

HADP Agri-Startup Ideathon-2025

Innovating Organic & Alternate Farming Systems

A. PROJECT OVERVIEW

1. Background

Under the Holistic Agriculture Development Programme (HADP), Project No. 16 focuses on promoting Alternate Agriculture Systems for Sustainability, with emphasis on organic farming, natural farming, regenerative agriculture, and resource-efficient technologies. To encourage youth participation and innovation, an Ideathon is proposed to identify and support promising Agri-Startups.

2. Objectives

- To promote innovative, scalable, and sustainable solutions in organic farming.
- To encourage youth-driven entrepreneurship in alternate agriculture systems.
- To support technologies, value-added products, digital solutions, farm innovations, and eco-friendly practices.
- To provide financial assistance (₹10 lakh per startup) to selected ideas for prototype development and commercialization.
- To build a pipeline of organic farming startups contributing to HADP goals.

3. Focus Areas (Themes)

Startups may propose ideas under any of the following:

- Organic Inputs & Bio-Resources
- Biofertilizers, biopesticides, compost innovations, microbial inoculants, vermicompost technologies
- Soil Health & Regenerative Solutions
- PGPR-based solutions, soil carbon enhancement, reduced chemical dependency
- Organic Value Chain & Certification
- Traceability tools, digital certification solutions, blockchain for organic produce
- Post-Harvest Management & Value Addition
- Organic food processing, shelf-life enhancement, eco-friendly packaging
- Alternate Farming Systems
- Natural farming models, integrated farming, agroecology, permaculture
- IoT, AI & Smart Solutions for Organic Farming
- Sensor-based inputs, intelligent irrigation, organic advisory systems
- Organic Seed Systems & Indigenous Germplasm
- Organic seed development, community seed banks
- Market Linkages & Branding for Organic Produce

B. ELIGIBILITY CRITERIA

- Individuals, groups or startups can apply:
- Students, researchers, young entrepreneurs (18–55 years)
- Innovators with pre-prototype or early-prototype solutions

NOT ELIGIBLE:

- Ideas without organic/agro-ecological focus
- Established businesses older than 7 years
- Projects already funded by other large grants

C. FUNDING DETAILS

Grant Support: ₹ 10,00,000 (Ten Lakh per Startup)

- ₹ 4 lakh after selection for prototype/Pilot
- ₹ 4 lakh after satisfactory mid-term progress
- ₹ 2 lakh on validation and submission of outcomes

Grant is non-returnable, but must be used strictly for project activities.

D. TERMS & CONDITIONS

- Selected startup must sign anMoU with the SKUAST-Jammu under HADP Project No. 16.
- Funds to be used only for approved project activities - equipment, materials, testing, validation, manpower, IP filing.
- Monthly progress reports must be submitted.
- The startup must not misuse funds; otherwise, grant may be withdrawn.
- Startup must acknowledge HADP, UT of J&K, and SKUAST-J in all outputs.
- IP generated may be jointly shared as per MoU terms.
- Final prototype/product demonstration at SKUAST-J is mandatory.
- The decision of the screening and evaluation committee shall be final.

E. IDEATHON RULES

1. Idea Submission Phase

- Submit proposal via application form
- Ideas must be original and clearly focused on organic/alternate farming innovation
- Maximum 5 pages + PPT (10 slides max)

2. Shortlisting Phase

Ideas will be evaluated on:

- Innovation (25%)
- Feasibility & scientific soundness (20%)
- Market potential (20%)
- Impact on organic farming & HADP goals (20%)
- Team capacity (15%)

3. Pitching Phase

- 5–7 minute pitch presentation

Q&A by jury

4. Selection & Funding

- **Top 2-5 ideas may be funded depending on budget**
- MoU& fund release process initiated

F. APPLICATION FORM FORMAT



IDEATHON APPLICATION FORM- 2025
HADP Project No. 16: Alternate Agriculture System for Sustainability
Ideathon for Organic Farming Agri Startup



SECTION 1: GENERAL INFORMATION

Applicant's Name: _____

Gender: ☐ Male ☐ Female ☐ Other

Date of Birth (dd/mm/yyyy): ____ / ____ / ____

Address for Correspondence:

Country: _____ State: _____

District: _____ City: _____ Postal Code: _____

Highest Academic Qualification: _____

Phone: _____ Email: _____

SECTION 2: ELIGIBILITY

Which of the eligibility criteria do you fulfil? (Select one)

☐ Farmer

☐ Youth (Age 18–55 years)

☐ Aspiring Agri-entrepreneur

SECTION 3: PROFESSIONAL INFORMATION

Professional Experience (No. of Years): _____

Professional Experience before starting the venture:

Describe Professional Competencies:

Have you been selected for any training programme related to Startups or Organic Farming anywhere in India?

☐ Yes ☐ No

If Yes, provide details: _____

Have you received any government/semi-government grant/funding or do you have a registered startup?

☐ Yes ☐ No

SECTION 4: BUSINESS / GENERAL INFORMATION FOR AGRI-STARTUP ON ORGANIC FARMING UNDER HADP PROJECT 16

a. TEAM DETAILS (IF ANY)

Member Names & Expertise

b. Startup/Organization Details

- Is it an existing startup? (Yes/No)

If yes, Registration No. / DPIIT No.

- Year of Establishment:
- Website/Social Media links (if any):

LinkedIn: _____

Facebook: _____

Twitter: _____

YouTube: _____

c. TITLE OF IDEA /

d. BRIEF STARTUP CONCEPT (Max 150 words):

e. PROBLEM STATEMENT

(What key problem are you addressing in organic farming?)

f. PROPOSED SOLUTION / INNOVATION

(Detailed explanation of the idea/technology/process)

g. NOVELTY & UNIQUENESS

(What makes your idea different and innovative?)

h. EXPECTED IMPACT

- On organic farming
- On farmers/income
- On environment and sustainability

i. TECHNOLOGY READINESS LEVEL (TRL)

(1–9 scale; prototype/ field-tested/ commercial-ready)

j. WORK PLAN (9 months)

Activities & milestones

k. Budget Proposal (up to ₹ 10 lakh)

Item	Budget	Item	Budget
Equipment		Manpower	
Inputs/materials		Travel	
Testing & trials		Miscellaneous	

l. EXPECTED OUTCOMES

- Prototype
- New product/process
- Market readiness
- Publications/IP (optional)

SECTION 5: EXPECTATIONS FROM THE CENTRE FOR ORGANIC AND NATURAL FARMING

What support do you expect from the Centre for Organic and Natural Farming?

Anything else you would like to share?

Are you ready to attend the 5-week physical/virtual training at the Centre for Organic and Natural Farming?

☐ Yes ☐ No

l. DECLARATION

I hereby declare that the information provided is true and the idea submitted is original.

Place
Date

Signature

G. PROPOSED TIMELINE

Stage	Duration	Tentative dates
Announcement of Ideathon	Day 0	5-12-25
Application Submission	30 days	5-01-26
Screening & Shortlisting	15 days	20-01-26
Pitching & Final Selection	10 days	30-01-26
MoU Signing & Fund Release	Within 15 days of selection	15-02-26

H. OUTPUTS & DELIVERABLES FROM STARTUPS

- Working prototype or validated process
- Field demonstration
- Manual/technical documentation
- Submission of utilization certificates
- Final report + PPT
- Potential for scaling under HADP