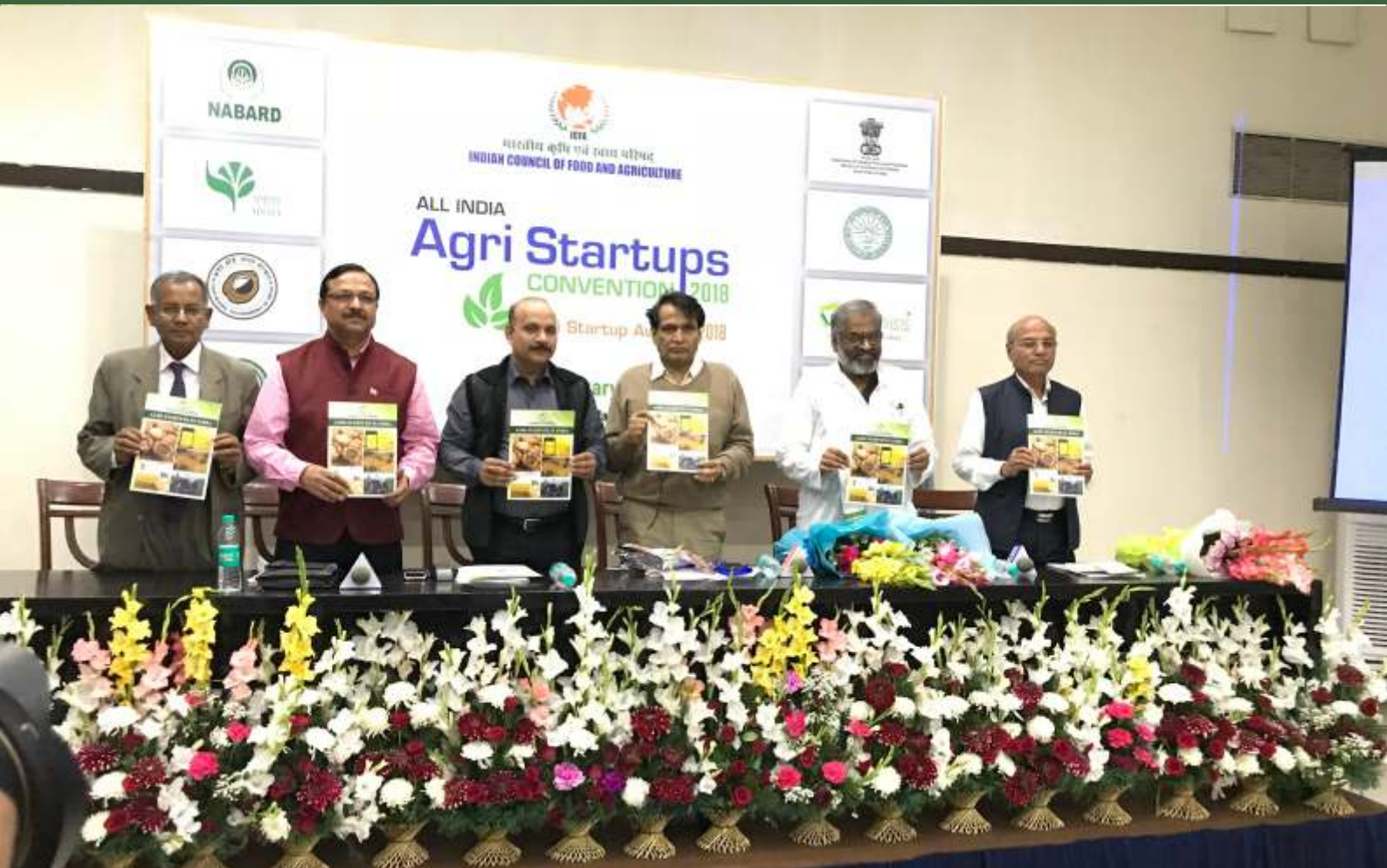




भारतीय कृषि एवं खाद्य परिषद्
INDIAN COUNCIL OF FOOD AND AGRICULTURE

ALL INDIA AGRI STARTUP CONVENTION-2018 & AGRI STARTUP AWARDS-2018



21-22 February, 2018
Constitution Club, New Delhi

Supported by



National Bank for Agriculture and Rural Development



Our Mission: Promotion of sustainable and equitable agriculture and rural prosperity through effective credit support, related services, institution development and other innovative initiatives.

- Research and Development on matters of importance pertaining to agriculture, agricultural operations and rural development including the provision of training and research facilities.
- Consultancy services related to Agriculture & Rural Development through subsidiary (NABCONS).

Our Functions:

- Provide Credit/Refinance for production credit and investment credit to eligible banks and financing institutions.
- Development functions undertaken through Farm Sector Promotion Fund (FSPF), Financial Inclusion Fund (FIF), Watershed Development Fund (WDF), Tribal Development Fund (TDF), Rural Infrastructure Development Fund (RIDF), etc.
- Supervisory functions in respect of Cooperative Banks and Regional Rural Banks.



