



AAU's Incubation Center 'AIC ANAND' celebrates 'National Startup Day' with a series of activities, highlighting its commitment to fostering innovation and entrepreneurship in the agriculture sector

An event titled the '**Startup Support Awarding Ceremony**' was held to commemorate the accomplishments of startups nurtured at the AAU Incubation Center. During this ceremony, a grant of ₹59 lakh was announced to seven agri-startups sanctioned under RKVY RAFTAAR Agribusiness Incubator project of Ministry of Agriculture & Farmers Welfare, Government of India. With the intention of fostering the growth of these agri-startups, the first instalment of grant was released to the startups on the occasion of 'National Startup Day' on January 16, 2024, by Dr. K. B. Kathiria, Hon. Vice Chancellor of AAU, Anand. Dr. Kathiria praised the accomplishments of the beneficiary startups and conveyed heartfelt congratulations for their exceptional business ideas and innovations.

The 7 beneficiary startups set to benefit from this grant are Manjha Technologies Pvt. Ltd., Sirisamashti Krushi Pvt. Ltd., Keeygredients Healthfoods LLP, Agriculturists & Company, Maple Trees Co., Paragon Associates, and Dough Adventures LLP. These innovative agri-startups are making significant strides in various sectors, including agriculture, fisheries, cattle feed, millets, food processing, agricultural implement manufacturing, waste-to-wealth, and the creation of e-marketplaces for farmers.

In addition to the grant announcement, AIC Anand also **inaugurated Prasoan-Startup Agribusiness Incubation program - Cohort 8** and **Pallav-Agriprenurship orientation program Cohorts 8 & 9**. A total of 40 incubatees are selected under these programs, comprising 12 Agri-Startups, 13 Idea-stage Agripreneurs, and 15 Student Entrepreneur teams, they will undergo two months of comprehensive agriprenurship training.

The event was followed by an **AAU Stakeholders' Meeting** during the third session, where university officers, deans, principals, faculty teachers of entrepreneurship development courses, and ELU coordinators of all colleges of AAU participated under the chairmanship of Hon. Vice Chancellor Dr. K. B. Kathiria, in the august presence of Dr. M. K. Jhala, Director of Research & Dean, PG studies, Dr. Samit Dutta, Dean, College of FPT&BE and other distinguished dignitaries of AAU. The meeting included a detailed discussion on the way forward for building a robust startup ecosystem across Anand Agricultural University.



GLIMPSES OF 'NATIONAL STARTUP DAY' EVENT AT AIC ANAND

