

# OFFICIAL NEWSLETTER OF AGRI BUSINESS INCUBATOR, SKUAST-JAMMU



## AGRI BUSINESS INCUBATOR, SKUAST-JAMMU

A UNIT OF DIVISION OF AGRICULTURAL ECONOMICS & ABM

SPONSORED BY MINISTRY OF AGRICULTURE & FARMERS' WELFARE, GOI, NEW DELHI

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

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## From the Desk of Hon'ble Vice Chancellor, SKUAST-Jammu



It gives me immense pleasure to welcome you all at the Agri Business Incubator, SKUAST-Jammu, a unit of Division of Agricultural Economics and Agri Business Management, located on the campus of Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, Chatha. I am very pleased to share that this is the first state of the art agribusiness incubation centre among all universities in Jammu & Kashmir

I have confidence that this centre would provide the right innovation and entrepreneurship ecosystem for incubatees working in the field of Agriculture and allied sectors and usher in an era of entrepreneurial culture.

I appeal to all young innovative minds to take full advantage of Agri Business Incubator, SKUAST-Jammu and contribute to the development of agriculture and agribusiness sector of our country to make "Atma Nirbhar Bharat". I wish best of luck to all the incubatees and team members of the incubation centre.

Prof. J.P. Sharma  
Vice Chancellor, SKUAST-Jammu

## From the Desk of Head & P.I., Agri Business Incubator, SKUAST-Jammu

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 Union Territory 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.

Prof. Jyoti Kachroo,  
Head, AEABM &  
Principal Investigator, Agri Business Incubator, SKUAST-Jammu

# OVERVIEW

- **About the Program**
- **Awareness & Bootcamps**
- **First RIC**
- **Inaugural Ceremony**
- **Training and Field exposure**
- **Mentoring Sessions**
- **Valedictory Function**
- **Second RIC**
- **Award and Recognition**
- **Media**
- **Webinars Organised**
- **RKVY-RAFTAAR 2020-21**





## 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

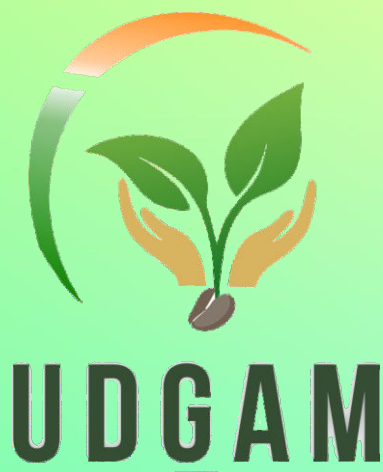
Agri Business Incubator, SKUAST-J is having a sole vision to build and sustain a unique incubation centre of international standards capable of churning out a new class of devoted Agripreneurs and Agribusiness managers kindled with fire and competence to serve the nation devoutly in a climate that fosters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

## MISSION

Nurturing Young Agri-Business Professionals for Evergreen Growth.

### INCUBATION PROGRAMS - ACTIVITIES UNDERTAKEN IN 2019-20

#### 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 UDGM: 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 2019-20



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

## TRAINING AND FIELD 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**

**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 &**



## 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 Agriprenurship Orentation 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



## OUR INCUBATES (2019)

### 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

## 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

9/3/2019 10:07:00 PM



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 welcomes all the members of RIC who were invited for evaluation of the candidates for the selection under two programs i.e. UDGAM and PRAGATI. Vice Chancellor in his welcome address suggest the PI and Co-PI's 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.

Earlier Dr. Jyoti Kachroo (Prof. & Head AEABM), PI & incharge 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), Annil Suri (M.D. AB Industries), Rajneesh (Chief Operating Officer, RKVY-RAFTAAR) and KK Sharma (Agricultural Economist, Directorate of Agriculture) attended the meeting and evaluated different participants. The Co-PI's of the project viz. Dr. Sudhakar Dwivedi (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 Dwivedi and Dr. Anil Bhat.

## JAMMU LINKS NEWS

- NEWS BUSINESS SPORTS LIFESTYLE ENTERTAINMENT SPECIALS FEEDS UPCLOSE GALLERY

Home / Campus

## Agri-Entrepreneurship Startup Programme launched at SKUAST-Jammu



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

11/26/2019 10:44:18 PM



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-PI's of the project viz. Dr. Sudhakar Dwivedi (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

11/22/2019 9:47:57 PM



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 program 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.



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

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 4.9K 321 Share Download Save

Farming Leader 2.91M subscribers SUBSCRIBE

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



# Startups Selected for Funding 2019-20

➤ 4 Startups under UDGM (Agripreneurship Orientation Programme)

➤ 2 Startups under PRAGATI (Seed Stage Funding)

