

JAWAHAR R-ABI

(RKVY-RAFTAAR-AGRIBUSINESS INCUBATOR)

NEWSLETTER

Half-Yearly Issue (June 2023)

Vol.5 no. 1



Education, employment, entrepreneurship and local economics are closely interrelated. Agriculture in India has a dominant role in the rural economy and employment.

Skill and innovation in the rural sector has the potential to strengthen rural economic infrastructure. JNKVV understands this grey area better. Identifying Agri-Startups, training them, linking with leaders in industry and encouraging entrepreneurs in company registration process are the key activities of J-RABI in JNKVV. The University is still learning from its own experiences in the promotion of Agri-Startups, but is determined to inject the concept among its pool of students.

In my opinion, learning and earning should be an optimistic companion for the future champions of our economy.

Prof. P. K. Mishra
Vice-Chancellor

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Dr. Hemant Rahangdale
Mr. Deepanshu Patel
Mr. Jai Varma
Mr. Lovkesh Patel

RICs, Meetings, Webinars & Workshops

1.1 Centre of Excellence Incubation Committee (CIC) PRERNA & SAAKAR Cohort 4.0

Centre of Excellence Incubation Committee (CIC) meeting of RKVY-RAFTAAR, was held on 1st February 2023. The twelve Startups of J-RABI (5 Pre-seed and 7 Seed stage) made presentations before the Committee for their evaluation. The Committee recommended the six Startups listed below with a total grant-in-aid of Rs.80 lakhs (Rupees eighty lakhs only).

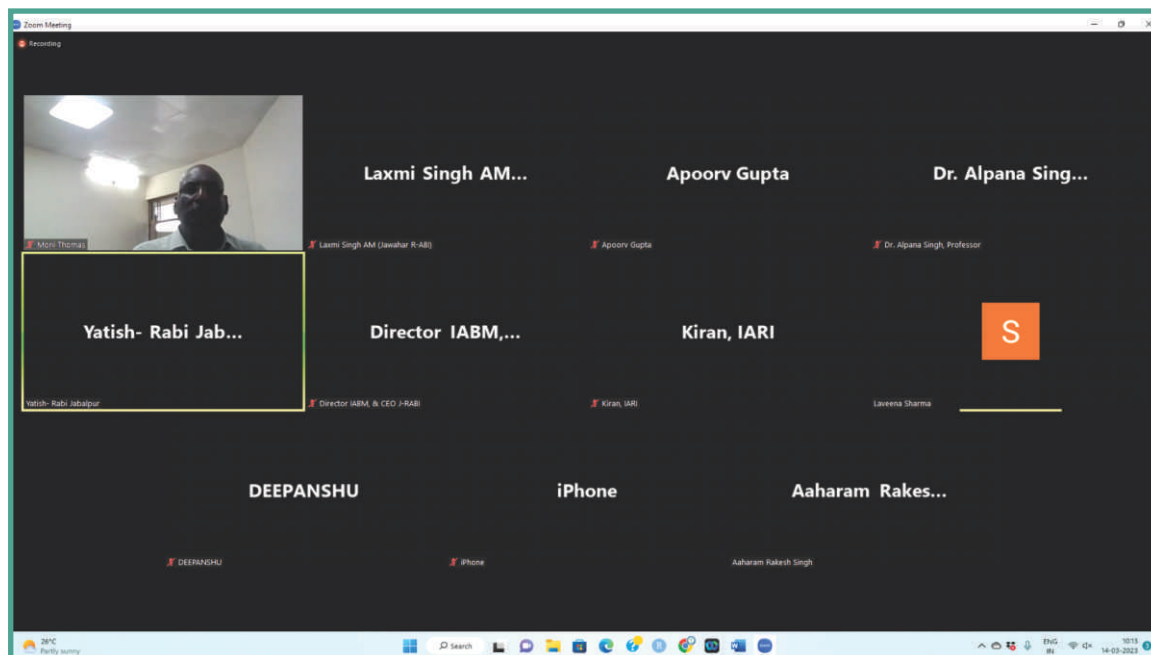
| PRERNA 4.0  | | SAAKAR 4.0  | |
|--|---|--|---|
| Final Selected Startups for CIC | 5 | Final Selected Startups for CIC | 7 |
| Final Recommended Startups by CIC | 3 | Final Recommended Startups by CIC | 3 |

