

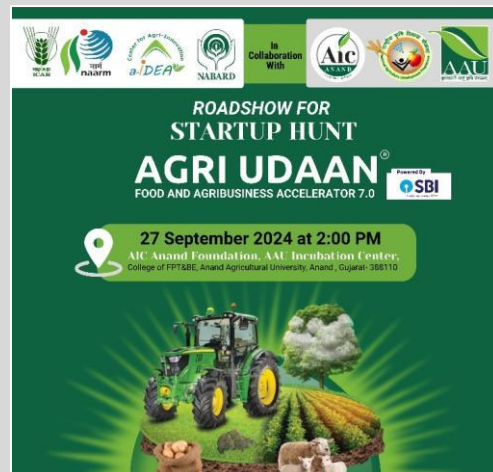


AAU Hosts 'Startup Hunt for AgriUdaan': Accelerating #AgriFood Startups



Anand Agricultural University successfully hosted the 'Startup Hunt for AgriUdaan' on 27th Sep' 2024, a dedicated Food and Agribusiness Accelerator program under the presidency of **Dr. K. B. Kathiria, Hon. Vice Chancellor, AAU**, jointly organized by **AIC Anand Foundation** of AAU, **A-idea, ICAR-NAARM, Hyderabad** and supported by the **State Bank of India**. AgriUdaan program is designed to support scale-up stage food and agribusiness startups through comprehensive mentoring, extensive industry networking, and private investment opportunities.

The event began with a warm welcome address by **Dr. Samit Dutta**, Principal & Dean of the College of FPT&BE, AAU, who provided an overview of the event. **Dr. N.A. Vijay Avinashilingam**, Additional CEO of A-IDEA ICAR-NAARM, outlined the vision behind AgriUdaan 7.0, emphasizing how the accelerator bridges the gap between startups and key stakeholders, including investors, markets, and mentors, to build successful ventures. **Mr. Gangishetty Vijay Kumar**, Deputy General Manager of SBI, spoke on the role of banks in fostering the growth of the agribusiness ecosystem, highlighting the financial products tailored for startups.



Dr. M. K. Jhala, Director of Research & Dean, PG studies at AAU and Chairman of AIC Anand Foundation, highlighted AIC Anand's pivotal role in supporting more than 165 startups through its diverse programs. **Dr. Manish Das**, Director of ICAR-Directorate of Medicinal & Aromatic Plants Research, Boriavi, inspired attendees to leverage the technologies developed by research institutions like ICAR and AAU. **Dr. Umakant Dash**, Director of IRMA, Anand, delivered a motivating address as the Chief Guest, encouraged startups to create scalable models and transform their ideas into products, companies, and eventually MNCs.





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Dr. K. B. Kathiria, Hon. Vice Chancellor of AAU, president of this function, emphasizing the vital role of entrepreneurship in improving the welfare of the farmers. He encouraged startup founders to leverage new technologies to create solutions for farmers' challenges and go from mind-to-market to accelerate growth.



The event also spotlighted local success stories. **Ms. Sai Sudha Chebrolu** of Bilvam Herbals, incubated at MediHub TBI-ICAR-DMAPR, and **Mr. Shravan Kumar**, AAU Alumni and Startup Founder of Agriora Innovations LLP, incubated at AIC Anand, shared valuable insights from their entrepreneurial journeys. The event concluded with a vote of thanks by **Mr. Nikunj Soni**, CEO of AIC Anand Foundation, who expressed gratitude to the dignitaries, the ICAR Station Heads of Vasad, Bharuch, and Godhra, as well as the deans, HoDs, faculty members of AAU, team members of AIC Anand, and the 80 participants, including investors, bankers, entrepreneurs, startup enthusiasts, and aspiring students, for their contributions to the success of the event.