Details of Selected Startups for Funding under the RKVY-RAFTAAR Project					
S.NO	Name of the start-up	Focus area	Name of the participant	Startup Idea	Program
1.	Saptkrishi Scientific Pvt. Ltd.	Post harvest Management	Nikky Kumar Jha	<b>The incubatee has developed Preservator (Sabzikothi) which is a low-cost, storage cum transportation solution for extending the shelf-life of horticultural produce anywhere between 7 to 30 days.</b>	PRAGATI-Seed Stage Funding
2.	Salutem Ridegear Apparels Pvt. Ltd	Agri Input	Bhavishya Devgun	<ul style="list-style-type: none"> <li>• The product can be used in all types of Agriculture and Horticulture produce.</li> <li>• The product is Organic so neither harmful while spraying nor it leave any harmful residue in the plants and its produce.</li> <li>• Can be used in minimal of quantity such as 0.2% per litre of water for Plants to 0.5% per litre of water for Trees.</li> </ul>	PRAGATI-Seed Stage Funding
3.	JK Aromatics and Herbs LLP	Waste Management	Payal Sharma	<b>Products are all natural made by processing the flower waste collected from temples which is utilized for processing and further making sustainable natural products like Incense sticks, soaps and organic compost</b>	UDGM (Pre-Seed Stage Funding)
4.	Vaatika Agro Services	Horticulture (High Quality seeds/seedlings)	Vivek Sharma	<ul style="list-style-type: none"> <li>• Disease free seedlings are produced using soil less media like coco-peat, vermi-compost.</li> <li>• Round the year production of seedlings using protected structures.</li> <li>• Optimum use of water through micro irrigation system (Drip and sprinklers).</li> </ul>	UDGM (Pre-Seed Stage Funding)
5.	KDHARIWAL AGROTECH & IT SERVICES PVT. LTD.	Agri Input (Organic/Natural Manure)	Kuldeep Dhaliwal	<ul style="list-style-type: none"> <li>• The idea is to convert the crop wastage into organic and natural manure and change it into liquid form. This manure is beneficial for the crops as well as for the land.</li> <li>• The multiple modes of action offered by recharger, produce healthier plants and enhance higher yields.</li> </ul>	UDGM (Pre-Seed Stage Funding)
6.	M/s JK Agro 370 infotech	IoT (E-trading)	Vijay Kumar	• To start e-trades in the rural markets	UDGM (Pre-Seed Stage Funding)

**Success Rate**

**75 %**



## Webinars

- During the lockdown period, a series of webinars attended by our Startups.

Title of Lectures	Speaker
Digital Operating systems for Small Businesses by Zoho Corporations	Dr. Jagadeesh Sunkad Director, Kanakdhaara Innovations
Regulatory Aspects for Food Startups	Ms. Subhaprada Nishtala Director Incharge ITC-FSAN
Emerging needs for entrepreneurship & innovation in current agricultural scenario	Mr. Rajesh Sinha Managing Director and CEO NeML
Digital Marketing for Startups	Ms. Chaitlai Mathe and Ms. Neha Kaushik

### Webinar organised on 29-07-2020



The poster features a green and yellow color scheme with a background image of a golden wheat field. At the top left is the logo of Sher-E-Kashmir University of Agricultural Sciences & Technology of Jammu, and at the top right is the logo of the Agri Business Incubator. The main title is 'Webinar on FARMER PRODUCER ORGANISATIONS TOWARDS DOUBLING THE FARMERS' INCOME'. Below the title, the date and time are listed as 'Date: 29-07-2020' and 'Time: 12:00 Noon'. Two speakers are featured: Prof. J.P. Sharma (Patron) and Vice Chancellor, SKUAST-Jammu, and Mr. R.K. Srivastava, CGM, NABARD-Jammu. A circular graphic on the right side contains icons representing various agricultural activities like farming, a tractor, a cow, and a plant. At the bottom, the organizing department is identified as the Division of Agricultural Economics & Agri Business Management, Agri Business Incubator, SKUAST-Jammu.

**Webinar on**  
**FARMER PRODUCER ORGANISATIONS**  
**TOWARDS DOUBLING THE FARMERS' INCOME**

**Date: 29-07-2020**      **Time: 12:00 Noon**

**Chief Guest**  
Prof. J.P. Sharma (Patron)  
Vice Chancellor, SKUAST-Jammu

**Guest of Honour**  
Mr. R.K. Srivastava  
CGM, NABARD-Jammu

Division of Agricultural Economics & Agri Business Management  
Agri Business Incubator, SKUAST-Jammu  
Sher-E-Kashmir University of Agricultural Sciences & Technology of Jammu

**NIKKY KUMAR JHA**  
Startup Name: Saptkrishi Scientific Pvt. Ltd

**Product Name:** Sabji Kothi (Preservator)

**Focus Area:** Post Harvest Management

**UDGAM**  
Under the project RKVY-RAFTAAR  
Sponsored by Ministry of Agriculture & Farmers' Welfare, GOI



Preservator/SabjiKothi is a wheel mountable storage for transportation of fresh fruits and vegetables.

It is a cost-effective, IOT Enabled, microclimate based, portable storage that extend the shelf-life and preserve the freshness of fruits and vegetables anywhere between 5 to 30 days.

The entire setup can be unloaded from wheels, and can doubly acts as on-field & on-market storage. It requires only 10 watts of power and 1 litre of water and has battery backup of a day and is powered by solar energy.

**USP of the Technology**

Entire setup can be assembled on any suitable means of transportation (E-rickshaw, mini-truck etc.)

It can transport contamination-free fruits and vegetables from field to market without any water loss and decay.

It is one of its kind solution that doesn't require cooling neither chemical and is a completely green solution.

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**PAYAL SHARMA**  
Startup Name: Jkaromatics And Herbs LLP

**Product Name:** Jkaromatics And Herbs (Incense Sticks)

**Focus Area:** Waste Management

**UDGAM**  
Under the project RKVY-RAFTAAR  
Sponsored by Ministry of Agriculture & Farmers' Welfare, GOI



Providing ultimate solution for the problem of flowers being accumulated at temple premises & other places.

Flowers waste is used to create natural and sustainable products such as natural incense, rapid compost and chemical free soaps.

The products are made from sacred flowers from the temple/mosques which otherwise would have been dumped into rivers or landfills which leads to significant pollution.

**USP of the Technology**

The products are totally chemical free & Charcoal free.

Women employment ensuring financial inclusion of poor local women. Meeting sustainable environment goals to save mother earth from pollution.

Using temple waste to repurpose it into different products will result in reduced arsenic/lead/cadmium leaching in the ground & river water.

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**BHAVISHYA DEVGUN**  
Startup Name: Salutem Ridegear Apparels Pvt. Ltd

**Product Name:** Bio Treat

**Focus Area:** Agri Input (Organic)

**UDGAM**  
Under the project RKVY-RAFTAAR  
Sponsored by Ministry of Agriculture & Farmers' Welfare, GOI



The start-up has developed an Organic spray fluid by extracts from organic products.

