



AGRONICA

AGRI-STARTUP

A Newsletter from the Centre For Agri-management, Department of Business Administration, UTKAL UNIVERSITY



It Includes

- Agri-startup (Editorial)
- Agriculture Start-Up Need of the hour
- Agri start-ups: Future outlook for resilient agribusiness ecosystem
- Agribusiness incubators transform the agripreneurs landscape
- Indian Start up– Gateway to innovation and solution
- Agri start up– Missing link in agricultural value chain
- Flood management for enhancing agricultural Resilience.
- Strat up Ecosystem in India:Has the unicorn arrived?
- UPSOIL Technology Pvt. Ltd.
- Happie brand fruit juice, an innovation.
- CROPIN: The emerging Agritech startup.

AGRI-START UP

The Oxford Dictionary, defines Start-up as an “act or an instance of setting up operation or motion or a fledgling business enterprise”. It is a human institution designed to create a new product or service under condition of extreme uncertainty. In contemporary situation agrotech startups have come up and gaining momentum in India, China and Israel.

Agri Start-ups are connecting farmers with input dealers who are providing them with whatever they require right on their door steps. Also connected the farmers to market accessibility which is one of the biggest problem faced by them and equipping them with right tools to grade ,assort and even transport their produce and ensuring remunerative price for their product. Other solutions provided by start-ups are bio-gas plants, solar powered cold storage ,fencing and water pumping, weather prediction, spraying machines, seed drills, and ,vertical farming etc. The successful start-ups has 6 vital characters i.e. Ideation, entrepreneurial ambition, Concept of product development ,defining a mission and vision of start up with initial strategy, commitment, committed founding team sharing same

vision and Validation. The startups are creating new jobs .more employment and leave a ripple effect on socio-economic life of society’. At a time when increasing population demand better quality and higher quantity of food, pressure on farms are increasing. Agritech starts ups are a relevant solution across the agricultural value chain and they can be in form of product or service or an application. Few Known starts ups in India are (i), Vill fresh (2016), aims at supporting livelihood of small holder farmers and rural youth. (ii) Layman Agro (2015),has identified 3 Es,- enriching farmers, employing rural youth and exciting urban consumers. (iii), Fruit Box & Co(2015) to find out healthy alternative to snack on fruits (iv) Ecozen solutions (2010) focus on renewable energy and sustainable development, (v) FIB soil life technologies (2012) to bring out low cost Bio fertilizer, (vi) Fresh UNF(2018) Fork supply chain by connecting farmers with hotels, restaurants and cafes.

Thus Agristart ups have potential to address a number of challenges faced by the farmers and in the process change the face of agricultural sector.

Prof Benudhar Bhuyan
Chief Editor



EDITOR IN CHIEF :
Prof. Benudhar Bhuyan

SUB-EDITOR :

- ◆ Mr. Shantanu Raj

EDITORIAL BOARD :

- ◆ Prof. B.B. Mishra
- ◆ Mr. Jatindra Mishra
- ◆ Mr. Manoj Kumar Bal
- ◆ Dr. Tapas Panda
- ◆ Dr. Sarita Das
- ◆ Mrs. Anuradha Mishra
- ◆ Dr. Adityaranjan Samal

Creative Designer :
Sameer Kumar Behera
Student, CAM, Utkal University

AGRICULTURE START-UP NEED OF THE HOUR

For generations, we have been told that farming is for the “less educated”. Parents in the countryside have been dreaming of educating their children for the express purpose of lifting them out of the drudgery of farming. “Look for a job,” we have been told, “It has neither drought nor floods”. For over fifty years, circumstances have also sung this tune. In the first flush after Independence, Governments were big job providers. When the public sector declined, the IT tsunami came. It swept away thousands of bright boys and girls off their feet and landed them in distant shores. Now, that movie is passed. Youngsters Instead of running after jobs, are now rearing to be job creators. The buzz word is Start-ups. One has begun to equate the Star-Up culture with the white collar profession. Does Agriculture fit into this equation?

