesh Paradkar  
**Address** : Ward No. 10, Behind Allahabad Bank, Mohgaon Road  
**Block** : Saunsar  
**District** : Chhindwara (M.P.)  
**Mobile No.** : 8600878281

**Profile** : Age : 29 year, Education level : MBA, Land holding : 0.8 ha

**Problem addressed** : Double crop farming situation mixed with livestock. Though double crop system is followed, yet small and medium farmers are not receiving high monetary return. Hence there is a need to raise the income of farmers.

**Description of innovation** : Use of Hydroponics fodder to reduce the cost of feed. Use of cow urine for medicine purpose with drinking water, Timely vaccination (F1, Gamboro, Lasota), Free range farming to make good and healthy birds, Natural way of egg laying system for ideal quality of eggs, Use of naturally grown vegetables (Spinach, Feneugreek, Cabbage), It's a low budget poultry farming.

**Practical utility** : Less man power required, Low input high output, Employment generation, As compared to other breeds it has low cholesterol, Omega3 and rich in 8 essential elements.

**Source of information** : JNKVV, Krishi Vigyan Kendra, Chhindwara

**Economics of innovation**

Source of income	Unit/area	Production (Per annum)	Sale rate (Rs/q)	Cost of Input (Rs/ha)	Grass returns (Per annum)	Net return
Kadaknath Poultry	0.5 acre	-	-	1200000.00	2000000.00	800000.00
Wheat	1.5 acre	25 qt.	2000.00	9000.00	50000.00	41000.00
Cotton	1.5 acre	18 qt.	6000.00	15000.00	108000.00	93000.00
<b>Total (Rs.)</b>				<b>1224000.00</b>	<b>2158000.00</b>	<b>934000.00</b>

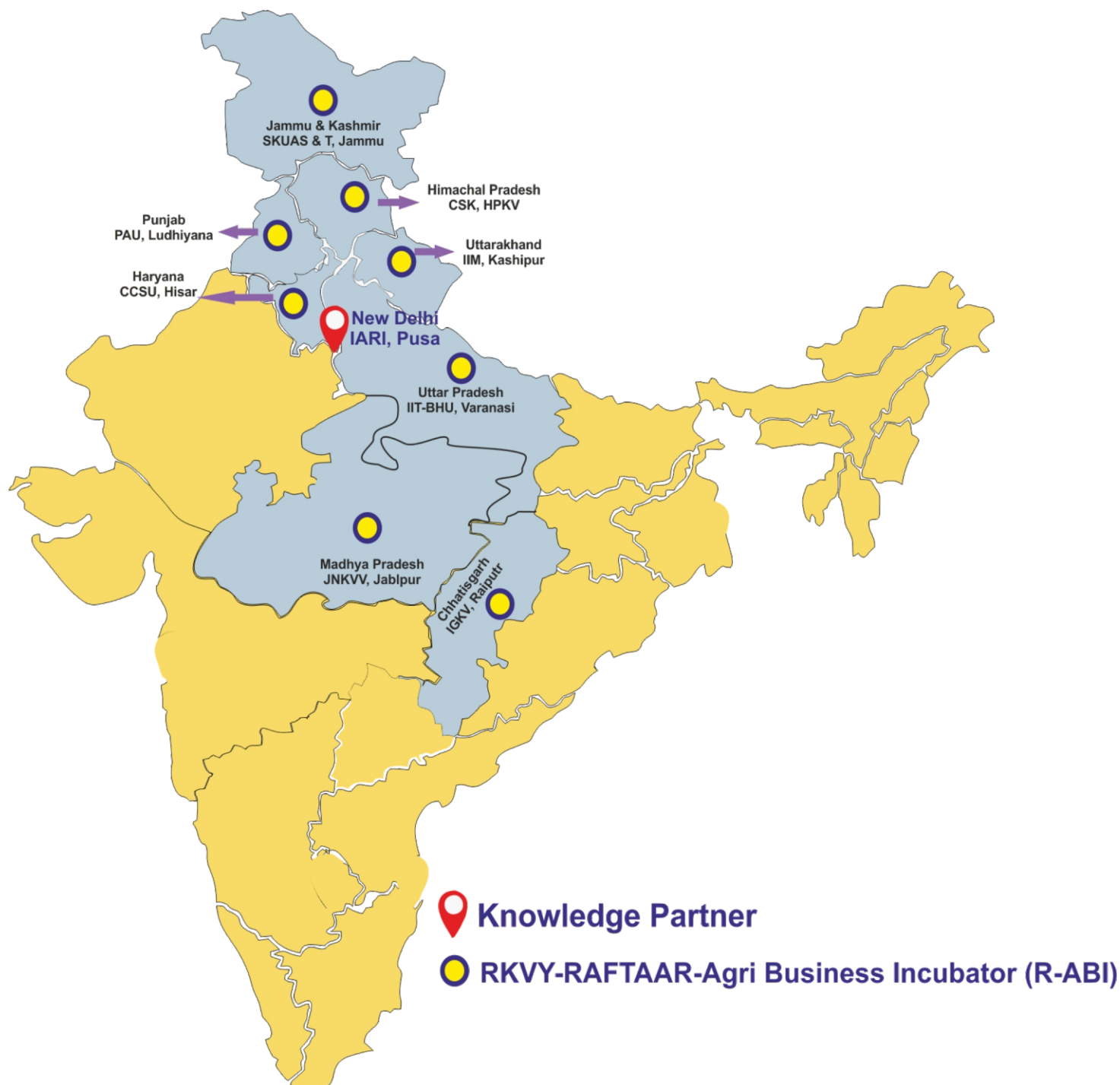
**B:C ratio: 2.31**

**Potential** : Near about 15 - 20 farmers has adopted the technology in the district as well as out of the district (Balaghat, Nagpur, Jabalpur, Narsinghpur)





## Pan India Presence of RKVY-RAFTAAR Agri Business Incubator Under IARI, Pusa, New Delhi





## Contact Us:

**Dr. Sunil Nahatkar,**

CEO , Jawahar R-ABI, Director,

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Website: <http://jawaharrabi.com/>

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**जवाहर आर-एबीआई, जवाहरलाल नेहरू कृषि विश्व विद्यालय, जबलपुर**