



**UNIVERSITY OF AGRICULTURAL SCIENCES, DHARWAD**  
**COLLEGE OF AGRICULTURE, HANUMANAMATTI**  
**ICAR - NAHEP - INSTITUTIONAL DEVELOPMENT PLAN**



12-13 March, 2021

**Workshop on Startups**

Time: 10.00 AM



Agriculture plays a vital role in India's economy. The share of agriculture and allied sectors is estimated to be 17.30 per cent of the Gross value Added (GVA) during 2016-17 at 2012-13 prices. The Indian food and grocery market is the World's sixth largest, with retail contributing 70 % of the sales. The Indian food processing industry accounts for 32 % of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. Modern techniques and methods will surely elevate agriculture to the next level and ease the burden on farmers. This, therefore creates a huge scope for Agriculture Startups in the country. Transformation of agriculture to agri-business is one of the important strategies where enterprising farmers practice profitable agriculture. Agritech Startups are providing relevant and innovative solutions to a number of challenges faced all across the agriculture value chain. A new wave of budding entrepreneurs and emerging startups in the country are leading the way in disrupting the age-old agriculture system with innovative ideas and affordable solutions. These startups have become the missing link between the farmers, input dealers, wholesalers, retailers and consumers connecting each of them to each other and providing strong Marketing linkages and quality produce on time. Institutional Development Plan (IDP) under National Agricultural Higher Education Project (NAHEP), an

ICAR scheme has given thrust on developing entrepreneurial ecosystem and to encourage Startups culture in Universities. The project aims to set-up as many as Startups from graduates. In this direction series of Ideathon, Entrepreneurship Development Programmes and Startups workshops were conducted to undergraduate students of the University. This workshop aims to understand essentials of startups ecosystem and sharing their experiences by successful entrepreneur through their Startups journey in the area of Agri-preneurship.

**Team Leader**



**Dr. Mahadev B. Chetti**  
Hon'ble Vice-Chancellor

**PI & Co-PI (IDP)**

**Dr. P. U. Krishnaraj**  
Professor &  
Principal Investigator

**Dr. K. V. Ashalatha**  
Professor &  
Assoc. Coordinator

**Organizing Secretary**

**Dr. M. V. Manjunatha**  
Nodal Officer, IDP  
College of Agriculture, Hanumanamatti

**1 Day**

**SPEAKERS**

**2 Day**



Scope for startups in Agriculture and interactive session on startups in Agro-chemical industries

**Dr. H. M. Pradeep**  
Managing Director  
Suvarna Agro Technologies, Davangere



Branding and marketing strategy for startups and way forward towards startups in nutritional security

**Mr. M Nagana Gouda**  
Managing Director  
ECO Agripreneurs, Davangere



Challenges and Solutions in Agri Startups and interactive session on startups in Agri-inputs

**Mr. R. Manjunath**  
Founder and Chief Executive Officer  
Future Biotech, Dharwad



Opportunities for startups in seed industry and Finance Management of startups in Agro-based industries

**Mr. D. Kumar Swamy**  
Managing Director,  
Devar Seeds, Ranebennur

**Co-organizing Secretaries**

**Dr. M. R. Ravikumar**  
Professor

**Dr. B. R. Jagadeesh**  
Associate Professor

**Dr. Kavera Biradar**  
Assistant Professor