



# Agri Innovation Centre, UASB

## UNIVERSITY OF AGRICULTURAL SCIENCES

### BANGALORE

NAAC A+ ACCREDITED



Newsletter of AIC, UASB

>>> **Quarterly Newsletter** <<<

**Volume - 4 (January to March 2025)**



## TOP NEWS OF THE QUARTER

**UK INDIA AGRI  
ACCELERATOR  
PROGRAMME**

>>> **READ MORE**

workshop aims to bring together UK High Commission officials, British startups, university officials, scientists, and AIC-incubated startups. The event centered around the 'UK to India Agri Tech Accelerator Programme,' fostering cross-border collaboration to drive agricultural innovation.

**READ MORE** <<<

The workshop received an overwhelming response with over 250 participants from across India, including early-stage startups, aspiring entrepreneurs, progressive farmers, students, and academicians. The diversity of the audience fostered rich interactions and meaningful cross-sectoral networking.

**INNOVATE TO ELEVATE:  
BUILDING RESILIENT  
AGRI STARTUPS FOR  
THE FUTURE**



## Message



**Dr. S V Suresha**  
Hon'ble Vice Chancellor,  
UASB

The Agri Innovation Centre (AIC) at the University of Agricultural Sciences, Bangalore established in 2017, supported by DBT and DPIIT, GoI, plays a crucial role in nurturing agricultural startups. It provides a comprehensive range of support and resources to help entrepreneurs transform their ideas into market-ready products. As the Vice Chancellor of the University of Agricultural Sciences, Bangalore and Chairman of the Management Committee at the Agri Innovation Centre, it is my privilege to witness the significant initiatives and progress achieved by this innovative hub. The quarterly newsletter published by the AIC, UAS, Bangalore showcases the dynamic activities of the centre with a wide variety of topics, including the infrastructure support provided to startups, technical mentoring and assistance with funding opportunities. It also covers the capacity-building training sessions and networking events organized by the centre.

Hope this newsletter provides you with plenty of valuable information and encourages you to explore stories of startup resilience, transformative projects and collaborative endeavors that embody the spirit of innovation and progress in agriculture.

Best wishes to all the readers and happy reading!

Welcome to the fourth edition of our newsletter from the AIC, UASB. We are delighted to share the latest updates from the Agri Innovation Centre (AIC), UASB, as we continue our mission to promote innovation and entrepreneurship in the agricultural sector. Our Incubation Centre is dedicated to nurturing groundbreaking ideas and empowering entrepreneurs, farmers, students, and researchers. At AIC, we provide the necessary infrastructure, mentorship, and funding support to help transform visionary concepts into impactful agri-based ventures. Our core vision is to create meaningful societal change by supporting grassroots innovations, advancing Deep Tech solutions, and promoting women-led enterprises. To date, AIC, UASB has supported 65 startups, trained over 16,500 participants, and contributed to the creation of 800+ employment opportunities through our incubated startups. As we continue to drive innovation in agriculture, we warmly invite all stakeholders to engage with us, collaborate, and contribute to building a sustainable, technology-driven future. Your continued support is key to transforming the agricultural landscape and empowering the next generation of agri-entrepreneurs.

## Message



**Dr. Veena S Anil**  
Professor & Coordinator,  
AIC, UASB

# ABOUT AGRI INNOVATION CENTRE

The University of Agricultural Sciences, Bangalore (UASB), has established an Agri Innovation Centre (AIC) at the GKVK campus in Bangalore in 2017. This center is designed to foster innovation and entrepreneurship in the agricultural sector and is a hub of creative ideas and initiatives. It caters to a wide range of individuals, including agriculture graduates, farmers, and anyone with innovative ideas related to agriculture and its allied fields.

The Agri Innovation Centre as an umbrella Centre has an Incubator supported by the Biotechnology Industry Research Assistance Council (BIRAC) under the BioNEST scheme since 2021 referred as “BioNEST Agri Innovation Centre”. In a significant development, a section 8 company (a nonprofit entity) was established under the Companies Act of 2013 in 2021, as a component of the AIC and operating under the guidance of the esteemed Vice Chancellor of UASB. The Agri Innovation Center UASB,

has received funding from the Department for the guidance of the esteemed Vice Chancellor of UASB. The Agri Innovation Center UASB, has received funding from the Department for Promotion of Industry and Internal Trade (DPIIT) through the Startup India Seed Fund Scheme, enabling it to provide financial support to startups nationwide. This support spans various stages of their journey, including proof of concept, prototype development, product trials, market entry, and commercialization.

