

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC - AUTONOMOUS)

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## **Report**

### **Agri based Start-ups in Agriculture and Allied Sectors**

**Organized by**

**Entrepreneurship Development Cell on 16 June 2021**

**Venue: MS teams (Online) @ 6 PM**

***Submitted by: Dr. G. Somasekhar, Associate Professor & Coordinator ED Cell, Department of Management Studies, MITS***

Resource Person: Dr. M. Naresh Reddy, Business Manager, Rashtriya Krishi Vikas Yojana, Regional Research Agricultural Research Station, Tirupati.

The objective of this programme is to provide the scope and importance of Agri-based startups for the benefit of farmers. To empower the students towards startups kind of mind and to provide information on funding opportunities towards the Agri-based startups. The program needs to facilitate the importance of an Agri start-up ecosystem in the institution.

The event was graced by Dr G. Somasekhar, Coordinator of Entrepreneurship Development Cell, and Dr M Naresh Reddy-Business Manager in Rashtriya Krishi Vikas Yojana.

The session started by Dr. G. Somasekhar, focused on the Role of Agripreneurship in National Economy, problems faced by farmers in Agriculture, and opportunities for Agripreneurship.

Resource person Dr. M. Naresh Reddy, spoke about Agri based Start-ups in Agriculture and Allied Sectors and opportunities available for Agripreneurship. He started discussion with startups happened in agriculture and allied sectors. He quoted many examples like manual and power operated knap snack sprayers, floral business, Mobile Agro Vet clinic, Mittidhan farmtech LLP, Han Agro care LLP, Sarvam Advance Systems Pvt. Ltd, Naturify Pvt. Ltd, Big Haat Agro, Cropin Technology, Multi Purpose Drum Seeder, and many more.

He said that Acharya N. G. Ranga Agricultural University has implemented the Rashtriya Krishi Vikas Yojana (RKVY) - Remunerative Approaches for Agriculture and Allied Sectors

Rejuvenation (RAFTAAR) under ABI scheme supported and funded project “ANGRAU (Agri. Innovation and Entrepreneurship Development Cell) established “ANGRAU Poshan Incubator” at a regional agricultural research station, Tirupati for nurturing entrepreneurship through the development by incubating technology led innovative Agri based start-ups in agriculture and allied sectors. Mr. Naresh explained about two flagship programs. The first programme was “Agripreneurship Orientation Programmes (SANKALP 2021)” in which 8 weeks internship would be given to individuals who have innovative ideas and want to start their own Agri based start-ups and facilitate them with pre seed/ idea stage funding. The second programme was “Agri Business Incubation Programme for Start-ups” (SAMRIDDHI) which is meant for Agri start-ups for seed stage funding as grant in aid for their new innovative product development.

The main highlights of this orientation programme (SANKALP 2021) are.

- 8 weeks internship programme.
- Stipend of rs.10,000 per month for 2 months.
- Mentorship by industry experts.
- Access to world class research labs.
- Grant in Aid up to Rs. 5 lakhs as pre-seed stage funding.

The key highlights of Agri Business Incubation Programme for Start-ups” (SAMRIDDHI) are

- 8 weeks incubation programme
- Technical Enlightenment
- Market & Wide network access
- Grant in Aid up to Rs. 25 lakhs as seed stage funding

Both the programmes focused on these areas:

- Agricultural biotechnology & post-Harvest technology
- Agri clinics & Farm health services
- Precision farming & Supply chain management
- Organic farming & waste-wealth
- Horticulture & Natural resource management
- Food processing & Farm retailing

The objective of this programme was to facilitate the evolution of an Agri start-up ecosystem with the support of cost effective, value added services, including technical, legal financial, intellectual property & regulatory compliance related services to Agripreneurs. The students had an interactive

session on agri innovation and entrepreneurship developments. Students cleared many doubts regarding and many ideas are ready to ignite. The session was very helpful to the upcoming entrepreneurs.

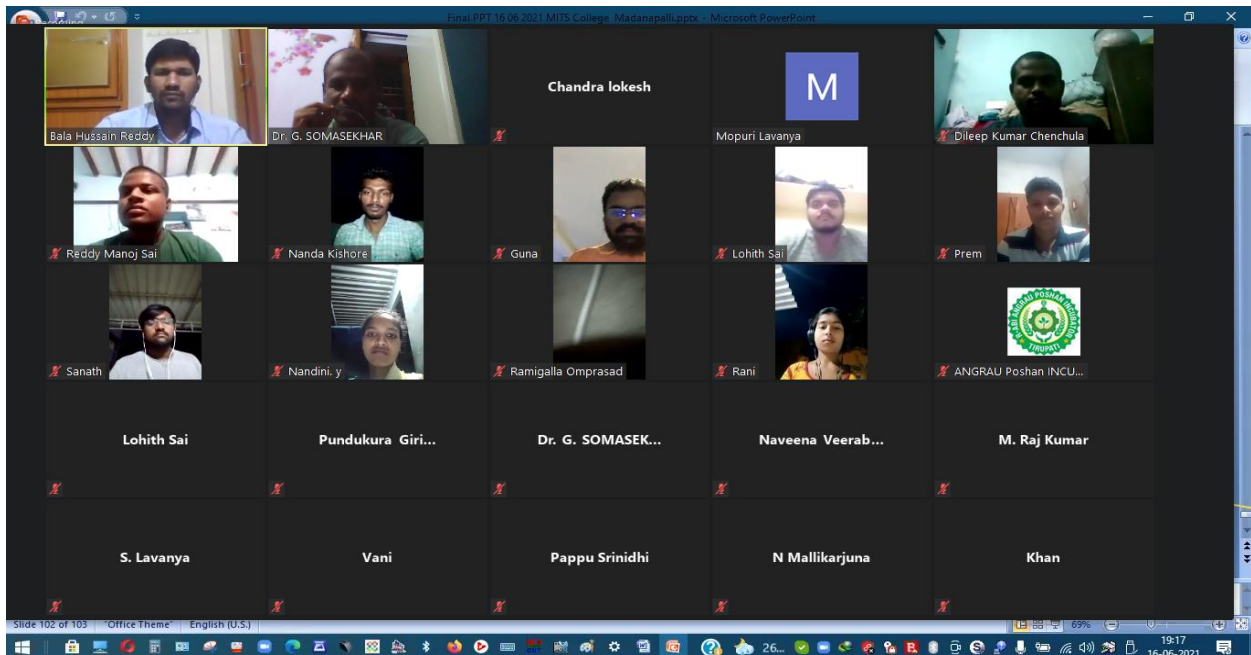
Even though in the pandemic situation-Covid, 72 students participated with great enthusiasm and the event was successfully completed online through Microsoft teams.