The product is alternative to harmful pesticides and fungicides on all Agriculture and Horticulture produce.

Economical as Farmers will save 50% on Agriculture Inputs cost.

**USP of the Technology**

Organic so it's safe for plants and farmers too.

Used in minimal quantity such as 0.2% per liter.

As per the feedback of trials production has increased by 15 to 20% averagely.

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**KULDEEP DHALIWAL**  
Startup Name: Kharwal Agrotech & IT Services Pvt. Ltd.

**Product Name:** Crop Recharger

**Focus Area:** Agri Input (Organic)

**UDGAM**  
Under the project RKVY-RAFTAAR  
Sponsored by Ministry of Agriculture & Farmers' Welfare, GOI



The product increases plant nutrient absorption to boost growth and vigour.

Re-establishes the soil microbial fauna to provide a healthy environment that increases growth of natural microbes.

Increases organic carbon that is the main component of soil.

**USP of the Technology**

It is one of its kind idea and the product is completely organic/natural.

Readily available to our farmers at a very low/affordable price.

It will also help in doubling/increasing the income of farmers as they invest a large amount of money in fertilizers and other manures.

Burning of paddy straw will be reduced and therefore problem of smoke released in the environment will be reduced to some extent.


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**VIVEK SHARMA**  
Startup Name: Vaatika Agro Services

**Product Name:** High Quality seeds/seedlings

**Focus Area:** Horticulture

**UDGAM**  
Under the project RKVY-RAFTAAR  
Sponsored by Ministry of Agriculture & Farmers' Welfare, GOI



Vaatika Agro Services provides quality seedlings of vegetables and other cash crops to farmers throughout the year.

Providing quality seeds/seedlings to the farmers at lower prices.

The start-up grows and develops seedlings in soil less media (cocopeat, vermicompost etc) which are disease free.

**USP of the Technology**

Early and off season seedlings can be raised in protected structures.

Round the year production of seedlings to meet the demand of farmers.

Quality seeds and seedlings are the foundation stones for good production.

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Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu



# RKVY-RAFTAAR 2020-21

## Online Portal for Application forms

Due to Covid19 pandemic, it was decided to invite application forms under the UDGAM and PRAGATI program through online mode. Online Portal for Application forms was established on 24-05-2020.

**APPLICATION**

**Programmes**  
 1. UDGAM - AGRIBUSINESS ORIENTATION PROGRAM  
 2. PRAGATI - SEED STAGE FUNDING

**Notes:**  
 1. Please do not include any confidential information while describing any aspect of your technology, your company or your business plan in this application.  
 2. Show a clear logical and detailed your startup or your ideas, if available.  
 3. Show the good resolution image of the product/ service (available) App/ Image etc.  
 4. Please upload the photo file.  
 5. Please upload a passport size image.  
 6. For any question related to the application form please write to us at [abci@skuast.org](mailto:abci@skuast.org)

**Documents Checklist (Only attached copies to be uploaded)**

**PERSONAL DOCUMENTS:**  
 1. Proof of Address (Aadhar Card/ PAN Card/ Passport/ Voter ID Card/ Ration Card)  
 2. Proof of Address (Electricity/ Telephone/ Internet Bill/ Driving License)  
 3. Educational Certificate to support educational qualifications  
 4. Experience Certificate from respective employer

**STARTUP DOCUMENTS:**  
 1. Startup Registration Certificate  
 2. Ministry/University/Dept.  
 3. MSME/MSME Registration  
 4. PAN Card  
 5. Address Proof (Electricity/ Telephone Bill)  
 6. DSC Certificate  
 7. Other Certificates, Licenses, FSSAI, Assesst, Patent  
 8. Bank Statement  
 9. Letter of Undertaking

**Download Following Documents, Print, Sign and Upload with Personal Documents (Combined):**  
 1. Declaration and Letter of Undertaking (English) UDGAM - AGRIBUSINESS ORIENTATION PROGRAM.pdf  
 2. Declaration and Letter of Undertaking (English) PRAGATI - SEED STAGE FUNDING.pdf

**General Information**

Program applied for: \*

Applicant's Name: \* Gender: \* Date of Birth: \*

M. Address: \* Country: \* State: \*

Address for Correspondence: \*

**Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, Division of Agricultural Economics and Agri-Business Management**

**AGRI-BUSINESS INCUBATOR-SKUAST-JAMMU**  
 Powered by RKVY-RAFTAAR (GoI)

**UDGAM-Agripreneurship Orientation Program**  
**PRAGATI: SEED STAGE FUNDING**

Notification No. 02 of 2020 Dated: 18.05.2020

Following the successful conduct of the 1<sup>st</sup> batch w.r.t. training & establishment of innovative Agri-business entrepreneurship, Agri Business Incubator, SKUAST-Jammu announces registration for the second batch and invites applications from the interested persons for joining two agri-business incubation programmes funded under RKVY-RAFTAAR, GoI.

- Aspiring minds or entrepreneurs having an innovative idea related to agriculture or allied sectors and wish to develop a prototype can apply for two months Agripreneurship Orientation Programme under the name UDGAM. The selected incubates will receive a stipend of Rs 10,000 per month and grant-in aid up to Rs 5 lakh.
- Start-ups having Minimum Viable Product (MVP) based on innovation in agriculture or allied sectors will be eligible to apply for PRAGATI-Seed Stage Funding and will get a grant-in aid up to Rs 25 lakh.

For further information and submission of online application form log on to [www.skuast.org](http://www.skuast.org). Mere applying does not qualify the person for inviting to attend the programme. The application received will be evaluated/scrutinized by the RKVY Incubation Committee (RIC), whose decision will be final. The selected incubates have to immediately register and the training shall be conducted following all the guidelines of COVID-19 issued by the Govt. and University from time to time.