The primary focus of the Agri Innovation Centre at UASB is to empower entrepreneurs, rural youth, farmers, academics, and agricultural scientists with innovative ideas in the Agri and allied sectors. By embracing emerging technologies and initiating translational programs, the centre aims to develop tangible products that enhance the economic returns of the agriculture sector.

## Services offered by the Agri Innovation Centre



**Training**



**Incubation facility**



**Seed funding**



**Mentorship**



**Networking**

## NOVELTY OF THE CENTER

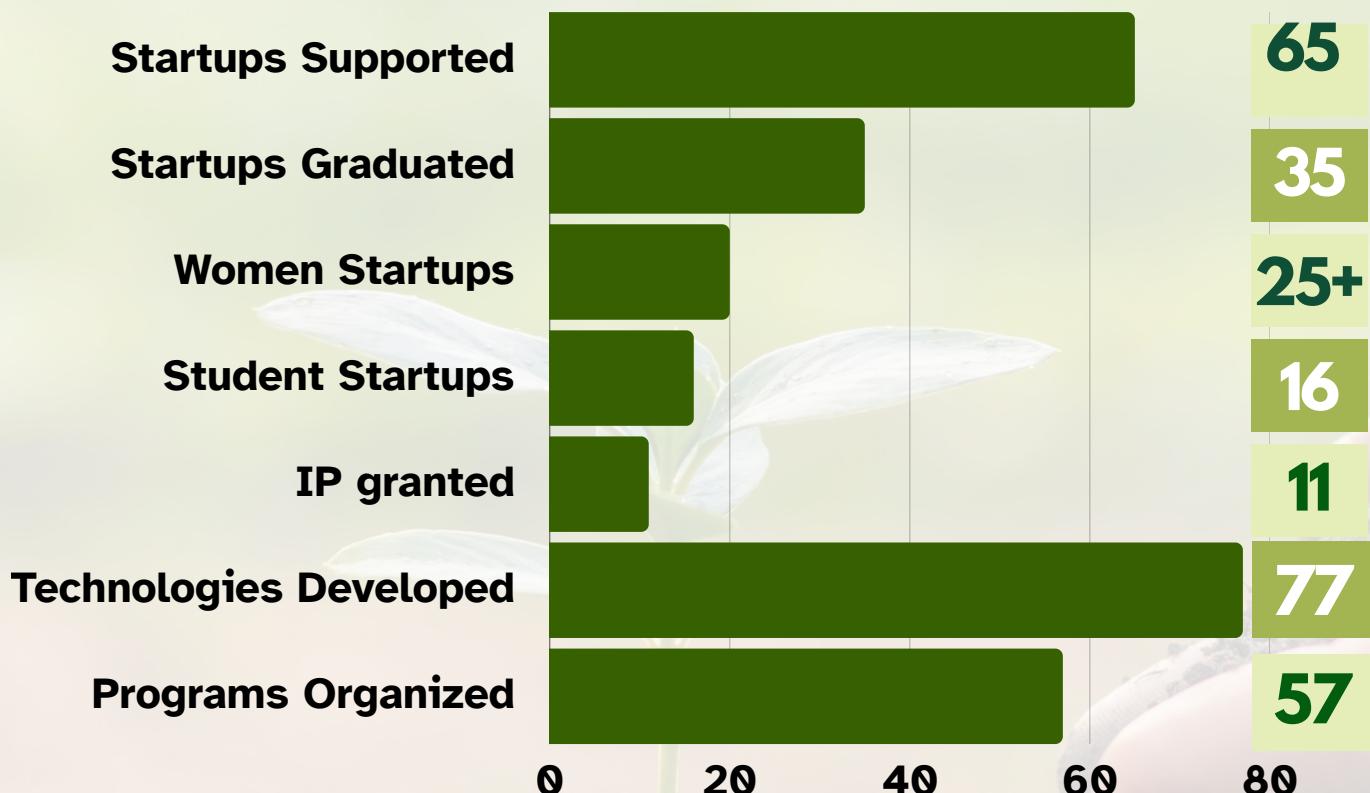
### Knowledge Centre

Disseminates information on commercializable technologies from UASB, other SAUs, and ICAR Institutes through a comprehensive database accessible to the public via the BioNEST AIC, UASB website.