Final list of recommended Startups by CIC

| S.no. | Name | Programme | Startups name | Native State | Recommended (Rs. in lakhs) |
|--------------|--------------------------|-----------|--|----------------|----------------------------|
| 1. | Mr. Shushil Taank | PRERNA | Taank Brothers Ventures Pvt. Ltd. | Madhya Pradesh | 05.00 |
| 2. | Mr. Ravindra D. Waghmare | PRERNA | Nanostar | Maharashtra | 05.00 |
| 3. | Mr. Shekhar K. Sahu | PRERNA | Automatic Spot Till Planter | Madhya Pradesh | 05.00 |
| 4. | Mr. Mayur Pawar | SAKAAR | Wingrow Agritech Producer Company Ltd. | Maharashtra | 15.00 |
| 5. | Mr. Swapnil S. Muley | SAKAAR | Renaissance Superfoods | Maharashtra | 25.00 |
| 6. | Mr. Yogesh Gajralwar | SAKAAR | Sanjivani Agro Machinery | Maharashtra | 25.00 |
| Total | | | | | 80.00 |

1.2 4th RIC for PRERNA and SAKAAR of Cohort 1.0

The 4th RIC meeting of 1.0 Cohort was virtually organized for all funded Startups of J-RABI on 14th March 2023. All the twelve Gol-funded Startups presented their progress. The Committee after evaluation, recommended all of them for the next tranche and grant of NOC.



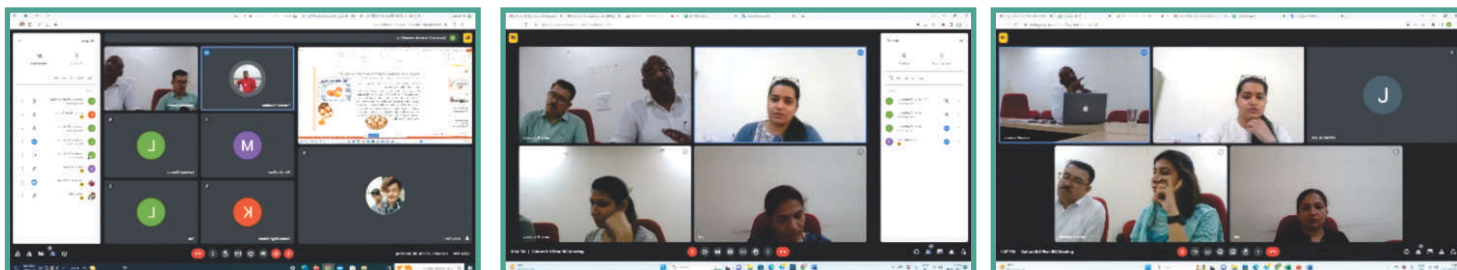
1.3 3rd RIC for PRERNA and SAKAAR of Cohort 3.0

The 3rd RIC meeting of 3.0 Cohort was also virtually organized for all the Gol-funded Startups on 14th March 2023. Five funded Startups presented their progress and expenditure. All of them were recommended for the next tranche by the committee.



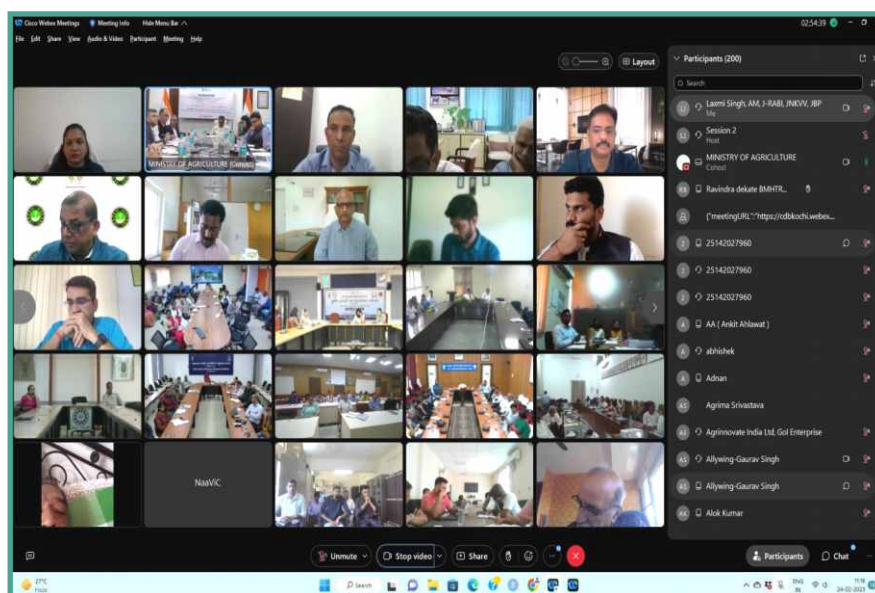
1.4 1st RIC for PRERNA and SAKAAR of 5.0 Cohort