True it is that some Start-Ups do get into Agriculture, but very few of them venture into hard core farming. They are ex-IT professionals who have said good bye to corporate jobs and gone into hard core farming. One of them has set up a mango farm in Dhenkanal and has started exporting mangoes. Another has planted moringa in Bolangir and is selling its powder. A third is producing dragon fruits in Cuttack. Many educated persons have taken to organic farming and are producing inputs for such farming such as Jeevamrut and Beejamrut. Covered cultivation, hydroponics, precision farming – youngsters are looking at these options. The entire agricultural sector is unorganised. A time has come to organise this sector as the industries were organised. A time has come to apply principles of management to the Farmer Producer Companies – be it

input management, be it production management, be it logistics or marketing. We need Management graduates to run these companies as professionals. We need Management graduates who produce gels, oleoresins, pastes – all from agricultural and forest produce in which Odisha abounds. We need graduates who bridge the gap between the producer and the consumer in a thousand ways – from packaging to on-line marketing. The pandemic Covid 19 has further strengthened this trend. Work from home, is now a fiction of the virtual world, working with one’s own hands, working with one’s own people. For fifty years, Agriculture was a creature of target chasing, much as in a Sales firm. High-input-high-output, higher productivity, economies of scale – these were the parameters by which Agriculture was being judged. Today the concern for quantity is giving way to the concern for quality. Agriculturally “prosperous” areas are becoming centres of incurable diseases. The developmental graph is turning full circle. We, in Odisha, have a unique advantage. We have not yet traversed the full distance of input-intensive procurement-dependent agriculture. We are poised to adopt “Smart Agriculture” which caters to the changing requirements of an increasingly health-conscious clientele. It is scientific, sustainable and above all it is fashionable. We should not drop the ball.

SRI BIJAYA K. PATNAIK

IAS,

Former Chief Secretary, Govt. of Odisha

AGRI START-UPS: FUTURE OUTLOOK FOR RESILIENT AGRIBUSINESS ECOSYSTEM

Agriculture startups are gearing up in all diverse fields whether it is technology, service or consultancy views. Today’s situation of COVID19 crisis have changed the scenario of startups its viability, funding, innovativeness and demand driven outlook. Nationally, a total of 366 agri-based start-ups have come up from 2013 to 2017 with more than 50% of the start-ups in the last 5 years started in 2015 and 2016. More than 90% of all funding is focused on seed stage and early stage start ups.

Agri start-ups are potential human capital in the Indian agricultural economy and certainly the right partners for innovation -led agriculture growth. It’s an opportune time to bring them together and inspire them to devise appropriate solutions for agribusiness issues. Innovations by agri start-ups in form of products, services or applications can be

a meaningful solution across the agricultural value chain. RKVY-RAFTAAR supports agribusiness incubation by tapping innovations and technologies for venture creation in agriculture. In this process, incubation facilities and expertise already available with participating academic, technical, management and R&D institutions in the country shall be utilized on an individual or collective basis to harness synergies.

The Rashtriya Krishi Vikas Yojna (RKVY) is an important scheme of the Government of India, Ministry of Agriculture and Farmers’ Welfare (MoA&FW), aimed at strengthening infrastructure in agriculture and allied areas. In order to promote Agripreneurship and agribusiness by providing financial support and nurturing the incubation ecosystem, a new component under the revamped scheme RKVYRAFTAAR (Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture allied sector Rejuvenation) has been launched in 2018-19 with 10% of annual outlay

Innovation and Agri-Entrepreneurship programme under, Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture allied sector Rejuvenation (RKVY-RAFTAR) under Department of Agriculture and Cooperation & Farmers Welfare have framed an organizational structure of agribusiness startups in India.