India is predominantly an agrarian economy with 55% population deriving its livelihood from agriculture. In the last two decades, powered by the Government policies and strong engagement of the industry and institutions, agriculture is rapidly evolving into agribusiness in terms of approach and structure. However, in the last one decade, the sector has been thronged by stream of educated youth, fired by the ideas, passion and innovations to launch newer kinds of technology and business models to lift the face of agriculture from primitive to hi-tech one. These startups are providing missing links in the agri value chain and delivering efficient products, technologies and services to the farmers on one hand, and the consumers on the other hand. From ICT apps to farm automation, and from weather forecasting to drones, and from inputs retailing and equipment renting to online vegetable marketing, and from smart poultry and dairy ventures to smart agriculture, and from protected cultivation to innovative food processing and packaging, it's proliferation of all innovations and technology driven startups set to revolutionize the food and agriculture sector.

Government has also ably supported these startups with programs like Skill India, Start Up India, Stand Up India, MUDRA to ACABC scheme and Udaan to help budding entrepreneurs start and scale new ventures. However, many of the existing agri- enterprises, despite savoring initial success, are facing difficulties to scale and expand. They are looking for ideas, inspirations and

support scale to newer heights. In this context, ICFA convened 1st All India Agri Startups Conclave 2018 with the aim to bring all the startups in food and agri space on single platform for sharing their success stories and exploring business and marketing linkages, technology and financial tie-ups and partnership opportunities. The participation of Government officials and institutions like NABARD, SIDBI, NSDC, SFAC, ICAR, CSIR, UNIDO, IFAD, banks and industry exposed Startups and potential agri-entrepreneurs to various government schemes, programs, business modelling and financial participation.

The convention provided a platform for experience and knowledge sharing, synergies, connects and partnerships, collective and creative thinking to create pro-startups environment for ensuring success and sustainability of upcoming startups and attracting youth towards entrepreneurship in food and agri sectors. The convention had 10 technical sessions during two days of the event. On the evening of second day the agri startup awards were presented to the startups with outstanding performance in food and agriculture sector. The inauguration function was presided over by Sh. Yaduvendra Mathur, Additional Secretary NITI Ayog; Dr. RB Singh, Chancellor, Central Agricultural University; Dr. Ashok Dalwai, Chief Executive Officer, NRAA; Dr. PK Joshi, South Asia Director IFPRI and Dr. H. Purushotham, Chairman and Managing Director NRDC.



Session 1 : Agri Startups' Potential and National Outlook

Mr. Vijay Sardana, Chairman, ICFA Working Group on Agro & Food Trade opened the session by stressing on the vitality of information for startups. Timely access to correct and adequate information holds the power to change the course of business. He mentioned that startups should look for information from reliable sources and should not chase information which is not relevant. He pointed out that startups especially, agriculture based need to gain proper financial management skills, it being a critical factor governing success of any enterprise. He further suggested that startups need to be focused and not vague in their planning, and should take smaller steps initially with logical evaluation of all the resources. He congratulated startups on taking initiatives and inspired them and said that success comes over time. For first five years, cash flow is more important than building volumes. He suggested being ruthless in business management and not to compromise quality. The prime focus should be on market and customers. Win the trust of farmer and win the trust of customer. He guided that customers complaints should be taken very seriously as they are the free advice. He felt that society will benefit from the growth of startups.

Mr. RPS Gandhi, Founder, Green Valley Stevia, quoted that "Vision without action is daydream. Action without vision is nightmare." opined that before starting a venture it is necessary to have a clear vision and concrete action plan. More than 60% of our population is directly linked to agriculture, while our youth has drifted away from agriculture. Agri startups is a good opportunity for us to be connected with our roots. He said do what you enjoy then you will learn and excel and market will respect you. You are the driver as an entrepreneur. Pepsi and coke are moving to stevia as a sweetener for their products. He also quoted that MP government has confirmed 1000 acre contract farming for the crop. He stressed on the importance of R&D, especially for such lesser exploited crops.

Mr. P.K. Nema, H.O.D, NIFTEM briefed about the institute that it was created as a competitive of body CFTRI. NIFTEM was established for food industry. The institute develops entrepreneurs. He motivated the startups with the statement "Make your work passion. You are bound to succeed." He talked about Dairy and Horticulture Sector. Though perishability of milk is very high, loss is high in vegetables compared to milk because milk sector is developed. It is handled well and has developed supply chain. On the other hand, vegetables lack systematic & focused approach. If we start understanding business model for agriculture,

food supply chain must be organized and technical, financial and market intelligence inputs are required along with skills. Government realized the need for such an institution which can provide one stop solution to food processing industry, therefore NIFTEM was established. NIFTEM is setting up pilot processing plants for milk, vegetables, meat, poultry, ready to eat-all within one campus. The institute has business incubation centre, which provide hands on training to their students and has skill development programmes. It also has food testing lab to develop technologies and check and maintain quality. Institute provides consultancy services by connecting entrepreneurs to right persons & places. NIFTEM provides a platform to test your idea.