Dr. Moni Thomas, Director IABM & CEO Jawahar R-ABI chaired the 1st RIC meeting (Virtual mode) for the 5.0 Cohort of Jawahar R-ABI on 10th & 11th May 2023. Among the freshly screened 189 applications, the Committee recommended 28 Startups for Agripreneurship Orientation Programme (PRERNA 5.0) and 17 Startups for Agri-entrepreneurship Incubation Programme (SAKAR 5.0).



1.5 Meeting on Financial issues of Startups with the KP and R-ABI under RKVY

A meeting on 20th March 2023, chaired by Shri Ashish Kumar Srivastava, IAS, Joint Secretary (RKVY Division) discussed with all Knowledge partners and R-ABI on the issues of Startups' expenditure and release of funds. J-RABI was represented by Dr. Moni Thomas, Director IABM & CEO & PI, J-RABI.



1.6 Virtual SAMARTH-II Innovation & Incubation Induction Workshop

On 14th February 2023, SAMARTH workshop (virtual mode) organized by Pusa Krishi, IARI, New Delhi was attended by Dr. Moni Thomas, CEO Jawahar R-ABI, IABM, JNKVV Jabalpur and team J-RABI. The Event introduced Agri-Business Incubation under the RKVY-RAFTAR on planning and management, ecosystem building, engaging stakeholders, streamlining procedures and policies, implementation of the incubation programme, funding, and other relevant details.

2. Events

2.1 Krishi Mahotsav and Exhibition

A two-day (24 & 25 January 2023) Krishi Mahotsav at Kota, Rajasthan organised by the Department of Agriculture and Farmers Welfare, Government of India, in association with the Department of Agriculture, Government of Rajasthan, was attended by more than 35,000 farmers, Agri startups, corporate bankers, extension workers, and representatives from private agricultural Institutions. Shri Om Birla, Hon'ble Lok Sabha Speaker and Shri. Kailash Choudhary, Hon'ble Union Minister of State for Agriculture and Farmers Welfare inaugurated the Event. A J-RABI Startup- Mr. Yashwant Dhakad of Kisaan Helpline participated in this event and exhibited his technology, products and services.



J-RABI Startup explaining their product to Shri Komal Patel Hon'ble Minister of Agriculture, GoMP

2.2 Pusa Krishi Vigyan Mela

Pusa Krishi Vigyan Mela organized from 2nd to 4th March 2023 in the Mela ground by the Indian Agricultural Research Institute (IARI), New Delhi, was inaugurated by Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture and Farmers Welfare. The Minister visited the stall of Jawahar R-ABI Startup Swapnil Mulay and appreciated their products.



Shri Narendra Singh Tomar, Hon'ble Minister with J-RABI Startup Swapnil Muley

2.3 Unveiling of Hul-Chal

A Bullock cart wheel and Plough was installed in IABM by Prof. P. K. Mishra, Hon'ble Vice-Chancellor on 24th March 2023. Both symbolises the beginning of agriculture mechanisation in the Country.



2.4 Launching ceremony of “Udhami se Uddyami” and V-serve

Udhami se Uddyami was launched on 17th April 2023. It was an effort to promote entrepreneurship among students. V-serve is one of the outcomes of such an effort. It was launched in the presence of Shri Abhay Varma (IAS), Commissioner, Jabalpur, Prof. P. K. Mishra, Hon'ble Vice-Chancellor, JNKVV, and senior faculties. V-serve with six varieties its of tea, aims to sell them within JNKVV, Jabalpur Campus.