**Commencement of Registration: 25-05-2020 Last date to apply: 25-06-2020**

Address: Agri-Business Incubator, SKUAST-Jammu Sd/ Division of Agricultural Economics and ABM Prof. Jyoti Kachroo SKUAST-Jammu, Chatha-180009 I/c R-ABI 9419241713, 7006311474 **DIP/J-247-P/20**

## Pamphlets of UDGAM & PRAGATI 2020

**UDGAM 2020**  
 Agripreneurship Orientation Programme  
 Powered by RKVY-RAFTAAR

**TO REGISTER VISIT: WWW.SKUAST.ORG**

**GRADUATED START-UPS**

Saptkrishi Scientific Pvt. Ltd. | Salutem Ridgear Apparels Pvt. Ltd. | JK Aromatics and Herbs LLP  
 Vaatika Agro Services | K. Dhariwal Agro Tech. & IT Service Pvt. Ltd. | M/s JK Agro 370 infotech

**HIGHLIGHTS**  
 Grants Aid up to 5 Lacs | Events Workshop | Mentorship from Experts | Research Labs | Workshop Stipend 10,000 per month

**COMMENCEMENT OF REGISTRATION: 25.05.2020**

**FOCUS AREAS OF STARTUP**

Organic Farming | Agricultural Marketing & SCM  
 Animal Husbandry | Crop Management Technologies  
 Agricultural Biotechnology | Farm Mechanisation in Hill Agriculture  
 Hi-Tech Vegetable Nursery | Apiculture Bio-agents for Pest Control  
 Genetic Upgradation of Basmati Rice | Post Harvest Processing & Value Addition

**IMPORTANT DATES**

Last date to apply: 25.06.2020  
 Preliminary screening results: 03.07.2020  
 Cohort Announcement: 09.07.2020  
 Start of 8 weeks workshop: 15.07.2020

**AN INITIATIVE BY AGRIBUSINESS INCUBATOR, SKUAST - JAMMU, CHATHA-180009.**

**CONTACT US:**  
 AGRIBUSINESS INCUBATOR, SKUAST - JAMMU, DIVISION OF AGRICULTURAL ECONOMICS & ABM  
 SKUAST - JAMMU, CHATHA - 180009.  
 +91-9419241713 | +91-7006311474 | +91-9796602939 | +91-6005534831  
 SKUASTJRABI@GMAIL.COM  
 WWW.SKUAST.ORG

**PRAGATI 2020**  
 SEED STAGE FUNDING AS GRANT IN-AID TO STARTUPS  
 Powered by RKVY-RAFTAAR

**COMMENCEMENT OF REGISTRATION: 25.05.2020**

**FOCUS AREAS OF STARTUP**

ORGANIC FARMING | AGRICULTURAL MARKETING & SCM  
 ANIMAL HUSBANDRY | CROP MANAGEMENT TECHNOLOGIES  
 AGRICULTURAL BIOTECHNOLOGY | FARM MECHANISATION IN HILL AGRICULTURE  
 HI-TECH VEGETABLE NURSERY | APICULTURE BIO-AGENTS FOR PEST CONTROL  
 GENETIC UPGRADATION OF BASMATI RICE | POST HARVEST PROCESSING & VALUE ADDITION

**IMPORTANT DATES**

Last date to apply: 25.06.2020  
 Preliminary screening results: 03.07.2020  
 Cohort Announcement: 10.07.2020  
 Start of 8 weeks workshop: 15.07.2020

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 WWW.SKUAST.ORG



# Online Promotion of the Programs

**Agri Business Incubator, SKUAST-Jammu**  
Government Organization

2,398 People Reached | 41 Engagements

Boosted on Jun 2, 2020  
By Ashish Isher

People Reached: 2.2K | Post Engagement: 936

## Facebook Promotion

**Agri Business Incubator, SKUAST-Jammu**  
Government Organization

2,011 People Reached | 19 Engagements

Boosted on Jun 2, 2020  
By Ashish Isher

People Reached: 2.0K | Post Engagement: 829

**Agri Business Incubator SKUAST-J**  
9 Tweets

Agri Business Incubator SKUAST-J @AgriSkuaust · 18s

Apply Now!

Agri Business Incubator SKUAST-J @AgriSkuaust · May 22

Agri Business Incubator, SKUAST-Jammu announces registration for UDGAM (Agripreneurship Orientation Program) and PRAGATI (Seed Stage Funding).  
skuast.org/site/Templates...

