



# AGRI BUSINESS INCUBATOR, SKUAST-JAMMU

DIVISION OF AGRICULTURAL ECONOMICS & ABM

SHER-E-KASHMIR UNIVERSITY OF AGRICULTURAL SCIENCES AND TECHNOLOGY  
OF JAMMU, CHATHA-180009



*"Nurturing Young Agri-Business Professionals for Evergreen Growth"*

## BROCHURE



Dr. Jyoti Kachroo  
Prof. & Head, Division of AEABM  
PI, Agri Business Incubator, SKUAST-Jammu

## OVERVIEW



- About the Program
- Awareness & Bootcamps
- First RIC
- Inaugural Ceremony
- Training and Mentoring Sessions
- Industrial Exposure
- Second RIC
- Award and Recognition
- Media

Division of Agricultural Economics and Agri Business Management, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu is the first and only institution of state which has taken the initiative to award the MBA (Agri-Business Management) degree to meet the challenges posed by the global market in terms of growing agribusiness demand. The division is credited to have the facility of establishment of Agri-entrepreneurs and start-ups as the institute is first of its kind to have Agri-Business incubation centre under RKVY-RAFTAAR project of GoI. Agri Business Incubator, SKUAST-Jammu for launching of two programmes under the name of UDGAM (Agripreneurship Orientation Programme) and PRAGATI (Seed Stage Funding) with objective to impart training and help the young innovative professionals to establish their own start-ups which with the efforts of expert team/mentors will help to further improve the proposal for funding within the norms by GoI.

## INTRODUCTION

SKUAST-J is a multi-campus university with its headquarter located at Chatha, Jammu that came into existence on 20th September, 1999. SKUAST-Jammu is striving to achieve high standards of excellence in education, research and extension for the betterment of farming community of the region. There are Eight Research Stations/Sub-Stations and seven KVKs in the University which are located in different agro-climatic zones of Jammu region for catering the location-specific needs of the farming community.

## VISION

Agri Business Incubator, SKUAST-J is having a sole vision to build and sustain a unique incubation centre of international standards capable of churning out a new class of devoted Agripreneurs and Agribusiness managers kindled with fire and competence to serve the nation devoutly in a climate that fosters personal and group creativity and excellence.

## MISSION

Nurturing Young Agri-Business Professionals for Evergreen Growth.

### INCUBATION PROGRAMS - ACTIVITIES UNDERTAKEN

#### UDGAM: AGRIPRENEURSHIP ORIENTATION PROGRAM



#### HIGHLIGHTS

- \*Grant-in-Aid up to Rs. 5 Lakhs
  - \*8-Week Workshop
  - \*Mentoring from Experts
  - \*Research Lab
  - \*Stipend of Rs. 10,000/month
- Call for proposals: 17-06-2019  
First RIC Meeting: 02-09-2019  
Launching of Program: 20-09-2019  
Valedictory Function: 20-11-2019  
Second RIC Meeting: 25-11-2019

No. of Applications Received	No. of Applications After Pre-Screening	Final Selected Applications through RIC
25	5	5

## PRAGATI: SEED STAGE FUNDING PROGRAM



### HIGHLIGHTS

\*Grant-in-aid up to Rs. 25 Lakhs \*8-Week Workshop \*Mentoring from Experts \*Research Lab

Call for proposals : 24-06-2019

First RIC Meeting: 02-09-2019

Launching of Program: 20-09-2019

Valedictory Function: 20-11-2019

Second RIC Meeting: 25-11-2019

No. of Applications Received	No. of Applications after Pre-Screening	Final Selected Applications through RIC
8	3	3

### MILESTONE ACTIVITIES

1. Constituted the RKVY Incubation Committee (RIC) on 20th May 2019.
2. Identification and approval for purchases of the various need based items under the specified sanctioned budget head and issuance of supply orders through GeM Portal. Finalization of draft of the program under the project and uploaded on the website.
3. Procedural finalization and advertisement for recruitment of various contractual positions sanctioned in the Project.
4. Wide publicity of the programme through print and electronic media.
5. Webinar/ interaction through skype to incubates were also conducted during the training program
6. Resource persons from Gujarat, Pune, and Chandigarh delivered the lectures, shared their experiences and interacted.

### Mentoring Sessions

Technical	Business & Marketing Management	IPR	Industry
30	6	2	10

## AWARENESS AND BOOTCAMP



Live interview with Channel One and Early Post News Channels



Live interview with The Straight Line News Channel in Regional Language



Visited Central University of Jammu for the wider publicity of the programmes

## FIRST RIC OF AGRI BUSINESS INCUBATOR, SKUAST-JAMMU



Dr. Jyoti Kachroo organised the first RIC Meeting, which was held on 02.09.2019. The committee was constituted by the experts from academics/research as well as industrial sector. A total of 33 applications were received under the both programmes. After the detailed presentation given by the applicants, only eight candidates were selected i.e. five under UDGAM: Agripreneurship Orientation Programme and three under PRAGATI: Seed Stage Funding. They were imparted with the required theoretical as well as practical knowledge during the two months training programme.