Inauguration of “Udhami se Uddyami” and V-serve



Chief Guest with MBA Students

2.5 Regional Conference

Two-day (29 & 30 May 2023) “Regional Conference of the Indian Society of Agricultural Economics on Recent Innovations in Agricultural Sector: Preliminary Insights and Emerging Perspectives” (RIAS-2023) was jointly organized by J-RABI, Department of Agricultural Economics & Institute of Agribusiness Management JNKVV, Jabalpur. Dr. D. K. Marothia, President of the Indian Society of Agricultural Economics, Mumbai, Maharashtra was the Chief Guest and Prof. P.K. Mishra, Hon'ble Vice-Chancellor JNKVV presided over the inaugural function.

The Conference featured a total of 17 lecture in four sessions and was attended by over 100 participants. Dr. (Mrs.) Akriti Sharma, In-charge (ZTM & BPD Unit) & CEO, Pusa Krishi was one of the Lead speakers. Dr. Sharma spoke on “Agripreneurship in India: A paradigm shift and future prospects



Group photo of RIAS-2023



Dr. (Mrs.) Akriti Sharma delivering her lecture

2.6 Launch of JAWAHAR R-ABI Cohort 5.0

Agripreneurship Orientation (PRERNA 5.0) and Agri-entrepreneurship Incubation Programme (SAAKAR 5.0) was launched on 13th June 2023 by Prof. P. K. Mishra, Hon'ble Vice-Chancellor, JNKVV, Jabalpur. Dr. D. Khare, Dean Faculty of Agriculture, JNKVV, Jabalpur presided over the function. Dr. Moni Thomas, Director IABM & CEO Jawahar R-ABI highlighted the concept of RKVY-RAFTAAR, Dr. G. K. Koutu, Director Research Services, as well as all the Senior faculty members of JNKVV were presented. The Startups exhibited their technologies and products in an Exhibition organised during the Event. *Utthanam* 4.0 a Coffee Table Book was also released by the Chief Guest.



Inauguration of Orientation programme



Release of Utthanam



Startups explaining their products to Hon'ble Vice-Chancellor



Agri- Startups of Cohort 5.0

3. Visits

Dignitaries' visits

- 3.1 On 13th January 2023, Shri Shirish Joshi, Chief Business Officer, ONDC, New Delhi, visited the IABM and shared the opportunities offered by ONDC to promote digital marketing.



- 3.2** Dr. S. R. K. Singh, Director ICAR-ATARI was felicitated on 24th February 2023 in IABM by Prof. PK Mishra, Hon'ble Vice-Chancellor. The occasion was graced by Dr. D. P. Sharma, Director Extension Services, Dr. Abhishek Shukla, Director of Instruction, Dr. G. K. Koutu, Director of Research Services, Dr. D. K. Pahalwan, Director Farms, Mr. Reva Singh Sisodia, Registrar and Dr. P. B. Sharma Dean, College of Agriculture Jabalpur.



- 3.3** Dr. P.P. Shastri, Former Member Board of Management, ICAR, visited IABM to understand the ongoing programmes of J-RABI, its relevance and reach.



- 3.4** Dr. A. K. Khatri Former Member Board of Management, JNKVV, Jabalpur visited IABM on 4th March 2023. Dr. Khatri interacted with the J-RABI team to know about Agri-Startups.