Dr.Sudhir Kocchar, ARS (Retd.), Ex-Icar, opined that Agri startups ecosystem is evolving. He quoted Mahinder singh Randhawa, who wrote history of agriculture in India from unwritten sources that dependence on nature can't be avoided. Man can't live without bread but he can't live with bread alone. Over the time, many new crops have been introduced. Techniques and technology has evolved with likes of tractors, gola ghar, irrigation etc. Though still a huge difference exists between the workforce in agriculture and industry sector. He highlighted the importance of technology that technological push can pull business out of bottlenecks. Innovation and creativity is important for a win-win networking. He pointed that thought process of developed world is more focused on patents and said that technology sharing and transfer is important for development, though innovations and ideas need to be safeguarded under national IPR policy. He opined that a good business should be based on integrity. Various initiatives in agri sector have improved farmers' fortunes & economy. Market is governed by interplay between you and your clients and consumers. Therefore, it is important to learn the art of trade. Startups are exploring sectors like bamboo, bio agents, pollinators, bio fertilizers, commodities, secondary agriculture, etc. He inspired the entrepreneurs to rise above self, and compete with self while competing with others.





Dr. Dinesh Chauhan, CEO, IACG briefed about his organization and informed that it focuses on Farm Solutions and Agribusiness Consulting, Agro Projects Consultancy, Market Entry and Business Facilitation, Market Research and Studies. He informed the house that the group also provides Asia Africa Initiative consultation to startups. He further voiced that it is right time to follow your dream and enter into market as environment is conducive, and government is supportive with its various policies for startups in the country.

Mr. Sudhir Gupta, Millennium Alliance pointed out that lack of focus & planning is endemic among startups. Focus has to be very sharp. Startups often tend to go into too many things. It is important to have clear vision and deep understanding about the problem they want to solve, for which extensive research is required. Startups face problems due to lack of planning and coordinated efforts especially at initial stages. He quoted “Plans are useless but planning is important.” He stressed that process of planning is vital. Startups have high gestation period. He further mentioned that venture funds focused on agri are struggling to find adequate number of startups. He highlighted that relaxed regulatory environment for startups is essentially required to create favorable environment for startups. Also data sharing should be part of policy. Government repository of data should be made accessible as tokenized random data. This doesn't encroach upon privacy.

Mr. Vijay Sardana concluded the session with the remark that supermarket is a fantastic classroom to learn about your product. Watch a product shelf from a distance for customer reaction. Observe customers. Customers are transmitting real time messages. The product design has to be commercially viable, not easily copiable and customer friendly. Business is an art and science which requires creativity and logics both at the same time.

Session 2: Experience sharing by agri startups

Rahul Garg (KisanX) mentioned that fundamental problem of agriculture is that it is an unprofitable profession, high cost and low returns. For any enterprise to be successful, team is very imp. Great team multiplies chances of success. For agri startups there must be farmers in the team. A lot of startups find it problematic talking to farmers. A lot of touch points are available which can be leveraged upon to solve problems, benefit farmers and establish an enterprise.

Benjamin (Farmagain Agro Private Limited)

shared his experience that he left corporate life in 2012 and associated with a school friend who became a farmer performing agricultural operations on 320 acre of agri land. Farmagain provides a platform powered by Artificial Intelligence through Machine Learning which makes a farm autonomously carry out the routine tasks of Irrigation, Fertigation, Pest & Disease Management for any crop precisely as per the need on the ground. It engages with TV media to reach out to the farmers at large to create awareness about Organic Farming in Modern methods.

Prashant Patil (MeraKisan) briefed about his organization that it is an online shopping platform, which sources fresh vegetables and fruits directly from farmers and sells it to the customers. It was started in 2015 and partnered with Mahindra & Mahindra in 2016. The organization has impacted more than 16000 farmers in Maharashtra, Rajasthan and Gujarat. Nothing comes easy. It is a tough journey. Understanding stakeholders well especially the farmers and his actual problem is crucial. Financial management is very important for any organisation. Cashflow should be worked out well.

Binu Joseph (Agzon Agro) the organization came into existence in October, 2015. The main idea behind the Idea was to focus on products that are nutrition based. The organization started its operations in Maharashtra addressed to the issue of lack of quality assurance in the Nutrition sector and with timely supply of the products built consistency in business.

Shriram Gopal (Future Farms) introduced his organization as India's largest vertical farming company worth \$1 million in 3 yrs. He shared his experience that they started from scratch without any grants and were tired of people talking about foreign technology. Business is about calculating risks. Clean food is not a privilege, but a right. He envisaged to create a world where everyone has access to better food and started designing technologies to grow food that you can trust. He suggested agripreneurs to climb one mountain at a time and shared his success stories of creating indigenous technology in India for NFT (Nutrient Film Technology) in hydroponics. He revealed that to expand business they started making hobby kits out of hydroponics, selling to urban areas and set up commercial farms in Ooty and completed 27 projects in India. They have also built eco-friendly house to live in farm & not near farm. By 2014, results started to come in and growing number of crops successfully inspired friend to try his methods.



Prateek Datey (Greenovate agrotech) introduced the organization which started in December 2015 and is engaged in manufacturing and marketing of Crop Specific Micronutrient Technology, World's first Bio Capsule Technology, Sulphate Powder and many more. Being son of a farmer, he realised that nutrient management especially micronutrient management is problematic for farmers. ICAR scientists informed that vegetable yield as well as quality is low and major reason is improper micronutrient management. They also informed about modern technologies. He further mentioned that every crop requirement is different and every state has own grade for crop. They are currently manufacturing various micro nutrient technology and shared some of the bio-fertilizer technology like one capsule can be dissolved in several liters of water. They worked hard to build a good distribution network and captured a lot of data from farmers. Trust building is a big issue. Now they have digitized every service and is entirely process based.