### Biological Material Repository

Preserves & Stores genetic resources for research and breeding, ensures easy access, maintains diversity, supports commercial use, and fosters collaboration among departments, SAUs, ICAR institutes, Universities and start-ups.

## IMPACT OF AIC, UASB



800+

Employment generated



16500+ Participants Trained

1211 Lakhs Fund raised



## 1. NATIONAL STARTUP DAY CELEBRATION

Agri Innovation Centre at the University of Agricultural Sciences, Bangalore (UASB), commemorated National Startup Day by organizing an insightful workshop titled "Navigating Policies & Regulations for Agriculture Startups." on January 16, 2024. The event aimed to equip Agri startups, entrepreneurs, students, and academicians with a comprehensive understanding of regulatory frameworks at both the State and Central levels, enabling them to address compliance challenges effectively.

The workshop was formally inaugurated by Dr. M S Uma, Associate Director of Research (ADR), UASB, and featured an address by Dr. Veena S. Anil, Coordinator, UASB. Their opening remarks emphasized the critical role of regulatory awareness in fostering sustainable agribusinesses and promoting innovation in the agriculture sector.

The sessions were designed to provide practical insights and real-world experiences from industry experts and successful entrepreneurs:

- Mr. K P Kiran Kumar, Retired Agriculture Officer, KSDA, delivered a session on regulatory compliance for agriculture startups, offering clarity on the essential policies and legal frameworks governing the sector.
- Mr. Sagar Jayram, Founder of Café Down The Alley, provided an overview of funding compliance and grant regulations, highlighting key government schemes such as PMFME & MSME funding opportunities.
- Dr. M S Rao, Founder of Susthira Organic LLP, best organic practices for sustaining and scaling an Agri startup.



**Impact:** The workshop witnessed an enthusiastic response, with over 90 participants actively engaging in discussions. The attendees, comprising startups, aspiring entrepreneurs, FPOs, students, and academicians, gained actionable insights into policy navigation, regulatory adherence, and financial compliance.

## NATIONAL LEVEL WEBINAR 'AGRI-TECH CONNECT'

Agri Innovation Centre (AIC), University of Agricultural Sciences, Bangalore (UASB), successfully organized an online webinar titled **"Agri-Tech Connect: Nationwide Outreach of Biological Material Repository and Knowledge Centre for Technology Curation and Transfer"** on **28th January 2024**. The event aimed to showcase the uniqueness of the Knowledge Centre & Biological Material Repository at **BioNEST AIC, UASB**, and its state-of-the-art facilities.

The webinar was graced by distinguished speakers, including:

- **Dr. H. S. Shivaramu**, Director of Research, UASB
- **Dr. Amita Joshi**, Deputy General Manager, BIRAC, DBT
- **Dr. Veena S. Anil**, Coordinator, AIC, UASB

Their addresses emphasized the role of the Knowledge Centre and Biological Material Repository in fostering technology transfer, commercialization, and research-driven agri-tech innovations.

The webinar featured technical presentations by experts from BioNEST AIC, UASB, highlighting the centre's infrastructure and services:

- **Dr. Lakshmeesha K**, Technical Officer, AIC, UASB, provided an overview of the Knowledge Centre and its role in technology curation and dissemination.
- **Mr. Kiran N. R**, Technical Officer, AIC, UASB, elaborated on the Biological Material Repository, its significance, and how it facilitates research, innovation, and commercialization in the agricultural biotechnology sector.



The event also featured in-depth technical discussions led by renowned experts in agri-tech innovation

- **Dr. Praveen Mallik**, CEO of Agri Innovate India, delivered an insightful session on **"Strategies for Successful Technology Transfer & Effective Partnership Building in Agri-Tech."** His presentation underscored the importance of public-private partnerships, licensing models and collaborative innovation strategies for scaling agri-tech solutions.
- **Dr. Pramod Kumar Sahu**, Senior Scientist at the National Bureau of Agriculturally Important Microorganisms (NBAIM), Mau, Uttar Pradesh, shared his expertise on **"Microbial Repository: Management & Revenue Generation Strategies."** He emphasized best practices in repository management, resource monetization, sustainable revenue streams for microbial research and commercialization.

**Impact:** The webinar served as a crucial platform for researchers, agripreneurs, and industry stakeholders to explore opportunities in technology transfer, innovation curation, and commercialization. The event attracted 150 participants across India.

## AGRI STARTUP PITCHING MASTERCLASS & NETWORKING MEET

**Agri Startup Pitching Masterclass & Networking Meet**, organized by **Agri Innovation Centre, UASB** on **28th February 2025**, brought together Agri entrepreneurs, startups, and industry experts for an intensive one-day workshop in a hybrid format.

### Key Highlights of the Event:

- **Dr. Veena S. Anil** provided an overview of AIC, UASB's initiatives, impact, and support ecosystem for agri startups.

- **Dr. Venkata Reddy**, Retired Professor, Institute of Agri Business Management, simplified the process of Business Plan Preparation, offering practical insights and real-world examples to help startups develop strong, actionable strategies.
- **Mr. Vignesh Raja**, Advisor, Strategic Accounts, YNOS Venture Engine, delivered a high-impact session on Investor Pitch Deck Preparation—guiding startups on creating concise, compelling presentations and strategies to attract investors.



**Impact:** Over 55 participants, including startups, incubatees from AIC, UASB, and aspiring entrepreneurs, engaged in interactive discussions, gaining practical knowledge on structuring business plans and investor pitches. The event fostered networking opportunities, connecting entrepreneurs with mentors and stakeholders to accelerate their startup journey.

## WORKSHOP- UK INDIA AGRI ACCELERATOR PROGRAMME

The Agri Innovation Center, UASB, hosted an interactive session on **March 21, 2025**, bringing together UK High Commission officials, British startups, university officials, scientists, and AIC-incubated startups. The event centered around the "**UK to India Agri Tech Accelerator Programme**" fostering cross-border collaboration to drive agricultural innovation.

As part of this initiative, five UK-based startups visited our center, engaging in discussions on sustainable farming, AgriTech advancements, and strategic partnerships to accelerate innovation in the sector. Field Visits were organised to the following University facilities.

- Soilless Agri Project (Hydroponic Unit)
- Bee Park (Madhuvana) 🐝
- Integrated Farming Systems Farm
- CDSA – Centre for Innovation & Development in Smart Agriculture
- AIC, UASB

Following the site visits, an interactive session with university officials explored avenues for collaboration in agriculture and allied sectors. The event concluded with insightful discussions among UK delegates, university scientists, and AIC-incubated startups, emphasizing joint efforts to enhance farm sustainability, profitability, and AgriTech

growth.

This initiative is part of the UK Government's broader strategy to strengthen agricultural innovation and cooperation between the UK and India.



## WORKSHOP ON INNOVATE TO ELEVATE: BUILDING RESILIENT AGRI STARTUPS FOR THE FUTURE

The Agri Innovation Centre (AIC), University of Agricultural Sciences, Bangalore (UASB), organized a one-day Entrepreneurship Development Program titled "**Innovate to Elevate: Building Resilient Agri Startups for the Future.**"

The event was graced by the encouragement of Dr. S. V. Suresha, Hon'ble Vice Chancellor, UAS Bangalore. The inaugural session featured Mr. Narayanan Suresh, COO of the Association of Biotechnology Led Enterprises (ABLE), Bangalore, as the Chief Guest. Distinguished dignitaries present included Dr. N. B. Prakash, Dean (Agriculture), UASB; Dr. Shivalingayya, Director of Extension, UASB; and Dr. Veena S. Anil, who provided an overview of AIC-UASB's initiatives and its impact. The workshop concluded with closing remarks by Dr. H. S. Shivaramu, Director of Research, UASB.