## INAUGURAL CEREMONY



Prof. Jyoti Kachroo, Head AEABM and P.I Agri Business Incubator, SKUAST-Jammu inaugurating the two months training programme for the incubates under UDGAM (Agripreneurship Orientation Programme) and PRAGATI (Seed Stage Funding Programme).

## TRAINING AND EXPOSURE



Dr. Sudha Mysore, CEO- Agrinnovate, interacted with the incubates and talked about the recent innovations in the field of agriculture sector



Agri Business Incubator organised Industrial Visit for the Incubates in order to make them aware with the working and management of industries operational in the agriculture and allied sectors.

Using MVP in Fields of Integrated Farming System on Trial Basis under the mentorship of Dr. Dileep Kachroo, Chief Scientist and Head, FSR Centre, SKUAST-Jammu.



Incubates visited Integrated Farming System and interacted with Dr. Dileep Kachroo, Chief Scientist & Head of the centre.

## MENTORING SESSIONS

Agri Business Incubator, SKUAST-Jammu approached to various persons for mentorship to various incubates as per their requirement.

### For Seed Stage Funding i.e. PRAGATI

Name of incubatee	Name of mentor
Mr. Nikky Kumar Jha	Mr. Jagdeesh Suknad Serial Innovator
Mr. Bhavishya Devgan	Dr. Dileep Kachroo Chief Scientist, FSRC, SKUAST-J

### For Agripreneurship Orientation Programme i.e. UDGAM

Name of incubatee	Name of mentor
Ms. Payal Sharma	Mr.P.P.Sachdev Shalimar Cattle Feed
Mr. Dhruv Bhandari	Mr. Sikander Abbas Advance Fish Farms, Meerut
Mr.Vijay Kumar	Mr. Nikhil Panchal M/s Right Info Service, Gujarat
Mr. Vivek Sharma	Dr. Sanjeev Shukla SKUAST-Jammu

## VALEDICTORY FUNCTION

Two months training programme was organised for the incubates. The training schedule was well-structured with an aim to prepare them in their respective fields and to make them aware about the current industrial and market scenario.



## SECOND RIC EVALUATION MEETING



Second RIC evaluation meeting was held on 25-11-2019 in which five incubates under UDGAM and three incubates under PRAGATI were evaluated on the basis of their milestones achievements and overall progress made in their respective start-ups.

## KNOWLEDGE PARTNER

A visit was planned to attend the mentoring and handholding meeting at the Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu under RKAVY-RAFTAAR project scheduled from 1-2 July, 2019. Mr. Rajneesh Kumar (COO, PKI) represented Pusa Krishi Incubator. He also conducted Beej Boot camp for the student and staff at the university and IIM Jammu.

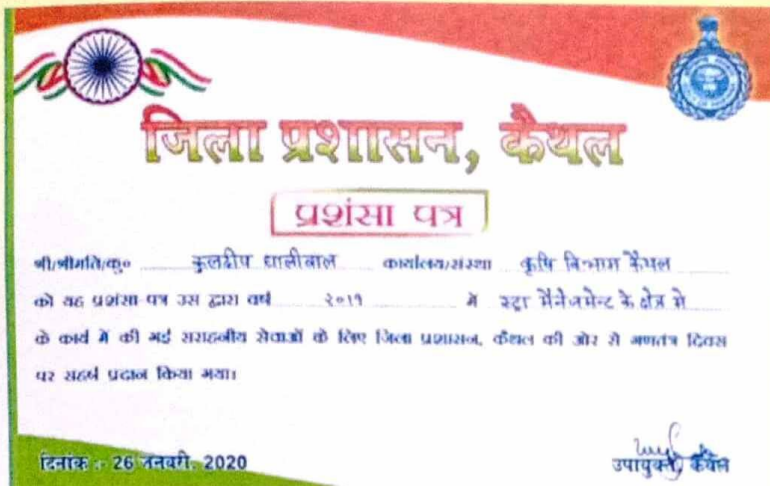


## COLLABORATIONS

1. Pusa Krishi Incubator, IARI, New Delhi
2. Various constituent Units/Faculties/ Divisions / Centres within the University.
3. Division of Microbiology
4. Division of Soil Science and Agricultural Chemistry
5. Farming System Research Centre
6. Division of Plant Breeding & Genetics Shalimar Cattle Feed, Jammu



## AWARDS AND RECOGNITION



Mr. Kuldeep Dhaliwal, an incubate under UDGAM (Agripreneurship Orientation Programme) received Appreciation Certificate from District Administration, Kaithal, Haryana.