Yogesh Joshi- Rapid Organics revealed about his organization that they have more than 3000 registered farmers in 6 different clusters across Rajasthan. Nearly 1000 farmers are certified organic and another 2000 farmers are under conversion who are either in their 2nd or 3rd year of certification process. He mentioned that they are also engaged with IPM & PR free farming and one of the leading producers of IPM & PR free Cumin, Coriander Dill seed, Fennel, Quinoa, Fenugreek, kasuri Methi, Amaranth, Sesame & Psyllium with more than 5000 farmers. He publicized that initially there were financial issues and took personal loans from friends and now it is a Rs. 40 crore company. They have tie-ups with farmers.

He shared that it is necessary to remain connected with farmers, to solve his problems. Remain honest with farmers in your dealings to build long-term relationship for mutual benefits.

Session 3: Experience Sharing by Food Startups

Bibhas Nag, Green Trechs Green Foods Products & Services talked about Moringa tree, its nutritional properties and its uses. He highlighted that not only are the leaves highly nutritious, but every single part of the Moringa tree has been used for beneficial purposes. He explained how moringa can play an important role in overcoming the problem of malnutrition in the world. Various uses of moringa include improvement of Human Health; use as a Livestock Fodder supplement; use as a Plant Growth Enhancer; and for production of Biogas. He further said that scientific studies are

needed to examine these uses and their benefits, and to determine the techniques that will produce the greatest benefits.

Suresh Khanna, LIQUII provided an overview of his organization that produces 100 % natural cold pressed juice and ready to make smoothie packs. They target consumers between age group of 18-55 yrs who look for fresh natural and tasty drink to accompany their snack. He revealed that the main reason behind the target group is increasing consciousness for health and increasing disposable income.

Nivedan Nimpe, Mystic Aromatics was established in the year 2011, since then it has been involved in manufacturing and exporting of various perfumery products. Vast knowledge about the business dynamics and diversity of perfumery products has assisted us in establishing reliable business entity.

Session 4: Sharing of Experiences by Technology Startups

Deepak Parekh (My Crop Technologies) briefed about his organization that it provides insurance companies with innovative products and services designed to support the agricultural industry. It helps farmers and ranchers make better risk management decisions, help insurance companies build sustainable competitive advantage, and bring new products and services to farmers and agents across the country. He also opined that the society didn't do justice to farmers, they have been used for our food security. He pointed towards the smart phone penetration in our country is 3% against 8% in Indonesia. He further shared that he trained farmers to use app "Farmer Mitra" in their language and told them what to grow, how to grow, what chemicals to use, etc. deriving from farmers, geographical location.

Tauseef Khan (Gramophone) pointed that accessing basic agricultural facilities like crop protection, crop nutrition and quality seed is a huge challenge for farmers, usually requiring visit to cities to procure them. Therefore, Gramophone came in to play to provide a platform for all kinds of agricultural inputs for farmers and farmers can buy the aforementioned requirements and agri hardware at their doorstep. Farmer spends their 80% time in crop growing. He criticized that it is a myth in market that farmers don't want to change and they don't trust, they change when their need is adequately addressed. Further, he mentioned that cost of technology is not high if there is a good business model.

Aditya Khananna introduced **DeHaat** as an ICT-based platform which serves as a marketplace by connecting small farmers to their various needs —seeds, fertilisers, equipment, crop advisory, and market linkage through a network of micro-entrepreneurs. DeHaat also provides technological support to farmers. Technology has the potential to cause massive disruptive changes. The platform also gives farmers the flexibility to contact respective micro entrepreneurs to gain knowledge about various seasons' pest control. He informed the house that the DeHaat application can capture crop- and farm-based queries which are converted into solutions by the R&D team. Also, with DeHaat's toll free number, farmers can register queries, which leads to the respective DeHaat centres/micro-entrepreneurs, and nodes getting notified. It also enables farmers to directly place orders and track the products.

Viswanath (Vizortex) envisages saving energy by making simple things simpler while helping mankind. It aims to develop products towards energy savings. He revealed that they have developed a device used to cut crop and does not need any fuel source. He explained about real time systems and said that these systems are computer systems and monitor, respond to, or control an external environment. This environment is connected to the computer system through sensors, actuators, and other input-output interfaces. He stressed that Value proposition i.e. what you are giving to customer against money is important. He pointed out that farmers are shy about new technology and take time to adopt it. It is important to have patience and freshness in offerings as a startup especially when dealing with farmers.