At, the highest level, five eminent agricultural based organizations in the country are selected as knowledge partners/ Implementation support mechanism, which work out with selected Pan India agribusiness incubator's selected in this programme by the DC &FW. Knowledge partners act as autonomous organizations which support, mentor, train and direct the 24 agricultural organizations and institutions all over India for the startups in Agriculture. Agribusiness Incubators and Handholding Agribusiness Incubators run two agri-startups programmes those are, "Agripreneurship Orientation Programme" and "Startup Agri-Business Incubation Programme" under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAR) sponsored by DC&FW. A total of 59 Agri-Startups were incubated under the RKVY-RAFTAR Project in CCS NIAM in FY 2019-20, for recommendation of the Startups for Grant-in-aid, RKVY-RAFTAR Selection and Monitoring Committee.

Dr.P.CHANDRASHEKHAR

*Director General CCS , National Institute Marketing
Bambala ,PratapNagar,Sanganer
Jaipur, Rajasthan. India*

AGRIBUSINESS INCUBATORS TRANSFORM THE AGRIPRENEURS LANDSCAPE

In India the agriculture sector start-up community has seen a lot of traction and India is home to over 500 Agri-tech initiatives. The growth is exponential to the tune of over 25% YOY. The fund inflow has been over \$250 million in 2019 alone. The future is bright, and as per experts the agri-tech innovation industry is the primary driver of agricultural economics. The Agri start-ups require a support system as the agribusiness incubators are playing crucial role. The success multiplies when the start-up gets the opportunity to be incubated in a Technology Business Incubator.

There are more than 30 Agribusiness focused Incubators in India' as of now.

The business Incubator attracts strong mentorship in the form of corporate leaders who drive smart market insights and consumer surveys that can make a huge difference. The technology-based incubator offers support in the legal, financial planning, intellectual and property rights through its expertise or via its network support. The right Technology incubators can help in stress test the go-to-market strategies and gain access to high-value customers. The Business planning and training assistance are of immense value in the initial phase when enter into the open market. Technology incubators can use its network to bolster the logistics and storage needs of the early-stage ventures.

Technology incubators are fundamental in raising capital, pitch refinement, and obtaining statutory Government approvals. Technology and knowledge-driven start-ups often find Technology incubators integral to their dissemination of product technologies and ideation. The input in the Research & Development technology segment ensures the survival and stability of these ventures. A feasible product development ecosystem from the very beginning under the able guidance of the mentors can be the palpable difference between failure and success.

The services provided by the incubators to Agripreneurs are for use of premises of the host institute, along with basic facilities like communication, computers, cafeteria and conference spaces. This reduces initial costs and help the initiative get the jump start it needs to thrive in the challenging market scenario prevalent today. The incubator is committed to nurturing the start-up for 2-3 years. A word of caution, though, not all ventures can succeed in the harsh and competitive market environment.

Most Agripreneurs need knowledge dissemination in the Government E-tendering processes. The incubator helps in facilitating the transfer of technology and knowledge and helps snag the initial B2B contracts that can start the journey towards success. The availability of multiple value-added services under one roof makes the task easier all around.

DR.MANISHA ACHARYA,

*CEO,Indigram Lab Foundation
(Supported by NSTEDB,GOI), New Delhi*



INDIAN START UP

(GATEWAY TO INNOVATION AND SOLUTION)

To keep the supply chains functional, India's agritech startups are lending a helping hand to the farming community through artificial intelligence, remote sensing, data analytics, and various Internet of Thing (IoT) devices. This agritech startup helps farmers to store produce and sell at a better price with Lockdown 2.0, the rules were eased out and a slew of measures were introduced by the government to assist farmers ahead of the harvest season. To keep the supply chains functional in this pandemic situation, India's 5 best Agritech startups are lending a helping hand to the farming community through artificial intelligence, remote sensing, data analytics, and various Internet of Thing (IoT) devices and also weeding out middle men from the system to offer best price to the producer. Agronica brings 5 best startups that are helping the farmers to connect with buyers, including through retailers, e-commerce, and by even directly selling the produce directly to consumers and these agritech startups are empowering Indian farmers even in the hardship times of coronavirus pandemic. These five startups have received a lot of approbation from FICCI.