### Highlights from the Technical Sessions: Insights for Agri Startups

#### 1. Entrepreneurial Opportunities in Agriculture

**Mr. Vikas Sunkad, Founder, SunJosho Ventures**, opened the technical series with a powerful session on the "**transformative potential of agri-entrepreneurship in India.**" He highlighted how traditional agricultural models are being disrupted by a wave of emerging technologies such as precision farming, AI-powered crop monitoring, drone-based spraying, vertical farming, and climate-smart agri practices. Mr.

Sunkad emphasized the increasing relevance of value chain integration, post-harvest innovation, and digital platforms in addressing systemic inefficiencies

#### 2. Cultivating an Innovation Mindset

**Mr. Jagadeesh Sunkad, Founder & Director, Hitha Fintech** delivered an engaging and thought-provoking session on "**nurturing the innovation mindset essential for modern agripreneurs.**" Drawing from real-world examples and interactive exercises, he encouraged participants to think beyond conventional solutions, embrace risk, and learn from failures. He stressed the need for a design-thinking approach to problem-solving, where empathy for the end-user (farmers, consumers, or processors) is central.

#### 3. Validating the Problem and Customer Need

**Mr. Sivakumar V P, Founder, Well O Ship** brought clarity to one of the most critical—and often overlooked—**stages of startup development: problem validation.** He emphasized that building a solution without validating the real pain points of the target user is one of the primary reasons startups fail. Through case studies and interactive frameworks, he guided participants to engage deeply with farmers, understand local challenges, test assumptions, and fine-tune their business ideas accordingly.

## WORKSHOP ON INNOVATE TO ELEVATE: BUILDING RESILIENT AGRI STARTUPS FOR THE FUTURE

### 4. Exploring Funding Avenues for Agri Startups

**Mr. Harsha S M H, Business Manager** at Naavic Agri Business Incubator, ICAR-NEVEDI, delivered a comprehensive and highly practical session on funding opportunities for agri startups, with a special focus on Government of India's RKVY (Rashtriya Krishi Vikas Yojana) schemes.

### 5. Experience Sharing by AIC-UASB Incubated Startup

**Mr. Sujay Suvarna, Founder of Ecosight Technologies**, an incubated startup at AIC-UASB. He shared his entrepreneurial journey, shedding light on the early struggles he faced in navigating the challenges of product development, farmer adoption, and market entry. He spoke about the learning curve involved in moving from a tech-based idea to a viable, field-tested agri solution that created measurable impact on-ground & critical role played by the Agri Innovation Centre at UASB in shaping his startup's trajectory.



**Impact:** The EDP received an overwhelming response with over 250 participants from across India, including early-stage startups, aspiring entrepreneurs, progressive farmers, students, and academicians. The diversity of the audience fostered rich interactions and meaningful cross-sectoral networking.

## INTERNSHIP TO AGRI BUSINESS MANAGEMENT UG STUDENTS OF UASB

Agri Innovation Centre (AIC), University of Agricultural Sciences, Bangalore (UASB), has successfully facilitated **one month internship opportunities for final-year B.Sc. (Agri Business Management) students.** This initiative is an integral component of the students' Hands-on Training (HoT) programme, aimed at bridging the gap between academic learning and real-world entrepreneurial experiences in the agricultural sector.

A total of 60 students from UASB have participated in the internship program gaining first-hand exposure to the functioning of a dynamic startup ecosystem. During their internship, students are introduced to various facets of agricultural innovation, incubation processes, and startup development frameworks.

### The programme offers deep insights into:

- The role and operations of Agri Innovation Centre in nurturing agri-based innovations and supporting early-stage startups.
- The broader Agri Startup Ecosystem in India and the key stakeholders driving it.

- Government and private funding schemes, including grants and seed funding opportunities available for students and aspiring entrepreneurs.
- The practical aspects of incubation services, mentorship models, and how innovation can be translated into scalable business ventures.