Surajit Sinha (Source Trace) talked about initiation of the firm that it started in Latin America when marginal farmers realized there's lack of transparency in reaching out to farmers in remote location. SourceTrace Systems specializes in agriculture software mobile applications for developing economies with a primary focus on sustainable agriculture and empowerment of smallholder farmers. The mobile applications provide complete visibility from field to market and track the value chain at the source – even in remote, low bandwidth environments. Their technology helps companies to embrace transparent practices, while empowering farmers

Niranjan Sharma (KisanServ) boldly pointed out that lack of transparency in procurement, high level of corruption, deep penetration of middlemen and problems of agribusiness industry while travelling of produce from Pune to Nasik. There existed a need for the system which will bring about transparency in

buying and selling and eliminating corruption and middlemen. After initial discussions for 3-4 months, it took one year for KisanServ to come into existence. He mentioned that their client base includes hoteliers and restaurants. Currently, they are handling 800 metric tonnes of vegetables and grocery in Pune. They have been able to reduce the procurement cost by 30-40%. He informed that farmers can SMS the items to sell to the KisanServ Premium Number for the item to get listed on KisanServ platform. This item will be viewable by all the Suppliers who are active KisanServ members. The Suppliers can directly reach out to the Farmer for the procurement of the item.

Mr. Razdan (MND Farming Pvt. Ltd.) briefed about their organistaion that farming started in October 2016 as a pilot project under the Agri-Business Incubator of ICRIASAT in Siddipet District of Telangana. The organization envisages to make sure that even small and marginal farmers for whom equipment owning doesn't make financial sense, get specialized farm machinery at affordable prices. Currently the company gives out Tractors with several attachments and harvesters across 50 villages and plans to increase this to 150 villages in the June-August 2018 season. He revealed that they have a top line of about Rs. 30 lakhs from May'17 till date through which they have served over 650 farmers. In the process they've created local employment, made entrepreneurs out of Tractor Owners and provided services at a 10-20% discount from prevailing prices which has saved farmers over Rs. 3.5 lakhs collectively. The most fulfilling part of our venture is to hear feedback from farmers and knowing that we are making a difference. He mentioned that seasonality is a problem with agriculture irrespective of the part of value chain where you are functioning and informed that they are looking for collaborative projects.





Session 5 and 6: Marketing Challenge: Connecting with Digital Platforms and CEOs Panel on Challenge of Scaling

Prof. M. Moni (former DG NIC) talked about the potential of food and agriculture sector of generating employment in the country and manpower can be trained to meet the needs. Startups in agriculture is growing at a rapid pace and holds enormous potential to strengthen our economy. While coming up with the ideas for startups there needs to be a clarity in my mind that working on ground is important, because and agriculture farmers cannot be tackled from office, there has to be regular interaction with farmers for better viability of the business.

Dr. B.K. Singh (BKC Weather) introduced the organization as first private sector entity in India to run numerical weather prediction models, making high resolution weather forecasts for the Indian region accessible to a range of end-users. He underlined that the best thing to give to the farmers is weather forecast. As timely and accurate weather information is critical for agriculture. They have tie up with back end of Nokia weather forecast system for 680,000 farmers. It was observed that lot of unnecessary data was being circulated and filtering & scaling up was required. Hence they created an application called FASAL SALAH- free app for farmers, which provides real time personalized crop advisory based on current & forecast weather every 12 hrs and have 1,00,000 users on board. He mentioned that this sector holds plethora of opportunities for startups.

Saurabh Kaushik (Business coach) stated that even though founders have a vision and know what to do but numerous problems emerge in the execution as there are changes in plan every three months. He stressed that for scalability, clarity of idea is must and pointed that team should know what problem to solve and how to go about it. Founders need to have a specialist approach i.e. should take one problem at a time and solve it rather than addressing all. Startups should focus on one problem area of farmers and getting the services to enough paying customers is important to continue to be in business startups should also explore what business coaching can do for you.

Tushar Pandey (ACIR private sector integration) talked about the center that it was established in 1982 to encourage research for the purpose of identifying, or finding solutions, to, agricultural problems of developing countries. He revealed that even in Australia lot of services are provided by Indian IT companies. He opined that scientists are for research, while farmers need assistance on input and marketing side. With changing market dynamics, there has been more thrust on marketing, where farmers need assistance.

Ravi Kishore Mundra (NASSCOM) pointed that scalability has come up as a major obstacle and it need to be overcome. He stressed that startups need a platform to discuss their issues and raise their voice and appreciated the ICFA working group as a great step towards promotion of startup industry. He felt that knowledge is a commodity, which needs to be shared for mutual benefits. He further revealed that NASSCOM has created a framework based on a hypothesis of 20% production & income rise. He highlighted the importance of complete value chain development in food and agriculture sector.

Anurag Awasthi (SIGO) pointed out post-harvest wastage and fragmented supply chain linkages as few of the major problems leading to backward movement of money. Agriculture is the only sector where producers have no control over price. Prices of agriculture produce are a sensitive issue and has even affected political environment in the country. He underscored that it is necessary to connect farmers to market with a digital platform to bring transparency in the system.

Santosh Jha (Ergos) briefed about their activities of setting up micro warehousing for farmers and reducing wastage of food grains in its movement from farm to fork. He reported that currently food grain wastage stands at 30% as preservation technologies are not available to farmers and micro warehousing can play a significant role in controlling the same. He mentioned that they are bringing micro warehousing to village communities. They are ensuring that if farmer deposits 100kg, he gets back 100 kg. It is important to understand the pain of farmers. He stressed that doubling farmer's income also involves cutting down on wastage. Setting up warehouse at farm gate enables farmer to hold the crop & sell it later. With the use of SAP based technology, farmer can sell the produce directly without going to mandi. With these micro warehouses, in six years farmers incomes have increased. They are primarily working in Bihar but looking at replicating the model pan India.