#startups #businessadvice #agribusiness #Entrepreneurship

## LinkedIn Promotion

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

**Agri Business Incubator, SKUAST-Jammu**

2,011 People Reached | 19 Engagements

## Twitter Promotion

**Agri Business Incubator SKUAST-Jammu**  
5 subscribers

SUBSCRIBE

HOME

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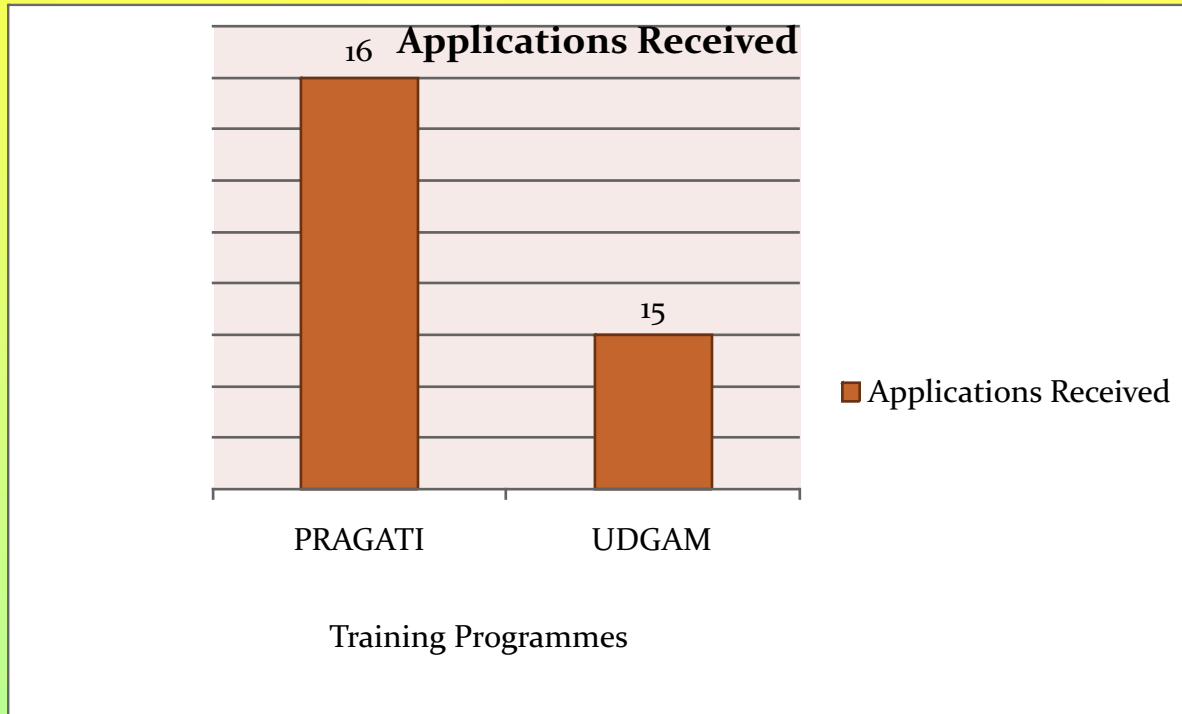
AGRI BUSINESS INCUBATOR SKUAST-JAMMU | 4:03 | 11 views · 2 weeks ago

Agri Business Incubator, SKUAST-JAMMU | 4:03 | 10 views · 2 weeks ago

## YouTube Promotion



## An Overview of Applicants of Udgam & Pragati Programmes 2020



## First R-ABI Incubation Committee Meeting of 2020-21



## List of Selected Incubatees in the Second Cohort under the RKVY-RAFTAAR Project

UDGAM - Agripreneurship Orientation Programme			
S. No.	Name of the Applicants	Location	Focus Area
1.	Mr. Amit Sharma	Reasi, Jammu	Medicinal & Aromatic Plants
2.	Mr. Dhruv Bhandari	Jammu	Fisheries & Aquaculture (Biofloc Technology)
3.	Mr. Dharun Sharma	Reasi, Jammu	Food Processing & Value Addition
4.	Ms. Mansi Sharma	Jammu	Animal Feed & Nutrition
5.	Mr. Rajiv Charak	Jammu	Food Processing & Value Addition
6.	Mr. Vinod Kumar	Jammu	Food Processing & Value Addition
7.	Ms. Wardah Shah	Srinagar, Kashmir	Protected Cultivation/Landscaping & gardening
8.	Mr. Bhavik Jain	Jammu	Food Processing & Value Addition
9.	Mr. Karan Nagpal	Jammu	Organic Farming (Hydroponics)
10.	Mr. Mohd Asif	Samba, Jammu	Food Processing & Value Addition
11.	Ms. Shakshi Verma	Jammu	Post-Harvest Management
12.	Mr. Siddharth Gupta	Jammu	Agricultural Marketing
13.	Mr. Swarn Lal	Jammu	Organic Farming
14.	Mr. Vivek Tak	Jammu	Food Processing & Value Addition
PRAGATI- Seed Stage Funding			
S. No.	Name of the Applicants	Location	Focus Area
1.	Mr. Ahmer Shah	Srinagar, Kashmir	Biofertilizers and Bioagents
2.	Mr. Ashish Verma	Jammu	Gardening/Nursery
3.	Mr. Buddha Burman	Delhi	Post Harvest Management
4.	Mr. Lalit Mohan	Jammu	ICT, IOT & AI in Fisheries
5.	Mr. Upkar	Udhampur, Jammu	ICT, IOT & AI in Agriculture

### SKUAST Jammu launches training programme for Agri start-ups

on: September 30, 2020 In: Jammu Tags:

Print Email

Share 0 Tweet Share in Share Share



State Times News

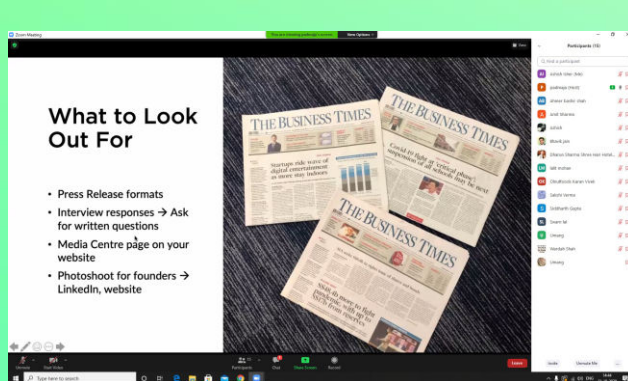
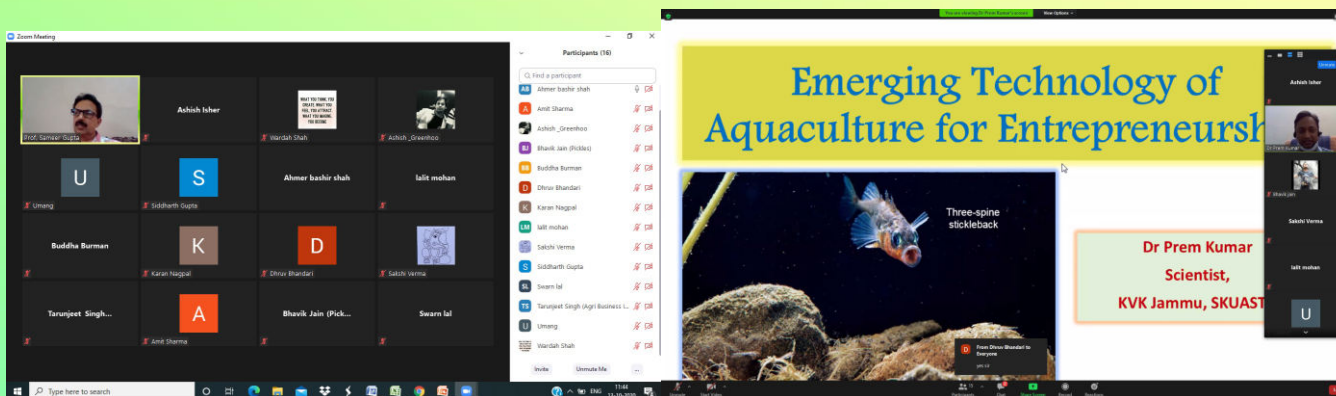
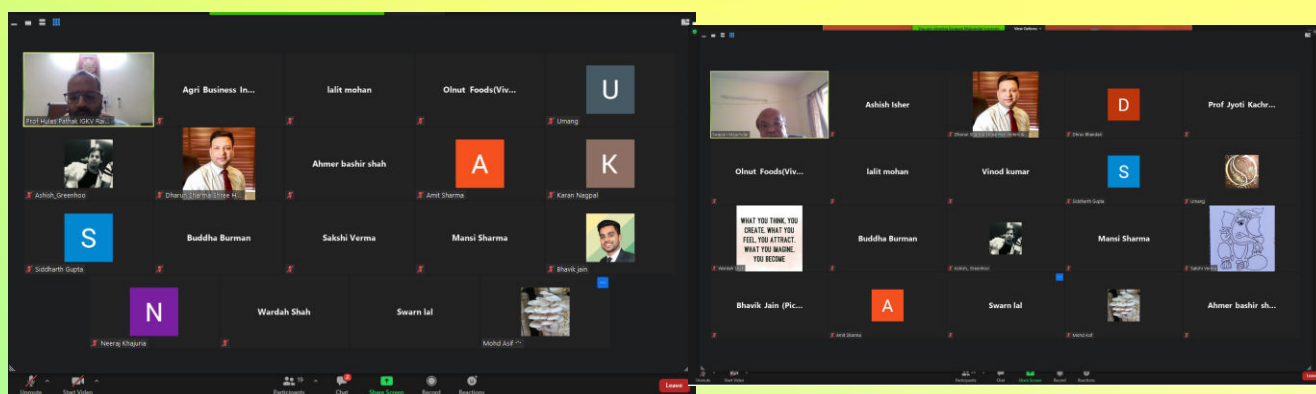
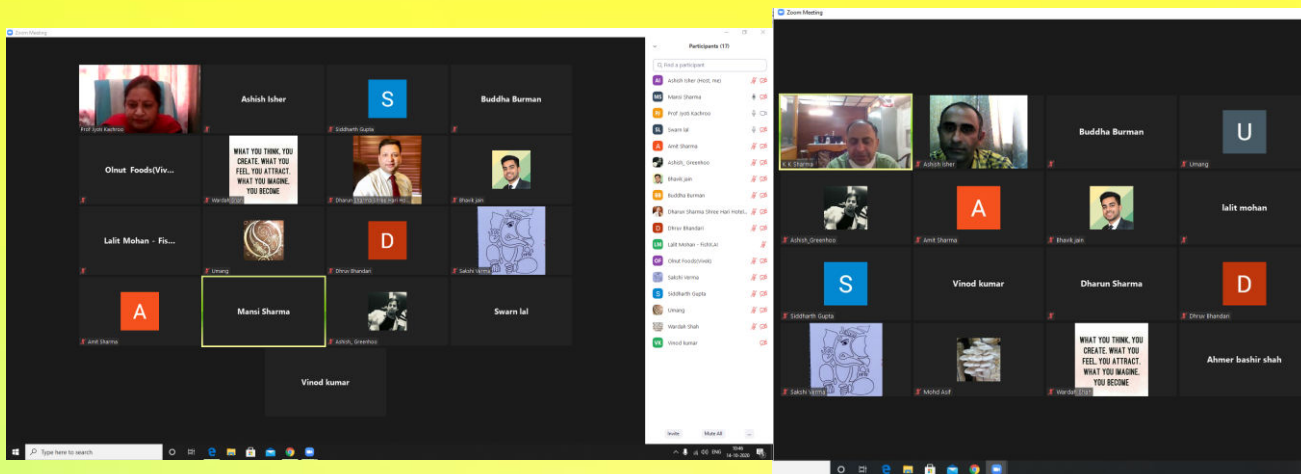
JAMMU: Two months agri-entrepreneurship Start up training program was on Tuesday inaugurated here at Agri-Business Incubator, SKUAST Jammu.

