

a-IDEA, ICAR-NAARM and PUSA KRISHI, ICAR-IARI Successfully Host AGRI UDAAN 7.0



a-IDEA, ICAR-NAARM, in collaboration with PUSA Krishi, ICAR-IARI, hosted Agri Udaan 7.0 (Road Show/Start-Up Hunt) on September 13, 2024, at the Division of Agricultural Engineering, IARI, New Delhi. The event attracted over 80 distinguished participants, including innovative start-ups, industry experts, mentors, academic faculty and students, reflecting its broad appeal and relevance in agriculture.

The program commenced with a ceremonial lighting of the lamp by dignitaries, including Dr. Gyanendra P. Singh, Director at ICAR-NBPGR; Dr. Vikram Singh, Senior Scientist, ICAR (IPTM); Dr. D.K. Singh, Professor of Agricultural Engineering, ICAR-IARI; Dr. Senthil Vinayagam, CEO of a-IDEA and Head of ESM at ICAR-NAARM; Dr. Akriti Sharma, In-charge of ZTM BPD and CEO of Pusa Krishi, ICAR-IARI and Ms. Nikita Kohli, Chief Manager, State Bank of India.

Following the lighting ceremony, Dr. Senthil Vinayagam provided an insightful overview of a-IDEA and Agri Udaan, explaining its purpose and significance. Agri Udaan is a specialized accelerator program tailored for startups in the food and agribusiness sector.



The event featured a series of engaging talks delivered by esteemed dignitaries, investors and mentors. Their presentations offered valuable insights into the agricultural startup ecosystem and highlighted successful startup journeys. The speakers shared their expertise and experiences, providing participants a platform for networking and knowledge exchange.

The Agri Udaan program is recognized for its comprehensive support structure for startups. Organized by a-IDEA, ICAR-NAARM, the program benefits from the backing of the National Bank for Agriculture and Rural Development (NABARD) and is powered by the State Bank of India (SBI). This collaboration underscores the program's commitment to fostering innovation and growth within the agriculture sector.

The event not only showcased the latest advancements and entrepreneurial ventures but also provided an opportunity for budding startups to gain exposure and connect with key stakeholders in the industry. By bringing together a diverse group of participants, Agri Udaan 7.0 reinforced its role as a critical platform for nurturing and advancing agricultural innovation in India.