Dr. Kamal Sharma (Tammy Trade) provided an overview about the firm that it is a B2B online platform trying to create a research, analytics and innovation driven e-marketplace to improve business prospects, mitigate risks and ensure growth. He stated that South Indian & East Indian agriculture face similar problems like limited access to markets, low working capital, no organized credible private platform and lot of empty space in end to end services. He explained that they aggregate demand for non- perishable agri cereals, maize, pulses, and oil seeds through mobile app. There's a network of people who register farmers on their app. They are making use of multiple technologies to reach out to farmers. They further ensure that payment is made on the same day through banking channels. At present, they are serving 50 small & large buyers.



R. Ramanan (Mission Director, Atal Innovation Mission) reported that 40% population of the country is below poverty line and most of it resides in rural area, and agri solutions can impact them positively. Some of the finest minds come from rural areas e.g. Ramanujan, Abdul Kalam and other countless examples of innovative thinking. There is a need to create an eco system of innovation & entrepreneurship to promote innovation. Also, alternate sources of income can be created with the help of innovation. He highlighted the need to process data for the benefit of farmers. Various technologies like Satellite technology, remote sensing, and precision farming can revolutionize Indian agriculture. India is in a position to leverage affordable technology.

He made a point that Indian school students are bred for jobs and not to be job providers. Atal mission is ensuring that school students be prepared for future & nurture problem solving abilities. The mission stresses on entrepreneurship and it must be promoted at all levels. He urged to create eco system for startup as nearly 33% startups die because great ideas need great support in order to become great products & companies. He reported that there are 50 incubators for Atal Mission and 15 states have already set up incubators. More than 2500 institutions have applied for incubator.

Atal Tinkering Labs have dedicated innovation work space in schools. Tinkering Labs have already been setup in 655 districts. Students create prototype like Class 9 girl from Karnataka created an IOT based irrigation management system. He informed that they also have a Facebook page and a grant upto RS. 20 lacs is being provided for setting up the labs for schools.

He further threw light on Atal Vikas Challenges that it provides a Grant of Rs 1 crore for smart agritech, clean drinking water, health care and infrastructure to holistically address all rural problems. Atal grand Challenges offers an award upto 30 crores to create the India of future.

Sashi Rekha- Director NABCB informed that NABCB is part of quality council of India and promotes Good Agriculture practices. Agriculture is mainstay of Indian & many Asian economies. There is a need of reforming agriculture & making it international. GAP is necessary for hygiene & food safety as well as sustainable agriculture and improves quality of food. She informed the house that the board provides accreditation to Certification and Inspection Bodies based on assessment of their competence as per the Board's criteria and in accordance with International Standards and Guidelines. She also discussed Voluntary certification scheme – INDGAP, pre and post-harvest practices. INDGAP is a tailor made certification for small and marginal farmers, taking into account the Indian conditions without compromising on international standards. She confirmed

that FPOs can procure certification as a single legal entity. She stressed that we need to benchmark the scheme with global gap. ICFA is one of the certification bodies and will be accredited as a body that will help farmers looking at exporting their produce.

Hari Shankar- Ex member National Task Force on Perishable Agri Commodity under Mr. Sondhi shared his concerns about high temperature, high humidity, lack of cold chain system, power shortage, high wastage, lesser post-harvest processing which pose serious threat to Indian agriculture. He further mentioned that food irradiation is a good method to increase shelf life of horticultural produce. He informed about the MOU with BARC for irradiation units. He further shared that jewelers from Jaipur put cheap stones into irradiation which turned them into blue, fetching them high price.

Dr. Manisha CEO Indigram Labs stated that Indigram Labs is a technology incubation centre for agritech supported by NSTEDB, DST. GOI is giving handholding support to startups like Labs, advice, deriving funding support. She discussed about various schemes like Rs. 25 lacs to Rs. 1 crore as equity or soft loan, NIDHI PRAYAS (Develop idea to prototype, support upto 10 lacs). She also deliberated about various awards and recognitions conferred by them with partners like BIRAC SRISTI GYTI Award, BIRAC SRISTI Appreciation Award and Biotechnology Ignition Grant. Entrepreneur can apply through incubation centre and even directly for some schemes.

Naresh Modi (National Committee on Plasticulture Applications in Horticulture) informed that they are trying to implement hi-tech programs. We need to be objective oriented and farmer income can be doubled. In Amravati, area farmers have trebled their productivity through mined cropping. He pointed out that our soils are losing carbon and we need to be careful not to destroy our assets. We need to plan our crops like we are growing rose and it should be ready for harvest for valentine's day, this way by inclining the harvest with peak demand season farmers can fetch higher price. We need startups to forecast crop demand. He further added that quality consciousness is important as higher pesticide residue is restricting export.

Dr. KC Mahato- AGM NSFDC briefed that NSFDC works for the development of SCs and STs living below double the poverty line. For rural areas, PL is drawn at Rs. 98000 p.a. while for urban area it is drawn at Rs. 120,000. The organization focuses on financing income generating schemes for the SCs, providing Micro-Credit Finance to the target group, educational Loan to the eligible scheduled caste students, grants for skill development programmes, advisory services to target group and upgrading the skill levels. He shared some of the success stories in micro-finance.