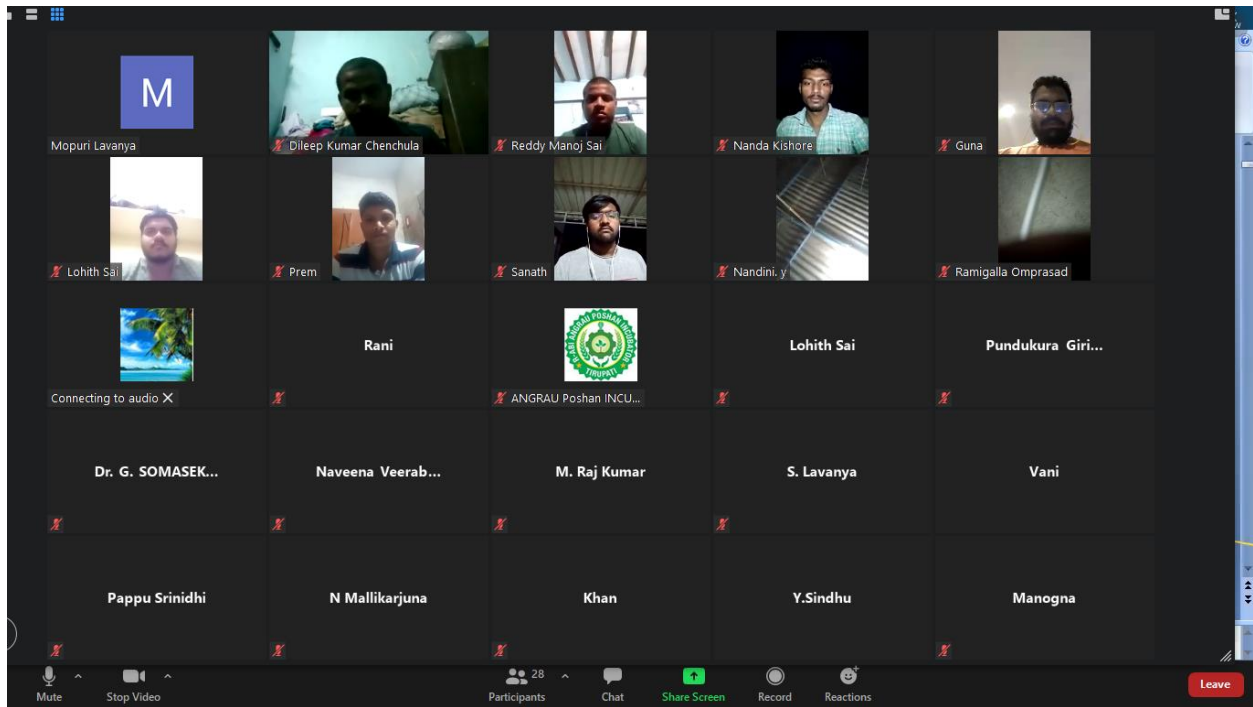
Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.

### Invitation





### Photos





### Manual and power operated knapsack sprayers

Parameter	Details	Parameter	details
Use	Spraying of insecticides and pesticides on crops to control pests and diseases	Use	Spraying of insecticides and pesticides on crops to control pests and diseases
Tank capacity	10 – 14 liters	Tank capacity	10 – 14 liters + 1.5 liter for petrol or kerosene
Field capacity	0.5 ha/day	Field capacity	1.0 ha/day
Cost	Rs.1500/-	Cost	Rs.15000/-

Product Name: **BigHaat.com**



Technology Used: **e-Commerce platform, Mobile platform**

**Product Description**

It provides wide choice of quality inputs to farmers at their doorstep. It brings accessibility of quality agricultural products and personalized advisory by leveraging its technology offering for farmer empowerment. Timely supply of advisory and quality inputs is key enabler to reduce overall cost of cultivation and improving yields.

**Objective**

To remove large inefficiencies into the overall supply chain as supply chain in India is fragmented due to which farmers are not able to access quality inputs, information and technology, thus limiting their choices.

All agricultural inputs available at our places



## Multi Purpose Drum Seeder

• The multipurpose drum seeder:

