



## Unveiling Agrifood Startup Innovations: AIC Anand's Impactful Presence at Pre-Vibrant Gujarat Summit 2023 on Agro-Food Processing.

AAU's Incubation Center '**AIC Anand**' unveiled its impactful presence at the Pre-Vibrant Gujarat Summit 2023 held at Amul in Anand on December 7, 2023. The event was a catalyst for spotlighting the vibrant startup ecosystem cultivated by Anand Agricultural University, underscoring innovation and success stories of startups incubated at AIC Anand.

Esteemed dignitaries, including Shri Raghavjibhai Patel, Hon. Cabinet Minister of Agriculture, Govt. of Gujarat; Shri Bachubhai Khabad, Hon. Minister of State for Agriculture, Govt. of Gujarat; Dr. K. B. Kathiria, Hon. Vice Chancellor of AAU, Anand; Dr. M. K. Jhala, Director of Research; Dr. G. R. Patel, Registrar; Dr. Samit Dutta, Dean, FPTBE of AAU and Shri D. H. Shah, Managing Director of GAICL, Shri Jayen Mehta, Managing Director of GCMMF (AMUL), visited the **AIC Anand's Startup Stall Pavilion**. They encouraged entrepreneurs and acknowledged the startups' potential to revolutionize the agri-food landscape, contributing significantly to the state and nation's growth trajectory.

**Dr. M. K. Jhala**, Director of Research at AAU and Chairman of AIC Anand, delivered a compelling address during the first Technical Session of the Event Seminar. Dr. Jhala emphasized AAU Incubation Center's achievements and its pivotal role in nurturing startups, fostering innovation, and providing extensive support tailored for agri-food businesses in Anand and Gujarat.

**Mr. Hardik Joshi**, CEO of Harison Ventures Pvt Ltd. (HoneyVeda), a successful AAU-incubated startup, shared his entrepreneurial journey, acknowledging AIC Anand's crucial assistance in product development, mentorship, and funding support.

**AIC Anand's Agrifood Startup Stall Pavilion** showcased many innovative agrifood ventures from diverse sectors:

### 1. Honey & Beekeeping Sector:

- **HoneyVeda (Harrison Ventures Pvt Ltd.), Ahmedabad:** Recognized for its innovative honey products and beekeeping practices, HoneyVeda highlighted its forthcoming collaboration with 3 FPOs, impacting 2700 farmers across Gujarat, Rajasthan, and Uttarakhand.
- **One Bee Organic LLP, Vadodara:** Displayed the pioneering Bee Venom Multiple Collector device, aligning with India's 'Make in India' initiative.

### 2. Millets & Food Processing Sector:

- **Me2Millet, Anand:** Unveiled a range of millet-based products, emphasizing traditional ready-to-eat and ready-to-cook varieties of Gujarati foods.



### 3. Agritech Sector:

- **BookmyCrop.com, Vadodara:** Presented their innovative platform utilizing AI & Remote Sensing for satellite-based crop monitoring and a seamless marketplace for farmers and buyers.

### 4. Waste to Wealth Sector

- **Biomer Advanced Materials LLP, Ahmedabad:** Showcased inventive products derived from agricultural and seafood waste, aiming to replace plastics and extend food product shelf life.
- **Esha Biodegradables, Anand:** Exhibited home furnishings made from natural banana fibers. (ODOP Anand)
- **Agribit Green Venture Pvt Ltd, Surat:** Showcased biodegradable sanitary pads crafted from banana fibers, prioritizing environmental sustainability. (ODOP Anand)

Additionally, AIC Anand displayed innovative products from four startups at its first stall:

- **Caneza's** 100% plant based degradable water bottles
- **Teology's** one-use instant tea-cups
- **Pushpam Foods'** moringa-based products
- **Alpino's** peanut butter and high-protein breakfast range.

Representatives from AAU, comprising university officers, principal & deans, heads of departments from various colleges within AAU, alongside faculty members and 200 Students of FPTBE College actively participated in the Pre-Vibrant 2023 event.

## Glimpses of the Pre-Vibrant Summit 2023







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