4. Training & Special sessions

| S. no. | Topic of lecture | Lead speaker | Date | Participants (no.) |
|--------|---|--|--|--------------------|
| 1. | Awareness among youth and towards Startups | Mrs. Laxmi Singh, Asst. Business Manager, J-RABI, IABM, JNKVV, Jabalpur | 6 th January 2023 | 30 |
| 2. | Thirty days training on small and marginal mushroom farmers for commercial mushroom | Dr. Deepak Pal, Business Associate, BPD Unit, JNKVV, Jabalpur | 6 th March to 04 April 2023 | 60 |
| 3. | How to start a Startup | Dr. Laveena Sharma, Business Manager, J-RABI, IABM, JNKVV, Jabalpur | 4 th April 2023 | 38 |
| 4. | Success & failure management in business | Mr. Rajesh Pillai, Director Sargam Band, Jabalpur | 26 th April 2023 | 15 |
| 5. | Risk management in poultry | Mr. Jayant Chaudhary MD, Joy Poultry Farm Pvt. Ltd., Jabalpur | 27 th April 2023 | 21 |
| 6. | Mock presentation on Pitch Tech | Dr. Laveena Sharma, Business Manager, Ms. Laxmi Singh, Asst. Business Manager, and Mr. Deepanshu Patel, Business Executive, J-RABI, IABM, JNKVV, Jabalpur | 26 th to 27 th April 2023 | 80 |
| 7. | Networking and experience sharing | Mr. Prakhar Mani Tripathi, Director & Founder, Ouronos Robotics | 16 th June 2023 | 45 |

| | | | | |
|-----|---|--|----------------------------|----|
| 8. | Intellectual Property Rights | Dr. Neeraj Tripathi, Research Associate, AINP on HPVA of NRG, JNKVV, Jabalpur | 19 th June 2023 | 25 |
| 9. | GST & Tax relaxations for Startups | Mr. Pradeep Mishra CA, Jabalpur | 20 th June 2023 | 30 |
| 10. | Startups product marketing | Mr. Satyadeo Thakur, Senior Manager (Product) & Startup Consultant Jio Platforms Limited (JPL), Bengaluru, Karnataka | 21 st June 2023 | 43 |
| 11. | Supply chain distribution network for Startups | | 22 nd June 2023 | 41 |
| 12. | Product Packaging requirements for Startups | Mr. Ravindra Raghuwanshi, CEO, Winner Vacuum Packaging Pvt. Ltd., Mumbai Maharashtra | 23 rd June 2023 | 39 |
| 13. | Networking and its importance | Mr. Yahwant Dhakad, KH24 Agro Ventures Pvt. Ltd., Indore | 26 th June 2023 | 37 |
| 14. | DPIIT recognition for Startups | Dr. Deepak Pal, Business Associate, BPD Unit, JNKVV, Jabalpur | 27 th June 2023 | 28 |
| 15. | Food Safety Regulation: An overview of current issues | Dr. Hemant K. Rahangdale, Senior Research Fellow, BPD Unit, Jabalpur | 28 th June 2023 | 35 |
| 16. | Advertising and brand management for effective retail marketing | Mr. Mahendra Kondapalkala, Founder and CEO, Biz Brand Solutions Pvt. Ltd., Secunderabad | 30 th June 2023 | 39 |



Session on Awareness among youth and Startups



Group photo with trainees



Session on "How to start a Startup"



Group photo with Guest Speaker



Mr. Rajesh Pillai,
Director, Sargam sharing experience



Mr. Jayant Chaudhary, MD, Joy Poultry Pvt. Ltd.

Glimpses of Lectures and Sessions



5. Awards & Recognition

- 5.1** Dr. Laveena Sharma, Business Manager and Dr. Deepak Pal, Business Associate, IABM won first prize for the Best Poster presentation in the two-day (1st March and 2nd March 2023) National Conference "Production, Processing and Marketing of Millets: Issues and Solutions"



Dr. Laveena Sharma and Dr. Deepak Pal receiving the prize from Chief Guest

- 5.2** Ms. Hiresha Verma, Founder and Chairman, Han Agrocare was felicitated by **Techie-Turned Entrepreneur**, which is Empowering Women Farmers with Mushroom Cultivation. The event was held on 12-13 March 2023 at ICAR-NAARM, Hyderabad, Telangana.



- 5.3** Ms. Pranjuli Garg and Team of ProMeat, was the winner of Youth Co: Lab programme by UNDP India, Citi Foundation, Atal Innovation Mission, 2023 NITI Aayog on 14th May 2023 at New Delhi.



Team ProMeat received the prize: Youth Co: Lab programme by UNDP India

6. Startup's page

Ouranos Robotics: Our pathway



Prakhar Mani Tripathi

Expertise : Electronics, Product Designing,
Administration Ouranos Robotics Pvt. Ltd.
Co-Founder & CEO

Of course, becoming an entrepreneur can be difficult, but when you work hard, success follows. A successful entrepreneur, must have self-confidence and determination to succeed.

