SKUAST Jammu

AgriThon 2.0

Viksit Krishi for Atamnirbhar Bharat

AN IDEATHON FOR RURAL YOUTH

Winners Get Financial Support for their Business Plan

No Registration Fee

Rural Youth of Jammu Divsion below 35 Years can Participate

- Jammu
- Kishtwar
- Rajouri
- Reasi
- Udhampur
- Kathua
- Poonch
- Ramban
- Samba
- Doda

Competitiveness Improvement of Agriculture & Allied Sectors Project in UT of J&K

सत्यमेव जयते

IFAD
INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

ELIGIBILITY - RURAL YOUTH

- Any individual or a team of maximum two members can participate.
- Participants may be students, rural youth, startups, innovators, or researchers (Age limit is 35 years).
- The submitted idea must be original and relevant to agriculture and rural development.
- Solutions should focus on themes such as climate-resilient farming, precision agriculture, agri-finance, sustainable technologies, post-harvest management, etc.
- The proposed idea must address a real problem faced by rural communities or farmers and should aim to improve livelihoods or efficiency in the agri-sector.
- Ideas must be supported by a working prototype or concept note at the time of final presentation before the jury.
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- Ideas may be submitted in English or Hindi.
- Entries will be screened by a committee of experts. Shortlisted teams will be invited for a final pitch presentation during the AgriThon.
- Benefits include access to mentorship, networking with agri-industry leaders, and chances for incubation or funding support under the Agri Startup Support Program.
- Each participant/team can submit only one idea.
- Submissions must adhere strictly to the theme and format guidelines provided.

About the event

The upcoming AgriThon under the IFAD-supported Agri Startup Support Program aims to actively engage rural youth, student innovators, and early-stage startups in developing technology-driven solutions for critical challenges in agriculture. With focused themes such as precision farming, climate-resilient practices, agri-fintech, and farm supply chain management, the event will provide a dynamic platform for ideation, collaboration, and problem-solving. Participants will have the opportunity to interact with subject matter experts, pitch their prototypes, and explore incubation and funding opportunities. By bringing together aspiring agri-entrepreneurs from rural areas, the AgriThon will foster innovation, empower youth, and strengthen the agri-startup ecosystem in Jammu & Kashmir.

Awards

Winners from each theme (04) will be felicitated with awards and citations

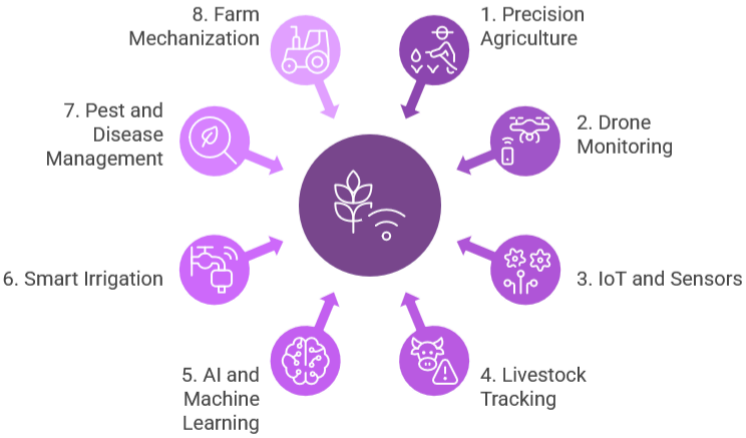
Under JKCIP, at least 10 promising business ideas of rural youth will be developed into startups, each receiving ₹5 lakh support for idea-to-enterprise transformation.

All screened applicants will get a certificate of participation if they appear for final presentation

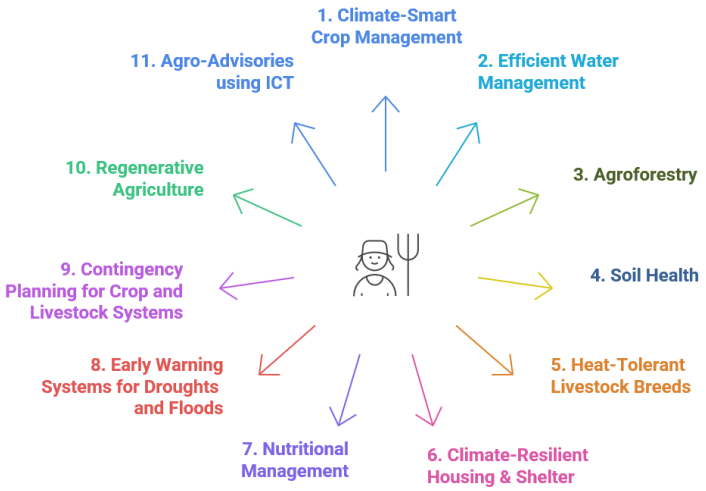
Entries Open	Last date of Submission	Final Results
25th July, 2025	25th August, 2025	September 2025

