



#StartupAnand - 'Meet the Startups' Series

As a part of the “Azadi Ka Amrit Mahotsav” celebrations, with an objective to create an opportunity for budding entrepreneurs to learn from successful startup leaders on building a scalable business, An Interactive Talk Series on “#StartupAnand - Meet the Startups” is being organized on regular intervals by the **Agri. & Food Business Incubator**, College of Food Processing Technology & Bio-energy, AAU, Anand.

The series is organized under the guidance and support of **Dr. Samit Dutta**, Dean, College of FPT&BE & **Dr.H. Pandey**, Co-PI, RKVY R-ABI, AAU.

The program was initiated with the welcome address by **Mr.Nikunj Soni**, Asstt. Manager, Agri. & Food Business incubator, he briefed the entrepreneurs on the significance of this series and highlighted that every entrepreneur’s journey is riddled with startup lessons unique to their struggles and challenges. In ‘Meet the Startups’ series, we invite startup founders to share their business lessons and stories of struggle, learning, and success. This series is aimed at helping you learn from leaders and gain evergreen insights when it comes to growing a start-up.

5 episodes of #StartupAnand series has been completed on 28th July 2022. Here is the summary of last month.

#StartupAnand Episode 7:

BOOK MY CRÖP

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28 JULY 2022 | 03:00 PM

Mr. Nilay Sheth
Founder, BookMyCrop.com
Director, Nivida Web Solutions Private Limited

Meet the Startup : BookMyCrop

BookMyCrop.com is an aggregator platform that connects farmers with buyers across India, it has 1, 00,000+ registered farmers on the platform.

Mr. Nilay Seth, Founder of BookMyCrop.com, shared the journey of his startup and guided agritech startup founders on how to build mobile apps & web portals for farmers and run effective customer acquisition campaigns.

#StartupAnand Episode 6:

WEDNESDAY
JULY 27, 2022
03:00 pm onward

REGISTER AT:
www.AAUincubator.in

Dr. Dinesh Chauhan
Vice President - DeHaat

DeHaat®
Largest Full Stack
Seeds to Market Technology Platform of India

Meet the Startup : DeHaat

DeHaat is the Largest Full Stack Agritech Platform of India which provides end-to-end solutions utilizing AI-enabled technologies, DeHaat works with 10 Lakh+ Farmers and Operates from 8000+ Centres across India

Dr. Dinesh Chauhan, Vice President of DeHaat, shared the journey of the startup and explained how the company has grown from 5 Co-founders to a team of 2000+ people across India and guided participants on Building a Scalable Supply Chain for Agri-Food Startups.

#StartupAnand Episode 5:



Meet the Startup : E-Fasal

E-Fasal is building the agro input franchisee model for connecting all stakeholders to create synergy and be the single source of 360* agro services along with updated technical know-how. E-Fasal works with 50,000+ Farmers and Operates from 1020+ Centres in 49 districts of MP.

Dr. Ravindra Pastor, Co-Founder & CEO of E-Fasal is also a retired IAS who has worked extensively with the government in leading roles for over 40 Years. He shared the journey of building this startup and guided participants on Leveraging Technology for building an efficient Agriculture Supply Chain.

#StartupAnand Episode 4:



Meet the Startup : BIJAK

BIJAK is a B2B trading platform that connects thousands of buyers and sellers across more than 1200 regions and allows them to transact in 110 different commodities. The startup aims to bridge the information gap and lack of accountability in the agricultural commodities trade.

Mr. Nikhil Tripathi, Co-founder of BIJAK, explained how they identified the problem of an ineffective agri-value chain which often suffers from deceitful sales practices and causes financial loss for the stakeholders. So, 5 Cofounders came together to build BIJAK to give better costs, expand working capital, and advanced transportation facilities for the buyers & sellers, He also guided the startup on stakeholders Bootstrapping the resources, Importance of Co-founders, Friends & Family.

#StartupAnand Episode 3:



Meet the Startup : Sheetal Ice Cream

Sheetal Ice Cream is India's fastest growing FMCG Company, specializing in ice cream and also ventured into Namkeen, Wafer, Fryums, Frozen Items, Milk Products. The company operates with a network of 35000+ retailers in 160+ cities across India and it is listed on BSE SME Exchange.

Mr. Hardik Bhuva, Director of Sheetal Cool Products Ltd. shared the inspiring entrepreneurial journey of 3 brothers who build a company from a humble ice-cream shop in Amreli to 35000+ Retail outlets across the nation. He also guided the participant on How to differentiate from the competitors at an early stage.

A total of 200+ students, budding entrepreneurs and early-stage start-ups from agriculture & allied sectors attended the series. A vote of thanks was expressed by **Mr. Harsh Zalavadiya**, Business Executive, Agri. & Food Business Incubator, AAU.

Glimpses of #StartupAnand - Meet the Startups Series