1 Thirukumaran Nagarajan,

Co-founder and CEO Ninjacart, 2015



Ninjacart, is India's largest tech driven supply chain platform, as having created the most buzz in India. This is because of Ninjacart's new initiative that helps farmers struggling to find buyers for their fresh produce, to directly sell to consumers. With the new initiative—Harvest the Farms— Ninjacart will identify vegetables that are in excess supply, as well as those that are going un-harvested within their farmer networks. The startup plans to buy this excess produce directly from the farmers, to aid them in recovering their investments. This startup has a sourcing network of more than 3,000 farmers across south India and transports fresh produce from farm to about 4,000 retailers in less than 12 hours of picking on a daily basis

2 Amit Agrawal,

CEO of AgriBazaar, 2016



A Mumbai-based AgriBazaar is an online platform which helps connect farmers, traders, banks, enterprises and governments. Modelled on the traditional Mandi system, the startup provides a digital platform called e-mandi for small farmers and merchants to directly sell and buy farm produce without the involvement of middlemen. In this case, the farmers receive payment directly in their bank accounts via e-wallet AgriPay. Apart from connecting the sellers and buyers, AgriBazaar also provides last-mile logistics support.

Co-founder and CEO Amith Agarwal said in an interview that the startup uses AL and ML to offer services such as crop advisory and credit-on-click. Looking forward, AgriBazaar aims at mapping and tagging every farm and 'becoming the Google Maps of Indian agri-sector'. AgriBazaar also helps buyers — from MNCs to small-scale industries — with better price discovery, and sellers with more targeted marketing of their produce.

3 Shashank Kumar,

Co-founder and CEO DeHaat, 2012



End-to-end agricultural solution provider DeHaat is an agritech platform founded in 2012. DeHaat provides a marketplace for farmers to sell produce to large institutional buyers directly without the intervention of middlemen or commissioning agents. The company also provides last-mile connectivity for easy logistics and storage services. Reportedly, DeHaat has assisted farmers on its clientele to achieve a 20 percent increase in the gate prices. Along with presenting a seller's market, DeHaat uses data science and machine learning technologies to improve production efficiency. Some of its other services include giving farmers expert insights and advisory on choosing the correct crop, soil health, suitable fertilizers and pesticides to be used, right time for harvesting the produce, and more.

4 Varun Khurana,

Co-Founder and CEO, Crofarm, 2016



NCR-headquartered Crofarm, founded by former Grofers executives in 2016, is a farm-to-business supply chain startup. Crofarm delivers fresh fruits and vegetables to both online and offline retailers after procuring it directly from the farmers. Currently, there are more than 5,000 retailers and over 10,000 farmers in their network. Crofarm uses an AI-based demand prediction system to study the historical data to make its procurement. The system also helps in keeping track of inventory by its shelf life, which sends an alert in case of an aging inventory. Further, Crofarm also uses CRM tools built on WhatsApp to manage customer interactions. It recently launched its social commerce venture OTIPY, to revolutionize the supply chain of fresh produce in India. OTIPY works closely with reseller partners, mainly women, to fulfill the demand of end consumers and facilitates the contactless doorstep delivery of fresh produce in less than 12 hours. The company is working with 500+ partner resellers across Delhi-NCR and is already serving over 50,000 consumers.

NEXT PAGE - -





Bhoopendra Kumar

5



Jyotiska Khasnabish

KrishiHub, 2016

KrishiHub was founded in 2016 with an aim to empower farmers through technology, design, and data science. Driven by demand, KrishiHub procures fresh vegetables directly from farmers and delivers them to businesses such as restaurants, canteens, and hostels. The startup uses an AI-powered supply chain to undertake farm-to-doorstep delivery. Use of proprietary algorithms for determining the best route for delivery agents has helped the organisation ensure delivery within 12 hours. Reportedly, KrishiHub has helped farmers reduce their vegetable wastage by up to 25 percent. Other services of KrishiHub include machine learning-enabled weather forecasting, precision agriculture using satellite, regional language supported discussion forums for the farmers.