THEMES

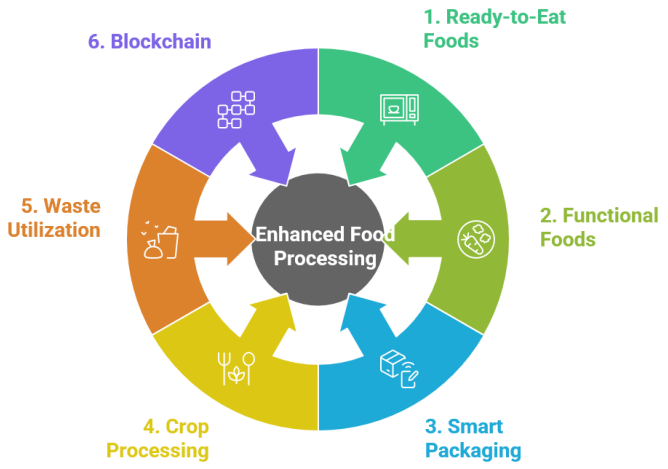
DIGITAL AGRICULTURE
AND SMART FARMING

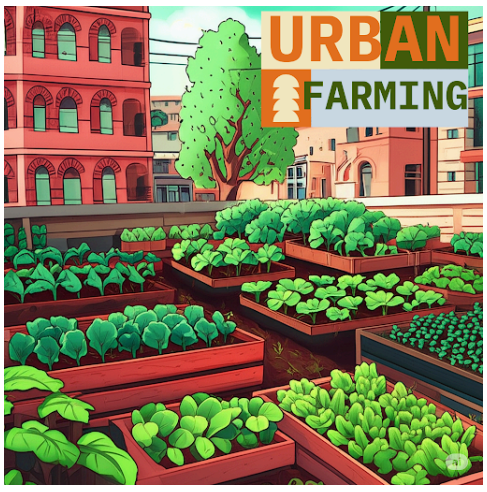

1. Precision Agriculture
2. Drone Monitoring
3. IoT and Sensors
4. Livestock Tracking
5. AI and Machine Learning
6. Smart Irrigation
7. Pest and Disease Management
8. Farm Mechanization

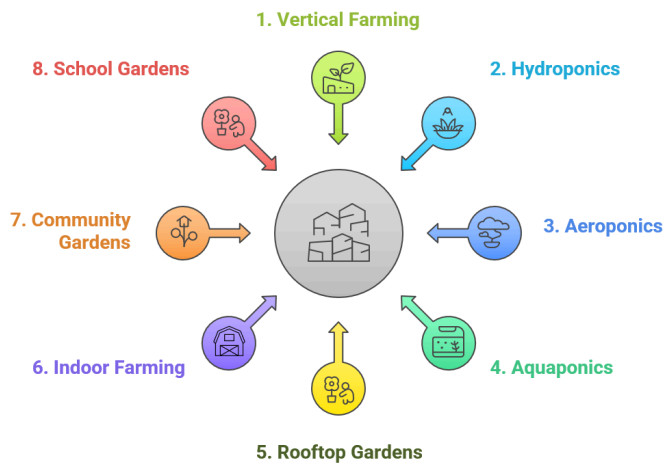
CLIMATE-RESILIENT
AGRICULTURE AND
ANIMAL HUSBANDRY


1. Climate-Smart Crop Management
2. Efficient Water Management
3. Agroforestry
4. Soil Health
5. Heat-Tolerant Livestock Breeds
6. Climate-Resilient Housing & Shelter
7. Nutritional Management
8. Early Warning Systems for Droughts and Floods
9. Contingency Planning for Crop and Livestock Systems
10. Regenerative Agriculture
11. Agro-Advisories using ICT

FOOD
PROCESSING
MARKET STRATEGY


Enhanced Food Processing
1. Ready-to-Eat Foods
2. Functional Foods
3. Smart Packaging
4. Crop Processing
5. Waste Utilization
6. Blockchain


URBAN
FARMING


1. Vertical Farming
2. Hydroponics
3. Aeroponics
4. Aquaponics
5. Rooftop Gardens
6. Indoor Farming
7. Community Gardens
8. School Gardens

LEVELS - RURAL YOUTH

The event will take place at three levels. The Level I includes submission of concept note and its preliminary screening, followed by Level II wherein concept notes will be evaluated by judges. The Level III will include presentation of screened ideas before a designated committee for final evaluation.

Level I

- Teams will submit concept note on their problem statement under appropriate thematic area.
- The concept note must not exceed 500 words.
- It should be precise, unambiguous and must have title, justification, methodology, potential impact, technological & economic feasibility and conclusion.
- At this level, a preliminary check of submission of concept notes, for their validity and adherence to Terms and Conditions of the event will be carried out. Concept notes which do not adhere to the terms and conditions will be outrightly rejected.

Level II

- Rural youth already screened during ideathons organized at district-level bootcamps/ideathons will get direct entry at Level II.
- The entries will be evaluated based on the uniqueness of the concept/idea, problem redressal, attractiveness of solution, value proposition & plan to scale-up of technology etc by the experts.
- After screening by the experts of different domains, selected participating team will be notified / informed well in advance to present their solution before the evaluation committee in the third stage.

Register Now, it's free

Level III

- About 15 minutes time will be allocated for the technical presentation (maximum duration of 10 minutes followed by 05 minutes discussion) physically through the pre-defined PPT template.
- Team may use any other mode for describing their idea, followed by discussion, besides presentation before the judging committee.
- At level III, the screened ideas will be evaluated based on the uniqueness of the novelty, value proposition, market strategy, team composition & involvement, risk factors/ challenges & strategy to overcome.

Transforming Agricultural Horizon through Innovation

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

Organizing Committee

Prof. B.N. Tripathi
Hon'ble Vice Chancellor
Chairman

Dr. Amrish Vaid
Director Extension
Co-Chairman

Dr. Hema Tripathi
Assoc. Director Extension
Convenor

Dr. Pawan K Sharma
Chief Scientist (Agril. Econ)
Organizing Secretary-I

Prof. Vikas Sharma
Head, Soil Science
Organizing Secretary-II

Dr. Manish Sharma
Head, Division of Stat & CS
E-Organizer

For general assistance: 9419198062, 7006311474, 9596732933

For web related queries/registration process: 7006132698

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Details at https://skuast.org/AgriThon2.0/