



AIC - SKU INCUBATION BULLETIN



Facilitating Start-up Incubation and Growth

JAN – MAR 2019

PG. 2

Millet Mission: Laying foundation for a Millet-driven community in the Rayalaseema region

PG. 4

Start-Ups in Agriculture: One of our core objectives is to mentor and build sustainable Agri-based start-ups

PG.5

Start-Up Corner: Start-ups that made a difference through their innovation and impact.



@ TECH, Tadipatri

SRUJANA SHIBIR

Jan to Mar

Fostering and supporting the start-up thought process and culture

Our flagship outreach event was inaugurated by AIC-SKU CEO, Mr. M. Satish Kumar. The event had 9 sessions spread across 8 days starting 7th January and culminating on 28th March for the first quarter. The program is aimed at generating awareness on entrepreneurial culture with an objective to raise more entrepreneurs from the region. Participants, majorly students, are given detailed idea on the entrepreneurial journey starting from – Problem identification, defining problem statement, to identifying opportunities, coming up with plausible solutions and building product / service based on opportunity. The stress was on helping students understand the importance of cultivating the habit of ideation, which in turn can result into entrepreneurial thought process that can further lead to establishing of start-ups after validation.

Outcome: There was an overwhelming response of 900+ students attending these events organized at different institutes. An MoU with GATES Institute of Technology, Gooty, Andhra Pradesh was signed on 26th Feb flagging off the first of the many collaborations to come as AIC-SKU looks ahead to instill an entrepreneurial mindset in the region.

MILLETS MISSION

Jan 2nd

Laying foundation for a Millet-driven community in the Rayalaseema region

Did you know that Millet can be grown in dry, harsh and arid conditions and is a very good source of Nutrients and Vitamins?

Keeping that in mind AIC-SKU took up the initiative to bring together all stakeholders from Farmers, to Start-Ups to SMEs and conducted a session which was chaired by Mr. P. Bhaskar Rao, President – AP Food Industries Federation.

The key discussion points included –

- ✓ Understanding the challenges and realizing the opportunities in the Millet Value chain
- ✓ Scope and spread of Millet Mission in Rayalaseema and in particular, Anantapur regions
- ✓ Various schemes by AP Govt. to Farmers, Start-ups and SMEs to help push forward the Millet Mission

Several queries, ranging from ‘How to grow Millet’ to ‘How to market Millet’ were addressed both by Mr. Bhaskar Rao and the AIC-SKU team providing a fair degree of understanding and motivation to the attended. The session concluded with a 1-1 query addressal and networking session.



Outcome: AIC-SKU has decided to initiate the *“Millet Penetration in Rayalaseema”* as a developmental measure to ensure a healthier and nutrition-rich community and also as means to cash-in on the versatility of the Millet Crop to grow well in the arid and dry climatic conditions of Rayalaseema



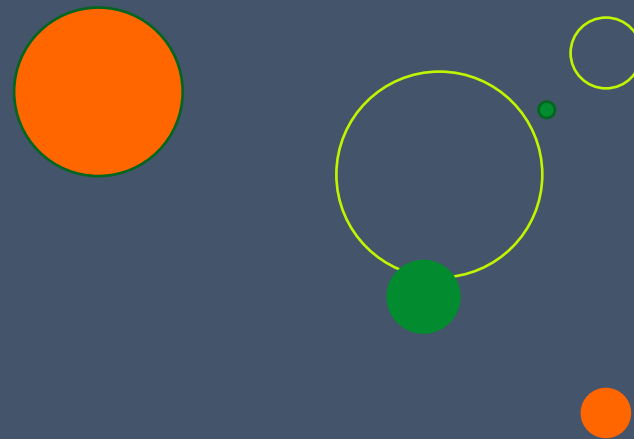
BOOT CAMP ON ICT

Jan 22nd

The seed of Entrepreneurship should be sown early on and in our efforts to ensure that, a Bootcamp on was conducted on building ICT (Information, Communication and Technology) start-ups. About 125 students from different colleges attended the camp making it one of the most successful of events conducted in 2019.

The event witnessed talks by 5 CEOs/Business owners from industry dealing in software solutions to organic products. Knowledge was shared on 'problem identification techniques' and 'problem solving techniques' helping participants understand the fundamentals of running a start-up. The 'icing-on-the-cake' were the success stories shared by these entrepreneurs supported by product demos which enthused the students to begin work on their own ideas.

Outcome: Around 20 innovative ideas were received from participants by AIC-SKU



FACULTY EMPOWERMENT PROGRAM

Jan 2nd

AIC-SKU has collaborated with 10 colleges to outreach large section of student community. In line with powering the 'Essence of Entrepreneurship' in Anantapur region, a Faculty Empowerment Program was conducted for 10 members. Inspired by the insights derived from the program, the faculty have convinced their management to work towards Innovation and Entrepreneurship.

Outcome: As a spin-off, three colleges – PVKKIT (Anantapur), KEC (Kuppam) and GATES (Gooty) led by Mr. Harsha, Prof. Kodandaramaiah and Dr. Ramesh Naik, respectively - have undertaken the Pre-incubation, Ideation and Design thinking workshops at AIC-SKU.





START-UPS IN AGRICULTURE Jan to Mar

At AIC-SKU, one of our core objectives is to help build sustainable Agri-based start-ups. The first quarter saw Boot camp conducted for two batches - #3 and #4 that saw 26 participants attend. Orientation on forming a company was provided and a free 45-day internship program was extended to the participants. One more specific term, participants were provided a hands-on training on the cultivation of Milky White Mushrooms, Azolla and Hydroponics.

Outcome: Each trainee made 6-8 beds of Mushrooms and 2-3 beds of Azolla. The trainees also learnt the art & science of cultivating Radish, Chilli, Tomato, Bhindi etc.



MILLETS MEET Mar 5th

A 'Millets Meet' session was conducted under the supervision of Dr. H. V. Batra, Ex-Director, Defence Food Research Laboratory and Chairman, DBT Task Force Group, Govt of India. Incubatees were briefed on the challenges and potential opportunities for Millets based processing units. These units are very essential for the final/finished output of Millets that get placed in the market.

START-UP CORNER

SCIENTIFIC AGRO INNOVATIONS

Field: Agriculture & Allied

Director: Navya N

- **Initiative:** The start-up worked for 6 months to come up with a low-cost animal feed derived from agri-residues and Azolla.
- **Innovation:** Dehydrated the animal feed to increase shelf life.
- **Impact:** Shelf life increased from 6-12 months and 20% savings on logistics cost were achieved.

Find more info on Start-up:

<https://www.scientificagroinnovations.com/>

LERANTA FOOD & BEVERAGES LLP

Field: Food & Beverages

Director: Sai Naresh Mantri

Initiative: Cold pressed Fruit Juices and Smoothies

Innovation: Automated juice dispensing unit

Impact: Fast dispensing of juices leading 30% savings on time and efficiencies

AVAN TECH INNOVATIONS

Field: Renewable Energy

Director: Anusha Boyina

Initiative: Water controlling mechanism in residences

Innovation: Development of novel electrical devices to bring automation in Water controlling

Impact: 500+ devices were sold and more importantly, 350+ Lakh litres of water were saved

Find more info on Start-up: <http://avantechinno.com/>