Compiled By
Mr. DEEPAK KUMAR RAM
*Head, Centre For Agri-Management,
Utkal University*

AGRI STARTUP– MISSING LINK IN AGRICULTURAL VALUE CHAIN

Agri start-up is the enterprise set by adopting an innovative solution to complex problems in agriculture sector. The major problems the farmer and traders community experiencing in agriculture sector is as following:

- Timely availability of inputs like seed , fertilizer, pesticides for agriculture.
- Availability of credit.
- Availability of a reliable supply chain for agriculture commodities.
- Availability of food processing infrastructure.
- Production of export quality food products.
- Reducing climatic impacts of agriculture.
- Production of safe food for consumptions.
- Ensuring transparency in value chain by availing information to consumers about sources.

All such complex issues are being converted into business ideas which servers the need of large number of people while remaining financially and socially viable.

It may target small and marginal farmer as a beneficiary of interventions in countries like India where land holding is much skewed. It may simultaneously work upon reducing the costs in production and consumption of agriculture Produces

by reducing wastage and cutting costs of production by attaining economies of scale through use of capital investment and new farm and value chain interventions.

Government of India under Ministry of MSME has come up with details guidelines to promote such start-ups under its ASPIRE Initiative. The initiative aims to set up 150 Livelihood Business incubators (LBI) in public private mode to incubate such start-ups at the financial outgo of INR 135 crore announced during year 2018-19 which can support such LBI for 3 years. National Institute of Agriculture Marketing (NIAM) is also incubating agriculture start-ups.

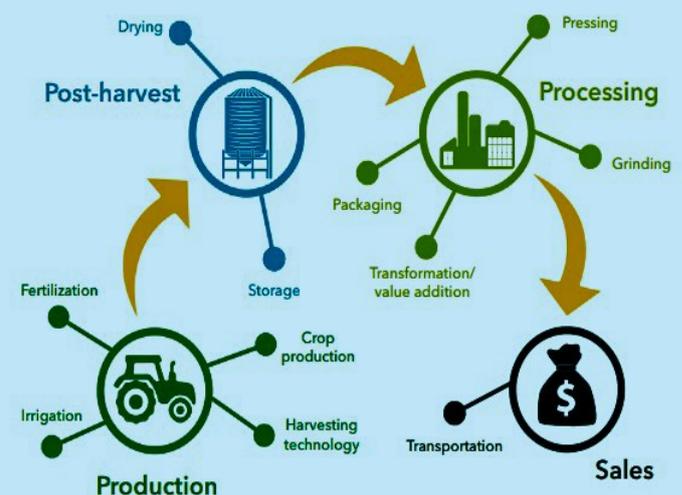
Private initiatives like N-Core are also incubating and funding socially viable agriculture start-ups.

Agriculture sector traditionally exposed to more VUCA

- Volatility - Due to emergence of newer food substitutes (shift from millets to rice).
- Uncertainty-Relation with climatic phenomena.
- Complexity-Due to huge people involvement into the activity right from production to marketing stages.
- Ambiguity - Due to introduction of various chemical and mechanical measures in agriculture which are not time tested and performs in isolated and disintegrated manner from the various aspects of agriculture practices.

An startup is an opportunity to predict all the above risks associated to farming sector and share those risks and create collateral mechanisms to create a win-win situation for producers, consumers and create resilience in food system.