In addition to classroom sessions and expert interactions, students are attached to startups incubated at AIC, UASB. This enables them to acquire hands-on experience in real-world agri-business operations, gain exposure to market dynamics, and understand the challenges faced by entrepreneurs in scaling their ventures.

### Practical Exercise includes:

- Designing and refining their own Business Model Canvas (BMC),
- Developing value propositions
- Presenting their startup ideas through structured pitch sessions, thereby nurturing entrepreneurial thinking and business acumen

## EVENTS PARTICIPATED BY AIC, UASB

### 1. FIRST CIRCLE UDYAMANI VOKKALIGA EXPO 2025

Dr. Veena S Anil participated as a panellist to evaluate startup innovations at the First Circle Udyami Vokkaliga Expo 2025. The three-day event, held from January 3rd to 5th, 2025, at Gayathri Vihar Grand, Palace Grounds, Bengaluru, aimed to foster enterprise growth by providing a dynamic platform for innovation, networking, and collaboration.

### 2. FKCCI MANTHAN CURTAIN RAISER EVENT

Dr. Veena S Anil attended the FKCCI 17th Edition of MANTHAN: Business Plan Presentation Competition and the 20th Edition of the Export Excellence Awards 2025 curtain raiser were inaugurated by Dr. C. N. Manjunath, Honourable Member of Parliament, on January 8, 2025, at FKCCI's Sir M. V. Auditorium, Bangalore. MANTHAN as a dynamic platform for students to showcase their business acumen

### 3. INDAM OPEN DAY

Dr. Veena S Anil, and Ms. Nandini C L, CEO of AIC, UASB, participated in the “INDAM Open Day” on 3<sup>rd</sup> February 2025 organized by Indo American Seeds to explore the latest innovations in crop varieties developed by the company. The event showcased showcasing their extensive range of ornamental plants, including over 158 seed-raised pot and cut flower varieties, and over 60 tissue culture crops.

The visit was followed by an industry academia interaction meeting, where possibilities for collaboration between Indo American Seeds and AIC-UASB were discussed, particularly in supporting student-led innovations in agri-tech and seed development. Ms. Rashmi Attavar, Joint Managing Director of Indo American Hybrid Seeds (India) Pvt. Ltd., expressing keen interest in collaborating with AIC-UASB to foster innovation, research, and entrepreneurship among students

## 4. NAAC TEAM VISIT

The NAAC (National Assessment and Accreditation Council) Peer Review Team visited the University of Agricultural Sciences, Bangalore (UASB) from February 5th to 7th, 2025, as part of the institutional accreditation process.

As a key component of the visit, the team toured the Agri Innovation Centre (AIC), UASB, where they were briefed on the centre's programs, initiatives, and impact in fostering agri-based entrepreneurship. The evaluators interacted with incubated startups, gaining firsthand insights into how the incubation support—spanning mentoring, funding guidance, and infrastructure access—has contributed to their growth and innovation journey.

Following the comprehensive evaluation of the University, **UASB was awarded the prestigious NAAC A+ grade, valid for a period of five years.**



## 5. VISIT TO AGHUB, PJTSAU, HYDERABAD

Dr. Veena S Anil, and Ms. Nandini C L visited AGHUB at Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad as per the directions of Honorable Vice-Chancellor, UASB on January 20th, 2025. The purpose of the visit was to gain insights into AGHUB's operational framework. During the visit, they engaged in detailed discussions with Dr. Kalpana Sastry R., Managing Director, and Mr. Vijay Nadiminti, CEO of AGHUB, along with other team members.



The interaction focused on understanding AGHUB's Hub-and-Spoke model, its approach to supporting rural startups and entrepreneurs, and how it facilitates technology validation, market access, and fundraising for innovators across the agri value chain. The visit was highly productive in exploring best practices for strengthening grassroots entrepreneurship and incubation support systems



## UASB STUDENTS' PARTICIPATION AT ANVESHAN 2024

Students from UASB had participated in ANVESHAN 2024, International Competition for University Students on Research, Innovation & Technology for a better & Sustainable World organized by South Zone Student Research Convention in association with Association of Indian Universities & Ramaiah University of Applied Sciences from 20<sup>th</sup> to 21<sup>st</sup> February 2025. Two students' team from UASB were Awarded the prize.