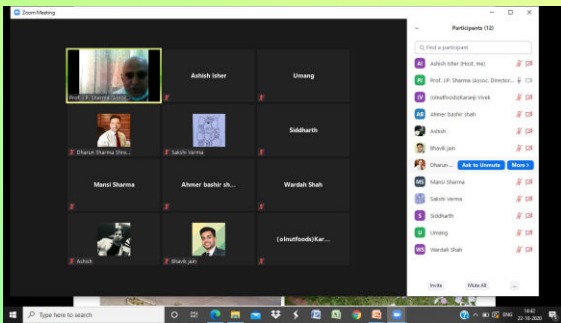
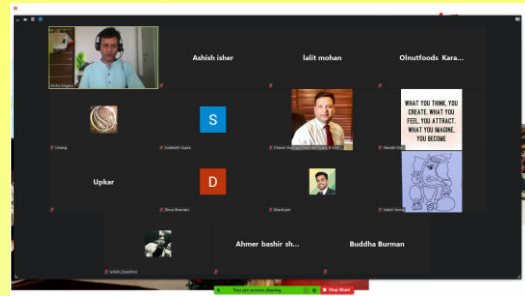
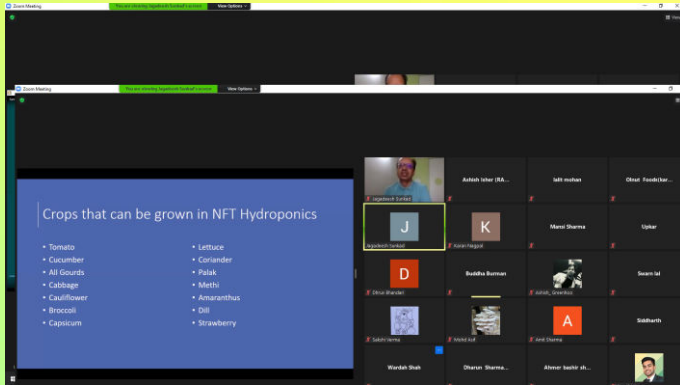
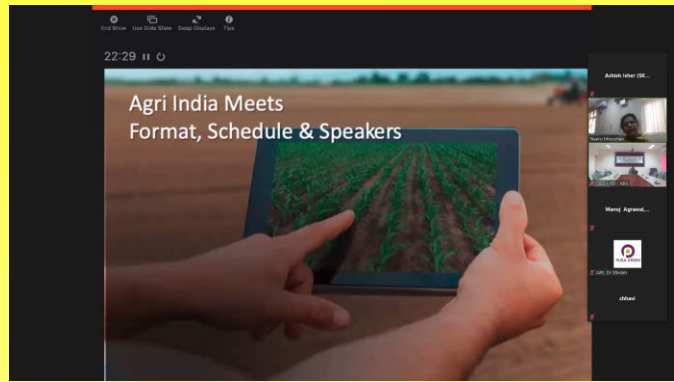
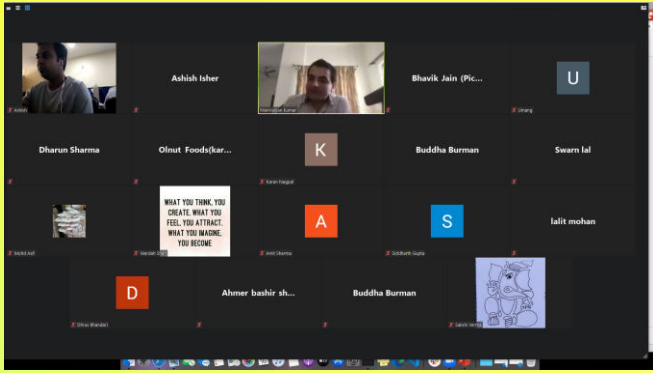
Vice Chancellor, Prof. J.P Sharma was the Chief Guest on the occasion.

In his message, Prof. Sharma briefed about the important role of innovation and entrepreneurship in the elevation of the agricultural sector and its various stakeholders. He



# Glimpses of Virtual Agriprenrusherip Training Programme-2020-21





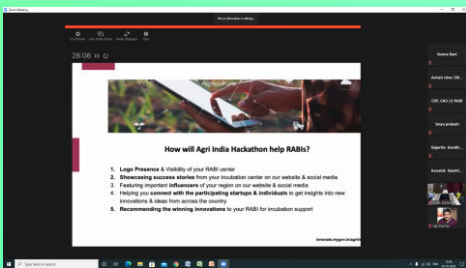
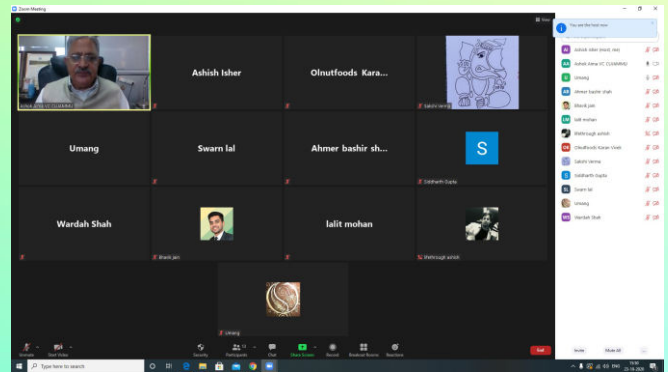
**Agri-Business Incubation: Models and Prospects under NARES**



**Agrinnovate India**  
**AGRINNOVATE INDIA LIMITED**  
 A government of India enterprise started in October 2011

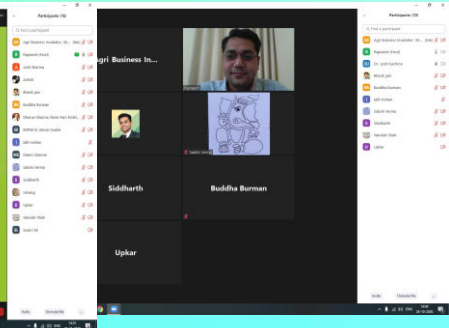
**Sudha Mysore, CEO, Agri**  
[ceo@agrinnovate.co.in](mailto:ceo@agrinnovate.co.in)