Prof. PRAVAT KUMAR ROUL
*Managing Director
APICOL, Govt. of Odisha, Bhubaneswar*



FLOOD MANAGEMENT FOR ENHANCING AGRICULTURAL RESILIENCE

At present flash floods in different areas in the country is aggravating the condition of agriculture during t-COVID-19 pandemic. Hence, there is a strong need to enhance the agricultural resilience in flood prone areas through water management options and policy insurance. Keeping these in view, ICAR-Indian Institute of Water Management, Bhubaneswar has been conducting extensive research study on 'Enhancing agriculture resilience in flood-prone areas. Based on the crop damage in operational area i.e. flood affected areas of 2 blocks of Bihar i.e. Gaighat (Muzaffarpur district), Chiraiya (East Champaran district) and 1 block of Odisha i.e. Kanhas (Puri district), the post-flood crop management plan was prepared and implemented by ICAR and IWMI. The seeds of alternate crops i.e. hybrid maize, lentil, mustard, brinjal, tomato, cucumber, cabbage and cauliflower were provided to the flood affected farmers of Bihar and were sown / planted at optimum time under post flood environment. The farmers could generate additional net returns ranging from Rs.16,700/- per ha to Rs. 37,700 per ha due to timely sowing of alternate crops like maize, tomato, brinjal, cabbage, cucumber and cauliflower under post-flood environment compared to flood damaged field without intervention. Similarly, the intervention of over aged rice seedlings (60 days) resulted in higher grain yield by 24% (4.35 t ha^{-1}) and 29% (4.51 t ha^{-1}) during 2018 and 2019 respectively compared to mean grain yield of normal transplanted (30 days old) rice seedlings (3.5 t ha^{-1}) in flood-prone areas of Kanas block, Puri district of Odisha. The farmers were also encouraged to cultivate mango saplings in agricultural fields for better cushioning during flood event. Overall, the post-flood management interventions resulted in enhancement of benefit:cost ratio from 1.55 to 3.08.

Dr. P.S. BRAHMANAND,
Principal Scientist,
ICAR-Indian Institute of Water Management,
Bhubaneswar. Odisha.

STARTUP ECOSYSTEM IN INDIA: HAS THE UNICORN ARRIVED?

India now boasts above 56000 marks when it comes to tech startups and is the third largest ecosystem in the world. 2018, in particular, was the year of Indian startups venturing into the unicorn club. 8 Indian startups - Freshworks, Oyo, Swiggy, Zomato, Paytm Mall, Policybazaar, Udaan and Byju's – crossed the \$1 billion valuation mark this year and joined the league of 18 Indian unicorns, most new entrepreneurs look up to. The Indian government has been taking conscious efforts to push the startup ecosystem in the country by hand-holding at various stages. From ideation to funding and more, the Startup India programme launched by Prime Minister Narendra Modi was a step to ensure the continuous creation and working of innovative startups in the country. Technology, specifically, garnered the major limelight throughout. Not only is this happening through what we call "Technology Business Incubator", the success of the concept has also been carried forward to garner Agricultural growth by creating similar ecosystem which we now know as Agribusiness Incubators. The latter promises ideas in agriculture for decent funding to kickstart and ultimately skyrocket the sector with a much-needed push towards farm incomes. This has resulted in 450 plus start ups in agri-tech space alone.

According to a recent planning commission study, India needs to support nearly 10000 scalable start-ups by 2022 to provide some level of sustainable job creation to the 140 million potential job seekers entering the workforce over the same period but currently around 450 new tech start-ups are launched and overall just 200 start-ups get funded every year by angels/VCs. There is also a visible geographical shift in origination of new start-ups. While top tier cities such as Bangalore, Mumbai, Hyderabad, Chennai and Delhi-NCR still remain the main strongholds, a new wave of start-ups are also emerging from smaller tier II and tier III cities such as Pune, Ahmedabad, Jaipur, Chandigarh and Kochi, among others. Agri-tech start ups have a vast scope to enhance livelihood opportunities in rural India. Intervention in sustainable agricultural processes, livestock management, skill development, market linkages, and effective network of logistics infrastructure, sustainable pricing conventions, and robust market linkages will contribute tremendously to rural economic development and food security goals in the country. Incubators are set to disrupt the Indian start up landscape in a big way. Despite multiple policy and infra enablement by government for smooth and early takeoff of these start ups, many still are targeting their products to be bought by farmers. What is the need of the hour is to align with farmers and work out towards their profitability. This is the place which will hold promise in future coupled with skills like big data analytics, digital agronomy platforms, market linked models I the area of agritech start ups.

Dr. S. K. JOSHI
Assistant Professor
Agribusiness and Rural Management
Indira Gandhi Agricultural University, Raipur

UPSOIL TECHNOLOGIES PVT. LTD.