Mr. Nikky Kumar Jha, an incubate under PRAGATI (Seed Stage Funding Programme) received Certificate of Achievement for the innovation at International Innovation Fair 2019.

# MEDIA AND PRESS RELEASE

## SKUAST-J holds R-ABI incubation committee meeting



Early Times Report  
 Jammu, Sept 3 The first ever R-ABI Incubation Committee (RIC) meeting of Agri Business Incubator SKUAST-Jammu under the project RKVY-RAFTAAR was held today at main campus Chatha of SKUAST-Jammu. Dr. K.S. Risam, Chairman, RIC and Vice Chancellor, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu, welcomed all the members of RIC who were invited for evaluation of the candidates for the selection under two programs i.e. UJGAM and PRAGATI. Vice Chancellor in his welcome address suggested the PI and Co-PIs of the project to reach out to the young entrepreneurs of the state to join the programs and grab the opportunity of the Government of India to boost the Startups and compete at market level with rest of the country. Chief Guest Dr. Jyoti Kachroo (Prof. & Head AEABM), PI & In-charge R-ABI, Jammu gave brief presentation to the Chairman and members about the working and procedural guidelines of the project. The experts from different fields viz. Geeta Singh (DGM NABARD), Mr. Suresh Raina (Lead District Manager SBI-Jammu), Mr. Tejpal Singh (Asstt. Vice President J&K Bank), Dr. S.K. Gupta (Prof. & Head Div. of PBG), Dr. Sunil Kumar (Prof. & Head LPT), Anil Sun (M.D. AB Industries), Rajneesh (Chief Operating Officer, RKVY-RAFTAAR) and K.K. Sharma (Agricultural Economist, Directorate of Agriculture) attended the meeting and evaluated different participants. The Co-PIs of the project viz. Dr. Sudhakar Dawid (Associate Professor), Dr. S.P. Singh (Assistant professor) and Dr. Anil Bhat (Assistant Professor) were also present during the meeting. Large numbers of applications were received from different parts of the country for these programs. At the end vote of thanks was given by Dr. Jyoti Kachroo. Proceedings of the meeting were conducted by Dr. Sudhakar Dawid and Dr. Anil Bhat.

### JAMMU LINKS NEWS

NEWS BUSINESS SPORTS LIFESTYLE ENTERTAINMENT SPECIALS FEEDS UPCLOSE GALLERY

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Home > **Agri-Entrepreneurship Startup Programme launched at SKUAST-Jammu**

## SKUAST-J holds 2nd R-ABI RIC meeting



Early Times Report  
 Jammu, Nov 26 The second R-ABI Incubation Committee (RIC) meeting of Agri Business Incubator SKUAST-Jammu under the project RKVY-RAFTAAR was held on 25.11.2019 at Main Campus Chatha of SKUAST-Jammu under the chairmanship of Dr. K.S. Risam, Vice Chancellor, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu. Dr. Risam suggested the incubates to trial their technology for further improvement. Earlier Dr. Jyoti Kachroo (Head & PI R-ABI, Jammu) briefed about the programme and welcomes all the members of RIC who were invited for evaluation of the incubates for the further recommendation of their startups for Pre-seed and seed stage funding. All the incubates presented their innovative concepts before the committee. The experts from different fields viz. Anamika (AGM NABARD), Suresh Raina (Lead District Manager SBI-Jammu), Tejpal Singh (Asstt. Vice President J&K Bank), Dr. S.K. Gupta (Prof. & Head Div. of PBG), Dr. Sunil Kumar (Prof. & Head LPT), Rohit Gupta (M.D. Sarveshwar Group of Industries), Rajesh Sharma (Chairman, Confederation of Indian Industries, Jammu), Satish Gupta (M.D. Surya Milk Production, Jammu) and Satyender Singh Choudhary (Manager RKVY-RAFTAAR) attended the meeting and evaluated different participants. The Co-PIs of the project viz. Dr. Sudhakar Dawid (Associate Professor), Dr. S.P. Singh (Assistant professor) and Dr. Anil Bhat (Assistant Professor) were also present during the meeting.