21 October 2020, SKUAST, Jammu



**How To Create Value Proposition Template**

- ▶ **FOR:** [These customer segments]
- ▶ **WHO HAVE:** [these specific problem/needs/concerns]
- ▶ **OUR PRODUCT IS:** [describe the product]
- ▶ **THAT PROVIDES:** [this solution to the customer's problems/needs/concerns]
- ▶ **UNLIKE:** [competitive alternatives and why they are not good enough]
- ▶ **WE HAVE CREATED A PRODUCT THAT:** [unique differentiating feature/benefit]





## Patron



**Prof. J.P. Sharma**  
**(Hon'ble Vice Chancellor)**  
**SKUAST-Jammu**

## Team Members

### Principal Investigator



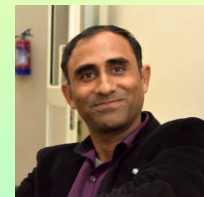
**Dr. Jyoti Kachroo**  
**Prof. & Head,**  
**Division of AEABM,SKUAST-Jammu**  
**Co-Principal Investigators**



**Dr. Sudhakar Dwivedi**  
**Assoc. Prof.,**  
**Division of AEABM**  
**SKUAST-Jammu**



**Dr. S.P. Singh**  
**Asstt. Prof.,**  
**Division of AEABM**  
**SKUAST-Jammu**



**Dr. Anil Bhat**  
**Asstt. Prof.,**  
**Division of AEABM**  
**SKUAST-Jammu**

### Business Executive

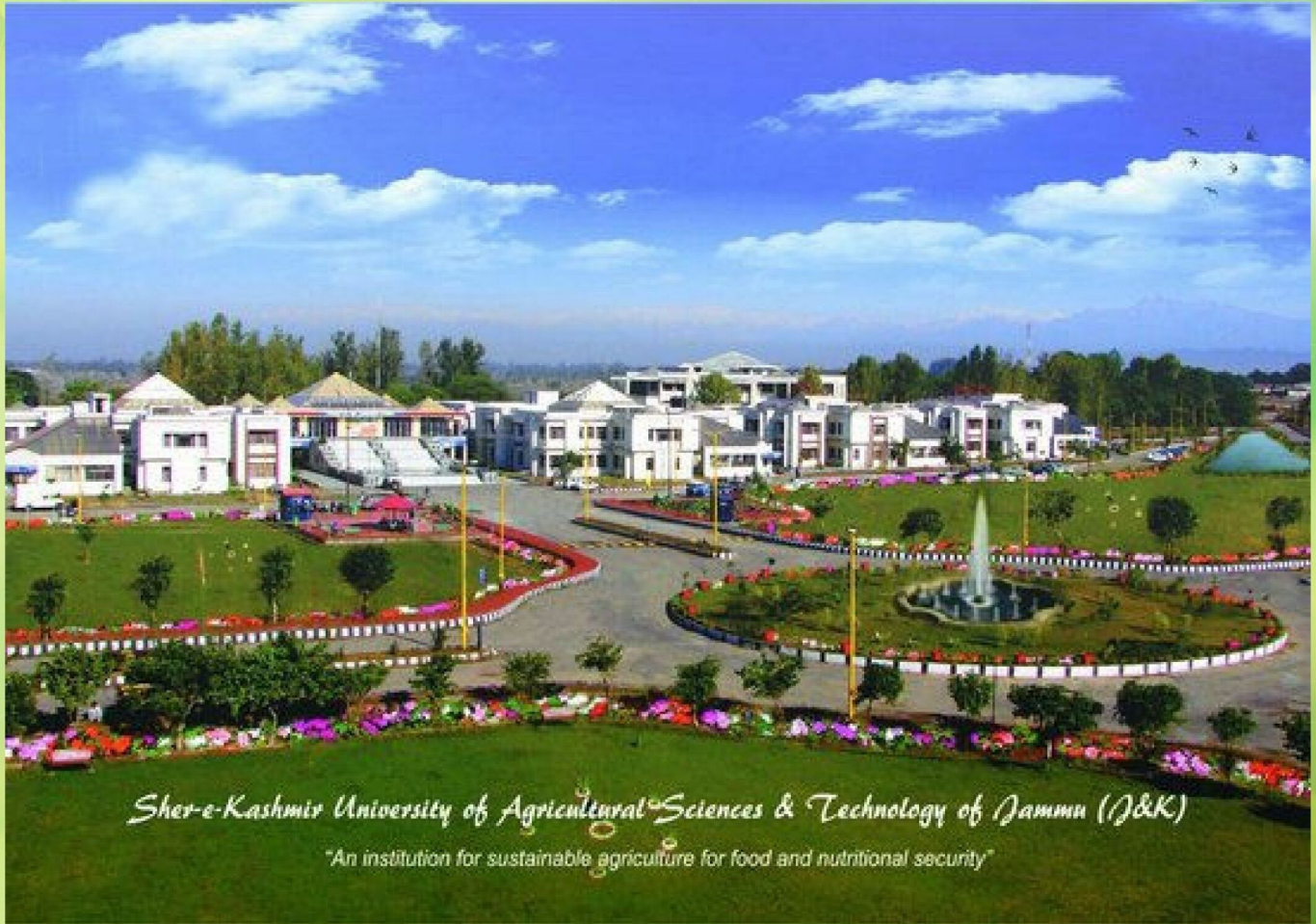


**Mr. Ashish Kumar Isher**  
**Agri Business Incubator**  
**SKUAST-Jammu**

### Business Executive



**Mr. Tarunjeet Singh**  
**Agri Business Incubator**  
**SKUAST-Jammu**



## **AGRI BUSINESS INCUBATOR, SKUAST-JAMMU**

**DIVISION OF AGRICULTURAL ECONOMICS & ABM**

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

**CONTACT US AT**

**9419241713, 7006311474, 7006949813, 6005534831**

Edited and Compiled by: Dr. Jyoti Kachroo, Dr. Anil Bhat, Mr. Ashish Kumar Isher, Mr. Tarunjeet Singh