Upsoil is an agritech startup working in the field of making soil health monitoring as simple as a glucometer and enabling farmers with smart decisions to proliferate yield and optimize usage of fertilizers. They are using the best possible technologies across different verticals to make the device simple yet accurate while making it affordable and accessible by the farmers. They are developing a point-of-use rapid nutrient estimation device called Soilscope for soil health analysis. It will give an on-site estimation of parameters including the micro and macro (17) nutrients form present in the soil like N, P, K, Ca, Mg, S etc. along with moisture, humidity and temperature. Soilscope empowers the farmers by providing affordable soil testing devices with accurate estimation, real-time reading of the nutrients from farms and accurate analysis to understand their own soil. The device will increase yield per acre, increasing productivity and farmer's income.

Upsoil Technologies (OPC) Pvt. Ltd. is promoted in 2018 by Miss. Soumya, a passionate Plant Molecular Biologist and Mr. Ashutosh Patra, an innovator and prolific engineer. The promoters have started the company targeting the small landholding farmers owning less than an acre of land. They have been trying to empower the small landholding farmers whose lands are often ignored while collectively measuring patches of lands for the Govt. Soil testing labs. They believe Soilscope will encourage the farmers a step further towards their own soil testing.



“Soilscope” is a point of use device provides on-site soil testing and recommendation that addresses all the market gap present in the issue of rapid soil testing. Soilscope can accurately measure, analyze and suggest the corrective steps to improve the productivity and quality of soil for an imperative of 100-200 rupees depending on the number of nutrients tested on the fields. The device can measure parameters like N, P, K, Ca, S, Mg, pH, Moisture content, humidity, temperature and electrical conductivity. The

device can be used during pre-sowing and post-harvest of a crop cycle and recommend fertilizer amount preventing nutrients loss from fields. With the soil data collected geographically and use of Machine Learning algorithm, the system becomes more robust & provides an optimum recommendation on the use of Machine Learning algorithm, the system becomes more robust and provides an optimum recommendation on the best practices. While all the other soil testing devices focuses on calculating the availability of nutrient present in the soil, Soilscope focuses on quantifying the amount of nutrients from the soil which plants can directly absorb through their roots. Also, the sensors developed in-house have the potential to be implemented in other sectors like Dairy industry, food adulteration checking, waste water treatment and organic agriculture (Compost testing). Soil scope brings soil testing from the lab to the fields.

RUBI PRATAP

(Alumnae of CAM)

*Portfolio & Program Manager,
Social Alpha*

HPPPIE BRAND FRUIT JUICE , AN INNOVATION



The surprising fact that all of a sudden novel idea struck to the mind of Mr. Somesh Ranjan Behera of Pipili (Puri district) an experienced employee of NOVOLUTIONS FOOD & BEVERAGE PVT. Ltd. to prepare a clean level fruit based juice to serve mock tail without any added sugar and preservatives. On considerable long experience in fruit juice industry he realized that the conventional fruit drinks available in the market contain only 10% fruit juice ,rest containing chemicals, sugar and other preservatives. Though the taste is very sweet this led to immense harmful effect on health of the consumers causing number of diseases at later stage of life. The longevity of consumers remains at a stake. Also he had consulted too many companies before embarking on this venture to manufacture handmade fruit

NEXT PAGE- -

juice to serve mock tail under the brand name “Hippie”. The Hippie brand fruit juice is a clean beverage with addition of sugar other preservatives, and artificial ingredients. This HIPPIE brand juice contains about more than 40% fruit pulp. This Innovation lies in its shelf life of 180 days without any preservatives. The Brand i.e Hippie is now serving the urban consumers in more than 40 retail outlets of hypermarkets, cafeteria & fast-food retail chains in various cities. This HIPPIE BRAND juice now is very popular among the consumers and demanded by the five star hotels & cafés in Odisha. Mr. Behera has already generated revenue of 10 lakhs within 31st March 2020 in one financial year. The juice is prepared under the strict supervision of food experts under controlled environment. Mr. Somesh has taken the help of third party manufacturing for marketing the product. Mr. Somesh has launched his product from Bhubaneswar.