1. Mr. Tyagaraju D, Mr. Srikanth J K, and Mr. Sudarshan, 2<sup>nd</sup> B.Sc. (Agri) students presented on "**Nature nest Hive: The Art And Science Of Beekeeping**" and won 1<sup>st</sup> Prize in South Zone under Agriculture Science Category
2. Ms. Bhavana, A. and Priya, V.N. Ph.D. students of Dept of Food Science and Technology presented on "**Musherbroom tabs/caps- A life concoction**" and won 2<sup>nd</sup> Prize in South Zone under the Social Science Category.

UASB supported Dr. Darshan, Assit Professor, College of Agri Engineering, UASB & Team Manager in facilitating the student participation.



# STARTUPS ONBOARDING - INCUBATION PROGRAMME



## OXONEX BIOLOGICALS PVT LTD

Development of Irrisaver to promote plant growth & reduce water usage.



## PANTERRA AGRISCIENCES PVT LTD

Development of Fungi Based Consortium to promote plant growth



## SUSTHIRA ORGANIC LLP

Development of Biopesticides & Bio Stimulants

## ECOSIGHT TECHNOLOGIES PVT LTD:

**FOUNDERS: MR. SUJAY SUVARNA  
MS. RISHINA KURUVILLA**

Ecosight Technologies Pvt. Ltd. is at the forefront of innovation in apiculture with its flagship product, BeePrecise — an advanced IoT-based solution designed to transform the way bee health is monitored and managed. By leveraging real-time data and intelligent analytics, BeePrecise addresses critical challenges in modern beekeeping, enabling healthier colonies, increased productivity, and more sustainable apiculture practices.

BeePrecise empowers beekeepers with actionable insights through continuous monitoring of critical parameters such as temperature, humidity, hive activity, and sound patterns — helping them make timely interventions to safeguard bee health.

BeePrecise has been awarded a Grant-in-Aid through the Startup Karnataka Elevate 2024 Challenge by the IT BT Department, Government of Karnataka! This prestigious recognition validates our efforts towards transforming apiculture through precision beekeeping.



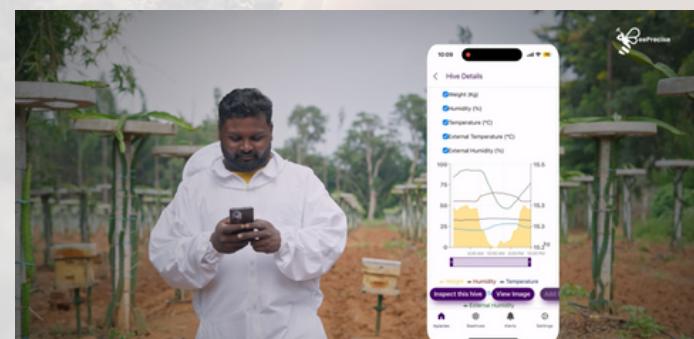
## THE HINDU

Startups receive ₹25 crore grant under ELEVATE 2024 from Karnataka government

he companies recognized under the program this year included 42 women-led ventures and 36 startups from beyond Bengaluru.

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IE HINDU BUREAU



## FACILITIES OFFERED BY AGRI INNOVATION CENTRE



**Common Instrumentation Labs (1, 2 & 3)**



**Coworking Space**



**Individual office cabins**



**Tissue Culture Lab**



**Cold Room Facility**



**Food Packaging Facility**



**Green house Facility**



**Mist Chamber**

# FOCUS AREA OF AGRI INNOVATION CENTRE



**Farm Mechanization**



**Biofuel**



**Biofertilizers and Biopesticides**



**Seed production**



**Tissue culture**



**Secondary agriculture**



**Biotechnology for crop improvement**



**Hydroponics**



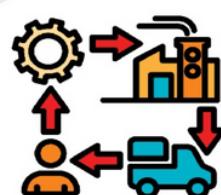
**Value addition**



**Digital Agriculture**



**Nanotechnology**



**Supply chain management**

# INCUBATEES OF AGRI INNOVATION CENTER ,UASB



## COLLABORATORS



SOCIAL  
alpha

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