



Agri Tech Hackathon 2019

OCT – DEC 2019

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ABF Bio-tech Kisan Hub Out Reach:
fostering the farming community

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Millet Mission: Millet Value Chain
Training

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Agri tech Hackathon: Sheer need for
Agri-based innovation and initiatives.



SRUJANA SHIBIR

11th Nov

The final Srujana Shibir outreach program for the year was conducted in the month of November. Around 65 students from nearby colleges participated. The program provided a basic idea on entrepreneurship and the modus of venturing into the same. Mr. Satish provided several inputs and insights drawn from his vast experience with start-ups and corporates.

The primary focus area was on how as a student one can entertain the idea of entrepreneurship. Emphasis was laid on the importance of cultivating entrepreneurial thinking while at college.

Outcome: A great level of enthusiasm has been observed among the engineering student community via the outreach program. More and more students are looking at innovation and entrepreneurship as options going forward.

Key takeaways:

- Students were provided inputs on ideation, product development, prototyping to launching the product
- Participants expressed desired levels of satisfaction with some requesting for more time at AIC-SKU innovation lab to further their entrepreneurial aspirations.

ABF BIO-TECH KISAN HUB

31st Oct

The ABF Bio-tech Kisan Hub was the highlight outreach program of the 4th quarter. Keeping in view AIC-SKU's exclusive focus on fostering the farming community, we invited farmers and Agri-product based entrepreneurs from nearby areas to provide them with information and knowledge on latest farming techniques.

We had 35 participants attend the outreach program and the focus was on utilization of Bio-fertilizers and Bio-pesticides for crop cultivation. The participants were taught the importance of using Bio-fertilizers and Bio-pesticides.

Farming in India, fortunately, is still the back bone of the economy though the services industry has a major share of contribution of the GDP.

As part of the movement to move away from the use of synthetic fertilizers, participants were educated on the use of bio-manufactured fertilizers and pesticides which would benefit them in the long run.

Key takeaways:

- More 50% of the participants vowed to immediately move from synthetic to more organic form of fertilizers and pesticides
- Participants expressed great relief as they realized the value of an organic crop output due to the usage of bio-pesticides and fertilizers
- A win-win situation for all – farmer gets a better price for the organic output and the consumers gain access to healthier options.



WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS

7th Nov

So, you have a great idea and it has turned into a great product. But then, how do you protect it from being copied and misused?

To answer these and more questions, we had Naresh Jonnalagadda & Rajat Srivastava, from K and S Partners and Mohan Krishna, from TOMC Consultancy, Chennai.

It was a one-day event that focused on what exactly Intellectual Property (IP) is and its nuances. The guest trainers also provided in depth idea on how a company or an individual should approach and obtain an IP.

The event was a mega hit with 500 participants from across the student community, SPOCs from nearby colleges and entrepreneurs, all of whom had the privilege of gathering awareness first hand from people who had gone through IP registration and who have helped entrepreneurs and companies register IPs.

Key takeaways:

- Participants has first hand access to the world of IP and company registration process
- Entrepreneurs gained much needed knowledge on IP that would later help them guard and protect their hard work and innovation



AGRI-TECH TRAINING-MILLET VALUE CHAIN

Dec 17th

Millet, the long-forgotten crop that is very indigenous, has come into focus over the last few years. Millet and its variants are not only healthy for consumption but are easy to cultivate.

Keeping in view the great importance of Millet as a healthy diet option, training and awareness program had been organized by AIC-SKU for the functionaries from the departments of NRLM and WWF in the month of December. The program focused on helping participants understand the processing and marketing of Millets as a crop for mass consumption across geographies.

The program and training on Millets was led by Ms. Afra and Mr. A Ganeshan and was ably supported by Mr Satish Kumar and Mr Shiva Kiran.

Key takeaways:

1200 Adivasi households would benefit from the training given to the NRLM and WWF functionaries

The awareness program would also percolate down to the local youth who could develop into entrepreneurs from Millet cultivation.





23rd Dec

AGRITECH HACKATHON-2019

We have heard about Tech Hackathons; they are dime a dozen! How about an Agri-Tech Hackathon?

Well, AIC-SKU took the lead to conduct a Agri-tech Hackathon for 2019 in the month of December. Realizing the sheer need for Agri-based innovation and initiatives for the arid region of Ananthapur, we invited participants from the across the district. 13 teams participated in the Hackathon whose focus was to test contests on the use of technology in agriculture and its benefits and on waste management.

The Hackathon was conducted and monitored by Mr. Premchand, Mr. Giridhar and Ms. Supriya Patnaik.

The event was telecast on internet TV making it even more popular among the audience.

Key highlights:

- The top 3 ranked teams were selected to get access to support, mentoring on product/service development
- The teams will also be helped with prototype testing and launching

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