Session 8: Financing Startups: Connecting with Banks, FIs and Vcs

Abhishek Vaish- Director Nucleus Partners talked about his organisation that it is a financial advisory firm which provides customized services in the areas of Fundraising, Mergers and Acquisitions (M&A), and Business Structuring. They work with leading financial institutions (Private Equity, Venture Capital, Seed Funds, Banks, and NBFCs), and leading corporates. He opined that startups in food & agri space should have awareness of various financing options available. Most of them are not aware of govt. schemes. It is critical that they interact with fellow startups and gain knowledge about various financing options. NABARD has 200 crore allocation in food parks. MOPFPI scheme SAMPADA for investment in food parks. Financing is crucial for success of startups, thus need to be adequately addressed.

Dr. Venkata Krishna-COO NABKISAN Finance Ltd. shared that NABARD gave mandate of small credit to subsidiaries like NABCONS, NABKISAN. Lot of technical strength is being given to agri sector through loan for crops, building infrastructure, all other allied sectors, which directly & indirectly benefit farmers. NABARD is expanding their target FPOs trying to connect to e-market. Technology driven coconut selling units in IT hubs in Karnataka. Farmers are also getting inputs extension business. Various startups in Maharashtra are collecting data from farmers on their crop etc. over missed call, supplying agri inputs to farmers' doorstep. Farmers and agri-startups need more support. They are given assets, term loan, and working capital to bring them into mainstream & participate in development process. Funds are also being provided for marketing support. Around Rs. 70-75 crores funding provided to over 250 FPOs, and there is plan to reach out to more. He expressed that startups can identify FPOs & partner with them. It will make selling product easy by offering captive catchment.

Mr. Yashwant, Ankur Capital spoke about his organization that they work with entrepreneurs and provide capital, advice, support, and tools they need to make a difference from the start. They invest in product & technology innovations in food and agri sector and mandate to make 70% investment in food & agri sector, which currently accounts upto \$1 million. Some of the firms in which they have made investments are Cropin Tech, Tessol, Suma Agro, Bighaat Agro, Health Sutra, Carmel Organics etc. He considered interventions in supply chain management as important for increasing income of farmers. There's scope for solutions to quantify quality and translate into profits.

Sandro Stephen- India Angel Network briefed that they are a network of Angel investors keen to invest in early stage businesses which have potential to create disproportionate value. The members of the Network are

leaders in the Entrepreneurial Eco-System as they have had strong operational experience as CEOs or a background of creating new and successful ventures. Angel investor relate to startups that have clear vision & execution. They are into pre series and investment i.e., investor looking for members, conversion, usage, retention. For a business to be successful, product market fit is necessary and larger player will only come in if the startup has further growth potential.

Mr. Ramesh Deshpande (CEO IAG USA) shared his experience of working with world bank and ARBC and have MOU with IACG to collaborate. ARBC have funded 30 projects and World Bank has invested in the infrastructure necessary for green revolution. Looking at the potential of agri sector there is an urgent need of making it smarter and sustainable.

Mridul Kabra – Orios mentioned that mentoring startups is agnostic; he believed entrepreneurship cannot be taught. He said though anything with huge market interests them, they do analyse the risk before investing. Even banks are open to lending to those with safe credit history. He stated that If agriculture is profitable, farmer's will get into farming and not run away from it. It is a huge sector with a contribution of more than Rs. 1 trillion to GNP. However it continues to be technology deficient sector, when compared with other sectors. It needs technical support to achieve its full potential. He further thanked startups for recognizing business opportunities in agriculture.

Dr Neeru Bhushan – IARI believed that innovative technology should reach the farmer at the right time at right place. The delay in dissemination of new technologies results in loss of possible gains to the farmers. Further, highlighted the importance of information especially at initial stages of business and thus emphasized sharing of information repository with startups and informed how the same can be accessed with the help from Nasscom.

Anil Hafiz- Advanced Bio-Agro Tech Limited an agri consultant from Uttarakhand expressed his concern about shrinking resources of the country year after year. He also voiced the issue that investors are not willing to interact with farmers and unless investors feel the pain of the farmers, they will not be successful in understanding their problems and resolving them. There is fear of adoption among farmers in adoption of new technologies because they have been cheated time again. There is a need to put in collective efforts to provide need-based end to end support. He praised agri startups as they are doing noble businesses.

Ravinderjit Singh – CEO Agrinnovate India informed that they are GOI company with main mandate to help everyone – MSME, agripreneurs or anyone attached to agri community, tech support market in dynamic, provide technological support. Agrinnovate India Limited (AgIn) is a new endeavour to share the products of research and development in agriculture and allied sciences with all those who are stakeholders of agricultural sector both at national and international level. The company has diverse roles, ranging from addressing Intellectual Property Management of R&D output of ICAR to global brand building initiatives. Commercialization of technologies is a major mandated activity of AgIn. It endeavors to showcase and transfer these technologies to suitable clientele at National and Global level.

Mr Vasudeva, Joint Director, Coir Board informed that they look after development of machinery in Coir Sector. It is expected that there will be heavy demand with growth in population dietary changes. Accordingly, cultivation needs to be changed as natural resources are depleting, therefore productivity needs to be increased. Coir is like wood. Plywood is produced from coir. He informed that coir industry employs 6 lakhs rural people. Netherland imports coir from India.