## SKUAST-J organizes graduated ceremony



Early Times Report  
 Jammu, Nov 22 Agri Business Incubator SKUAST-J organized Graduated Ceremony/ valedictory function of "Two months Agri Entrepreneurship Startup programme" on 20.11.2019 at Division of Agricultural Economics and Agri Business Management, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu. The training programme was sponsored by Ministry of Agriculture and Farmers' Welfare and was organized by Agri-Business Incubator SKUAST-Jammu. The programme falls under RKVY-RAFTAAR scheme of the Ministry with a component for innovation and entrepreneurship. The main focus of training programme was on Agribusiness startups and to provide technical mentoring to the selected incubates so as to give wings to their creative abilities. Dr. K.S. Risam, Vice Chancellor, SKUAST-Jammu was the Chief Guest for the programme. Speaking on the occasion, Dr. Risam briefed about the importance of innovation and agri-preneurship for upliftment of the agricultural sector and was happy with the performance and innovation of the incubates for setting up their start-ups. He further suggested the young mind of J&K and farmers also to come up with new innovative idea for establishment of startups. He also praise and congratulate Dr. Jyoti Kachroo, Head & PI-CEO Agri Business Incubator, SKUAST-J on the successful completion of this two months training programme. He also distributed the certificate of completion of two months training programme among the incubates.

12.12.2019  
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## कैथल

### क्रॉप रिचार्जर से दूर होगी पराली जलाने की समस्या

**कैथल के कुनदीय धरियवाल ने ईजाद किया क्रीप रिचार्जर**

कैथल, 12 दिसंबर के दिवस को कुनदीय धरियवाल ने अपनी ही इजाद का एक नया क्रॉप रिचार्जर का उद्घाटन किया। इस क्रॉप रिचार्जर का नाम है 'क्रीप रिचार्जर'। यह क्रॉप रिचार्जर किसानों को पराली जलाने की समस्या से दूर रखेगा।

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**ABHISHEK SINGH FARMING LEADER**

#CropRecharger #FarmingLeader #OrganicFarming  
 किसान ने खोजा फ्री फसल रिचार्जर | Organic Manure Crop Recharger by KULDEEP DHARIWAL

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Published on Jan 17, 2020

Kisan brothers in this video we will talk about our farmer discovering a crop recharger by Kuldeep ji, which is of the crops, in this video, I will tell you, do you have Crop Recharger in full detail

#CropRecharger #FarmingLeader #OrganicFarming

## OUR INCUBATES

### List of selected incubatees for UDGAM – AGRIPRENEURSHIP ORIENTATION PROGRAMME

S. No.	Name of Applicants	Focus Area	Concept
1.	Ms. Payal Sharma D/o Sh. Ashwani Sharma, R/o H.No. 51, New Rehari near MCJ Park, Jammu	Waste management	To convert floral waste agricultural waste and even domestic waste into useful products like incense sticks, essential oils etc.
2.	Mr. Vivek Sharma S/o Sub. Ashok Kumar Sharma, R/o Vill. Ramnagar, PO: Keerian Gandlyal, Teh. & Dist.: Kathua (J&K)	High quality seed / seedlings	Vatika Agri Services (Beej sey Baazar Tak) With an aim to increase the overall income of farmers
3.	Mr. Vijay Kumar S/o Sh. Dharam Paul R/o V.P.O. Salehar, Teh. Bishnah, Jammu – 181111	E-trade	To start e-trades in rural market
4.	Mr. Kuldeep Dhaliwal S/o Sh. Raja Ram, R/o Chakki Mohila, Chhot, Kaithai, Haryana – 136027	Organic manure	To convert crop wastage into organic manure and change it into liquid form
5.	Mr. Dhruv Bhandari S/o Vipin Bhandari R/o 175, Resham Ghar Colony, near Municipal Park (J&K)	Aquaculture	To establish Bio-floc system for fish farming

### List of selected incubatees for PRAGATI: SEED STAGE FUNDING

S. No.	Name of Applicants	Name of company	Concept
1.	Mr. Naushad Ali R/o H.No. 272, Sec-48, near CIA office NIT, Faridabad, Haryana – 121001	Haali Agro foods Industry	To provide a adulteration free edible oil
2.	Mr. Nikky Kumar Jha S/o Sh. Sunil Kumar Jha R/o H.No. 172, Naya Tola Dudhella, Aldorpur, NathNagar, Bhagalpur, Bihar – 812004	Saptkrishi Scientific Pvt. Ltd.	To develop a minimum viable product termed as 'Sabzikothi' (chamber of vegetables), a storage which comprises of a device to extend the shelf life of Horticultural products
3.	Mr. Bhavishya Devgun R/o 846, Joshi Lane, Karol Bhag, New Delhi - 110005	Salutem Tiogear Apparuas Pvt. Ltd.	To develop new material based nano technology which makes plants retain water upto 300 % for later use in case of scarcity



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*"An institution for sustainable agriculture for food and nutritional security"*



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