



AIC Anand hosted the "A 10-Day 'Startup Anand' Workshop Series in the Spirit of National Startup Day.

In the spirit of India's 'National Startup Day, Anand Agricultural University's Incubation Center 'AIC Anand', initiated the 'Startup Anand' Workshop Series'. The 10-day-long event from 16 to 30 January 2024 fosters an entrepreneurial spirit among the youth through a series of engaging activities, workshops, and events.

Starting with the '**Startup Support Awarding Ceremony**' on day 1, Seven successful agri-startups were awarded funding support of ₹59 lakh under the RKVY RAFTAAR Agribusiness Incubator project of Ministry of Agriculture & Farmers Welfare, Govt. of India. **Dr. K. B. Kathiria**, Hon. Vice Chancellor, AAU, released the first grant installment to startups. Followed by an **Inaugural session** for the **Prasoon-Startup** Agribusiness Incubation program and **Pallav-Agriprenurship** orientation program, where 40 incubatees began their 2-month comprehensive agriprenurship training.

An **AAU Stakeholders meeting** was also organized under the chairmanship of Hon. Vice Chancellor, AAU, gathering over 30 participants, including University officers, Principals, Deans, Faculty members, and ELU coordinators of various colleges of AAU. **Dr. M. K. Jhala**, Director of Research, AAU addressed the meeting and initiated the discussions on strengthening the Startup ecosystem in AAU. All attendees actively contributed their suggestions during the session.

On day 2, A '**Mind 2 Market**' Workshop was conducted by **Shri Ravin Bhadja**, Founder, **FindmyFactory.com**, he highlighted the significance of market research and strategies to overcome challenges in bringing ideas to market.

On day 3, **Shri Nitin Mistry**, Author & Startup coach, conducted a '**Pitch Deck Preparation Workshop**'. He inspired participants to make effective pitches for business funding.

On day 4, '**Brainstorming & Idea Validation Workshop**' was led by **Shri Nikunj Soni**, CEO, AIC Anand, concentrating on establishing a peer-learning atmosphere and seeking feedback for idea validation from entrepreneurial minds.

On day 5, an exposure visit to the **Amul Dairy Plant**, AAU's **Bio-Fertilizer** unit, and **Tissue Culture Lab** was arranged for participants.

On day 6, A **Mentor Matching Session** was organized for Startups where entrepreneurs presented their business ideas and the challenges they are facing before an esteemed panel comprising **Dr. Samit Dutta**, Dean, CFPTBE, AAU, **Dr. N. I. Shah**, Dean, College of Horticulture, **Dr. R. S. Pundir**, Dean, IABMI, **Dr. S.H. Akbari**, HoD, FPO, CFPTBE, AAU & **Dr. H. Pandey**, HoD, FPT, CFPTBE, AAU.

On day 7, **Shri Chandrakant Patel**, an Independent Consultant, and **Shri Nirmesh Patel**, Custom Operation Manager, facilitated an '**Export and Import Workshop**'. They shared their experiences and provided practical guidance on export and import procedures, including customs clearance for agrifood exports to the participants.

On day 8, **Shri Anand Bhatnagar**, A renowned TEDx Speaker & and VP at a leading conglomerate was invited to deliver a motivational talk titled '**Start Unknown, Finish Unforgettable**'. As it was National Girl Child Day, along with 40 Startup Entrepreneurs and 25 female students from College of Horticulture, AAU was also invited to participate in the program.

Dr. Vishal Joshi, Director, Biomer Advanced Materials Pvt. Ltd., conducted a '**Design Thinking Workshop**' for Startups highlighting that Problem-solving is a key skill that everyone should master.

On day 9, **Shri Amit Panchal**, Founder, **Digicobweb** conducted a workshop on '**Digital Marketing Basics**'. He guided participants about utilizing various digital platforms for enhanced product visibility.

On the eve of Republic Day, the celebrations were also held at AIC Anand in attendance of **Dr. Samit Dutta**, Dean, CFPTBE, AAU, **Dr. H. Pandey**, HoD, FPT, CFPTBE, AAU, Team AIC Anand along with 40+ Startup Founders.

It's noteworthy that **Biomer Advanced Materials** & **RuBisco Proteins**, both incubatee companies of **AIC Anand**, have formally signed an agreement to work together in the area of plant-based materials during the event.

On the tenth day, two **Startup Sensitization Sessions** were organized involving diverse stakeholders. The first session engaged over 40 members of Farmer Producer Companies from Nashik, Maharashtra, while the second session included 30+ Extension Officers from different states across the country.



All distinguished expert speakers touched upon the various aspects of starting and scaling #AgriFood start-ups and encouraged participants to be Agri-Entrepreneurs. The remarkable participation of over 250 entrepreneurs, students, farmers, extension officers, and faculty members from agriculture and allied sectors in various activities during the 10-day-long National Startup day celebrations.

Glimpses of 'Startup Anand' Workshop Series at AIC Anand