Mrs Shomita Biswas – CEO NATIONAL MEDICINAL PLANTS BOARD shared that Apex organization coordinating various matters with regards to medicinal plants. Ministry of AYUSH. It is working with farmers, forest dept., NGOs, & different ministries. Various indigenous species are available in Himalayan region and many are yet unexplored. But these species are dwindling. Western Ghats are also rich in the

diversity. Our country has rich resources of medicinal plants, also used in herbal products, veterinary herbal products. The Indian medicine system is thousands years old. There is a need to develop a resource base of available diversity and enhance the same for different uses.

After the technical sessions, a report on agri startups was released by Sh. Suresh Prabhu, Hon'ble Minister of Commerce and Industry. The report is available on ICFA website. Also, a 20 member Working Group on startups was launched. The working Group will provide a platform to all the stakeholders to discuss various issues faced by startups in food and agri sector and will deliberate to bring out the required changes to promote agri startups in the country.

Sh. Suresh Prabhu, Hon'ble Minister of Commerce & Industry – appreciated this attempt of connecting different people related to agri sector, which is a great step to bring back change in Indian economy as envisioned by hon'ble PM.

M J Khan felt that last one decade has been the time of startups. Agri sector will benefit greatly from new ideas. The ideas discussed shall be groomed & if groomed correctly can change the fate of farmers and agriculture sector in the country.

Towards the end of the day Agri Satrtup Awards 2018 were presented for the endeavors and outstanding performance. The awards will motivate the winners and all other startups to put in their best and excel in their field.

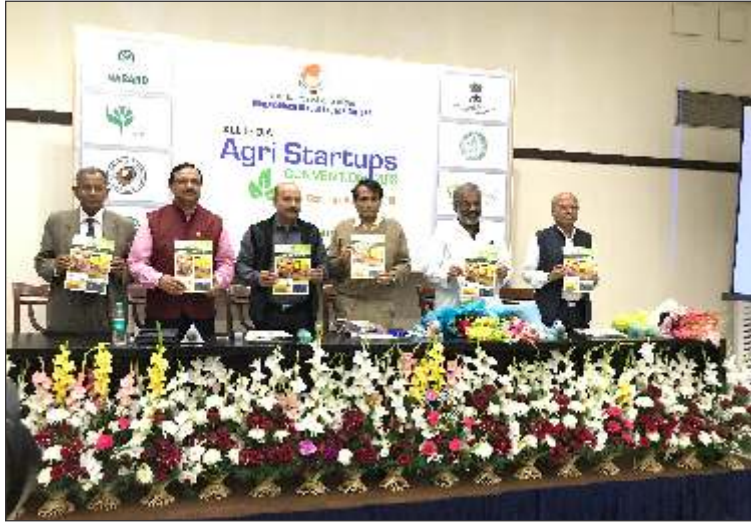


AWARDS

S.No.	Name	Category	Organization
1.	Nivedan Nimpe	Food Startup	Mystic Aromatics
2.	Benjamin Raja	Agri Value Chain	Farmagain Agro Private Limited
3.	Sai Krishna Popuri	Food Processing	Health Sutra
4.	Pratik Datey	Soil Health Management	Greenovate Agrotech Private Limited
5.	Niranjan Sharma	Digital Marketing	DSS Agrisolutions Pvt Ltd
6.	Prashanth	Agribusiness Startup	Merakisan Pvt Ltd
7.	Vishal Ratan	Agri Inputs	Agzon Agro Pvt Ltd
8.	Priyesh Patel	Agritech E-Commerce	Tammy Trade Private Ltd.
9.	Dr Venkat Maroju	Digital Platform	Source Trace Systems
10.	Nitin Razdan	Farm Mechanization	MND Farmringg Pvt Ltd.
11.	Anurag Awasthi	Technology Services	Sankalp Save Indian Grain Foundation
12.	Deepak Pareek	Ict In Agriculture	Mycrop Technologies Pvt. Ltd
13.	Sudhanshu Ranjan	Agro Processing	Innovative Machinerics Agro India Pvt Ltd
14.	Anand Chandra	Agri Services & Technology	Arya Collateral Warehousing Services Pvt Ltd
15.	Lakshmipriyan V G	Fruits & Vegetable Retailing	Farmfolks Agro Pvt Ltd
16.	Tauseef Khan	Technology Startups	Agstack Technologies Pvt. Ltd.
17.	Sriram	Horticulture & Protected Startup	Future Farms
18.	Yogesh Joshi	Organic Startup	Rapid Organic
19.	Kishore Jha	Supply Chain Startup	Ergos
20.	Dr Ritu Verma	Financial Services	Ankur Capital



GLIMPSES





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भारतीय कृषि एवं खाद्य परिषद्
INDIAN COUNCIL OF FOOD AND AGRICULTURE

Naurang House, KG Marg, New Delhi - 110001
Tel: 91-11-41501465, 91-11-41501475 | Fax: 011-23353406
Email: info@icfa.org.in | Skype: ICFA_Newdelhi
Website: www.icfa.org.in