



AgriFood Startup Seed Camp nurtures 40 Early-Stage Ventures at AIC Anand Foundation of AAU

AIC Anand Foundation—a Section 8 company established by **Anand Agricultural University (AAU)**—continues to strengthen the agricultural startup ecosystem in the state under the visionary leadership of **Dr. K. B. Kathiria**, *Hon. Vice Chancellor of AAU*.

A high-impact '**AgriFood Startup Seed Camp**' was recently organized with support from **RKVY, Ministry of Agriculture and Farmers Welfare, Government of India**. The week-long program featured a series of seven focused workshops and mentoring sessions, aimed at building entrepreneurial capacity, enhancing market readiness, and offering solution-oriented guidance to **40 early-stage agrifood startups** from various states of the country.

◆ Highlights of the 7 days 'AgriFood Startup Seed Camp':

◆ Day 1: Business Model Canvas Workshop

Led by **Prof. Anirudha Modak**, **Founder, Guru on Tap Consulting**, Pune, the session guided founders through the essentials of business model design. He mentored participants on defining sharper value propositions and aligning solutions with customer needs.

◆ Day 2: (Session I): Workshop on Market Intelligence

Conducted by **Dr. R. S. Pundir**, *Dean, IABMI, AAU*. The session covered practical tools to assess market demand, competitor analysis, and data-driven planning.

(Session II): Startup-Mentor Matching Session

All participating startups presented their ideas and ongoing challenges to an esteemed panel comprising AAU's senior academic leadership. They received constructive feedback and were assigned mentors from relevant domains to support their growth.

- **Dr. N. I. Shah**, *Dean, B. A. College of Agriculture & College of Horticulture, AAU*
- **Dr. R. S. Pundir**, *Dean, International Agribusiness Management Institute, AAU*
- **Dr. Samit Dutta**, *Dean, College of Food Processing Technology & Bio-Energy, AAU*
- **Dr. Y. R. Ghodasara**, *Dean, College of Agricultural Information Technology, AAU*

◆ Day 3: AgriFood Marketing Masterclass

By **Dr. Kavita Sharma Saxena**, *Faculty, Entrepreneurship Development Institute of India (EDII)*. She engaged founders in understanding rural consumer behaviour, branding, and grassroots marketing strategies tailored to agrifood startups.



◆ Day 4: Branding & Storytelling Workshop

Facilitated by **Shri Nirav Shankalpura, Founder, Magic Wings**. He mentored startups on developing a compelling brand identity and using authentic storytelling to create emotional connections with customers.

◆ Day 5: Investor Pitch Deck Workshop

Led by **Shri Nikunj Soni, CEO, AIC Anand Foundation**, He coached founders on crafting persuasive investor pitch and communicating their value propositions effectively.

◆ Day 6: (Session I) Product Validation Workshop

By **Dr. K. P. Patel, Former Dean, BACA, AAU and Advisor at National Dairy Development Board (NDDB)**, focusing on aligning innovations with market needs.

(Session II) Entrepreneurial Mindset & Sales Skills

An inspiring session by **Shri Anand Gopal Bhatnagar, TEDx Speaker & Ex-AVP, Reliance Industries**. He engaged the cohort on building trust-driven client relationships, mastering the art of selling, and developing the right entrepreneurial mindset to lead by example.

The event concluded with a vote of thanks by Shri Nikunj Soni, CEO, AIC Anand Foundation, who extended heartfelt gratitude to **Dr. M. K. Jhala**, Chairman, and **Dr. Samit Dutta**, Executive Director of AIC, for their unwavering support. He also acknowledged the valuable contributions of the expert mentors, speakers, startup founders and appreciated the **Team AIC**, Dr. Jignesh Macwan, Mr. Sagar Gabu, and others—for their hard work behind the scenes in making the event a success.

Glimpses of the Agrifood Startup Seed Camp at AIC



Workshop on Business Model Canvas



Startups Presenting their Business Model



Workshop on Market Intelligence



Startup-Mentor Matching Session



AgriFood Marketing Masterclass



Interaction on Marketing Strategies



Branding & Storytelling Workshop



Startups Discussing their Branding





Investor Pitch Deck Workshop



Startup Pitching their Ideas



Product Validation Workshop



Entrepreneurial Mindset & Sales Skills