Ouranos Robotics is a Jabalpur-based Agri-tech Startup. We are into farm automation products. During our B. Tech years we designed a Robot to spray insecticides on plantation crops. It was controlled by the mobile-based application. Greebo was our first Prototype. Treading in automation was very difficult during initial days. But with Miss Nishi Patil getting involved in the initiatives, things began to move forward.

We expanded our core team from two to four when Aditya Singh Patel and M. Kafeel Asif joined us. After 8 months of intensive R&D, we came up with our 2nd IOT-based product NEER. This device helps farmers to control their irrigation anytime from anywhere, using NEER Mobile App.

Elated with your initial success, we got further involved to develop a better product. But funds, mentors, and platforms were our real constraints. We were almost on the verge of collapse due to various constraints. It was around then we came to know about Jawahar R-ABI, IABM, JNKVV. We applied for Jawahar R-ABI aiming for a fund of Rs. 25.00 lakhs but the stringent screening and fair selection process land us to PRERNA with a fund structure of just Rs. 5.00 lakhs. After selection in PRERNA and 2 months of incubation and training period, we received the first instalment of grant in May 2022.

Today we are a team of 15, also providing free Internships to UG students throughout the year.

We have sold more than 50 pieces of NEER till 20th March 2023 and earned a net revenue of around Rs. two lakhs.

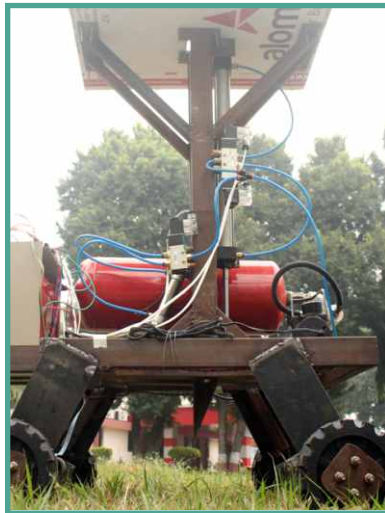
We have helped around 50 farmers to improving their irrigation, reduce their motor burning problems and production cost. Jawahar R-ABI facilitated with mentorship and a good platform that become the turning point.

In addition to the grant from J-RABI, we could raise Rs. 25 lakhs from PONTAQ VC through equity dilution in April 2022. We are recipients of awards like Indonesia International Innovators Award, and Young Achievers Award, and stood first in Devolution 2021, RGPV Hackathon, and Jabalpur Hackathon 2022. Shri Shivraj Singh Chouhan, Hon'ble Chief Minister of GoMP, Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture, Shri Kamal Patel, Hon'ble State Agriculture Minister and Shri Om Prakash Sakhlecha, Hon'ble State MSME Minister at different occasions praised our Startup.

We also participated in many at Expos meets like Digital India Week 2022, Agri Expo Morena, Agri Expo Bhopal, Agri Expo Kota etc.



Core Team



Neer

LITE

INTERNET PUMP CONTROLLER

INDIA'S FIRST

Control your water pumps from
anywhere just by one click






7. Media & news coverage

Regional Conference of Indian Society of Agricultural Economics organised

■ Staff Reporter

DRDINESH Marothia, Chairman, Indian Society of Agriculture Economics, Mumbai and Vice-Chancellor, Jawaharlal Nehru Agricultural University (JNAU), Dr Pramod Kumar Mishra inaugurated a two-day Regional Conference of Indian Society of Agricultural Economics, Mumbai on 'Recent Innovations in Agricultural Sector: Preliminary Insights and Emerging Perspectives' at JNAU on Monday.

The Regional Conference is organised by Department of Agricultural Economics and Farm Management and Institute of Agri-Business Management, JNAU.

Dr Marothia explained about the conference's theme and sub-theme, its feasibility and relevance. He expressed his desire to compile the genuine plans and ideas concerned with innovation, marketing and production, coming out during conference in form of a report, so that it can be considered and implemented on practical ground in future.

Presiding over the programme, Vice-Chancellor, Dr Mishra said that the conference will be beneficial in future to make national-level policies and take decisions to pave ways for progress and development of agricultural sector.

Dr SRK Singh, Director, ICAR, Institute of Agricultural Technology and Applied Research, also gave significant suggestions. HoD, Agricultural Economics and Farm Management, Dr SBNaharwal welcomed the guests and briefed them about the conference. Around 125 agricultural economists, educationists, research fellows and students from Madhya Pradesh, Maharashtra, Orissa, Jharkhand and other States attended the event and shared their research activities through poster exhibition.

Dr Ramesh Mittal, Director, Choudhary Charan Singh National Institute of Agriculture Marketing, Ludhiana, Punjab, Director, Research Services JNAU, Dr G K Kouti, Dean, Agriculture College, Dr P B Sharma, Dr Ashutosh Trivastava, Dr Ajay Khare and other officers, scientists and students were present. The programme was conducted by Dr Anupama Verma while Dr Hariom Sharma, Director, Agro Economics Research Centre, proposed a vote of thanks.



Dignitaries releasing souvenir during inaugural ceremony.

Dr Ramesh Mittal, Director, Choudhary Charan Singh National Institute of Agriculture Marketing, Ludhiana, Punjab, Director, Research Services JNAU, Dr G K Kouti, Dean, Agriculture College, Dr P B Sharma, Dr Ashutosh Trivastava, Dr Ajay Khare and other officers, scientists and students were present. The programme was conducted by Dr Anupama Verma while Dr Hariom Sharma, Director, Agro Economics Research Centre, proposed a vote of thanks.

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राज एक्सप्रेस

बिजनेस न्यूज

उद्यानिकी विभाग द्वारा खाद्य प्रसंस्करण एक्सपोजे का आयोजन



प्रधानमंत्री सुख खाद्य उद्यम उन्नयन योजना पीएमएफएमई कार्यक्रम की श्रृंखला में जबलपुर से अंबिका प्रसाद पटेल द्वारा औषधि पौधों पर आधारित तैयार उत्पाद जैसे स्ट्रॉबेरी अमरगंधा, संफंद मसुरी एवं सतावर आदि कार्यक्रम में प्रदर्शनी के लिए रखे गए हैं, जो जैविक विधि से तैयार किए गए हैं। अंबिका प्रसाद पटेल ने बताया कि वर्तमान समय में जब हमारे देश में डायबेटिक की समस्या बढ़ती जा रही है। ऐसी स्थिति में हमें अपने खान-पान पर सुधार करने की आवश्यकता के साथ ही जैविक एवं आयुर्वेदिक पौधों की खेती करने की भी महत्वपूर्ण बताया। उनकी संस्था द्वारा उत्पाद स्ट्रॉबेरी का महत्व बताते हुए उन्होंने कहा स्ट्रॉबेरीयांग्रे से 300 गुना अधिक मीठा होने के बावजूद भी कैलोरी रहित होता है डायबेटिज पेशेंट के लिए इसका उपयोग लाभकारी होता है इस कैलोरी रहित उत्पाद का मध्यप्रदेश के साथ साथ पूरे भारत में उपयोग आरंभ हो चुका है। अंतर्राष्ट्रीय बाजार में भी इसकी मांग बढ़ती जा रही है। अंबिका प्रसाद पटेल की संस्था दाईं सी किसानों का समूह बना कर जैविक खेती पद्धति से उत्पाद तैयार करने में अपना योगदान दे रही है। अंबिका पटेल अपने कार्यों के लिए राष्ट्रीय स्तर पर डेढ़ सौ से अधिक पुरस्कारों से सम्मानित किए जा चुके हैं।

जेएनके विवि में उद्यमी से उद्यमी उड़ान की सर्व स्टार्टअप का शुभारंभ युवा ऊर्जा को उद्यमिता की ओर प्रेरित करना मूलमंत्र - कमिशनर वर्मा

■ Staff Reporter

जबलपुर, 29 जून 2023

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JNAU V-C unveils 'Hal-Chal' at Institute of Agriculture Business Management

■ Staff Reporter

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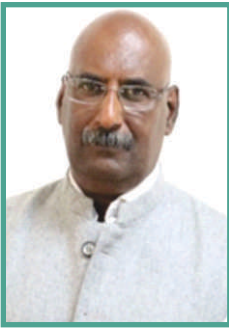
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Glimpses of J-RABI





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