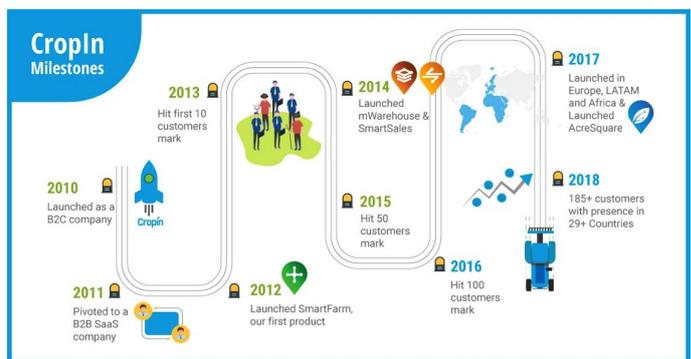
Sri ABINASH DASH

*Alumni of Centre for Agri-Management,
Utkal University
Promotor of Start-up Agrisocial*

CROPIN: THE EMERGING AGITECH STARTUP

Cropin is a SaaS (software as a service) based Agri-tech startup having a B2B business model catering to agribusiness at different levels of the agri-ecosystem. Mr. Krishna Kumar is the founder and CEO of the startup. The main aim of the company is to make all farms in the world traceable. Cropin provides cloud based mobile technology to agribusiness to do a data driven agriculture and to take advantage in the real time.

Cropin came into light in 2014 and working in 52+ countries with 388 crops and 9400 crop varieties. It has applications by which they are linking farmer to the input companies, microfinances, food production companies, seed production companies, other financial institution and Government bodies. Smart farm is the main application and other applications like cropinsights, acresquare, mwarehouse, smartsales, smartrisk, smartchat are the follow ups.. Cropin is serving to leading agribusiness companies like Syngenta, McCain foods, Firmenich, BASF, Bayer AG etc.. Its main formidable competitors are Farmlogs, Sourcetrace, Agnext, Farmeredge, t-hub, Airwood, Decisive, Cropio, Dairy.com, Kishanhub. In India, Cropin is working in 70% states in India with underlying mission runs parallel to the Government vision for the agri-sector is to double the farm income.



The major challenges are penetration of technology into the world when it is in a budding stage itself, to manage agricultural challenges with technology which are affected by natural calamities and to convince the farmer to adopt new technology over the conventional one handed down from generations. The opportunities in other hand are a successful platform for a data driven agriculture, catering to the emerging agribusiness sector and more opportunities with the amended Government policies.



Miss JAGRUTI SAHU
*Student, Centre for Agri-Management,
Utkal University*





**LIVING LAB. IN R.T.P, UTKAL UNIVERSITY
DEVELOPED BY CENTRE FOR AGRI-MANAGEMENT**

AN ETHICAL INVENTIVENESS OF CENTRE FOR AGRI-MANAGEMENT, UTKAL UNIVERSITY

Centre for Agri-Management (CAM) offers a two-year Post Graduate Program in Agribusiness Management -MBA (Agribusiness) in Utkal University since 2006 with a consistent placement record and academic excellence. The CAM developed a Living Lab (learning & experimental platform) at the Utkal university campus as a live project hub , to guide students, SHG members, farmers and any interested person, to develop sustainable Agro -Enterprises involving Nursery, Mushroom cultivation, Duck-Fish integrated farming, Natural farming, vermin compost, bio compost, bee keeping, protective farming, urban farming and etc.

The CAM is planning to develop some campus garden with nutritional value in different Schools with the support of Government, public sectors and private sectors.

Pioneer By
Prof. Nishith Parida
Esteemed Member, Advisory Board

Theme of the Next edition will be on Agri-logistic and Supply chain

Knock out the Quaterly

Published By:

Centre For Agri-Management,
Department of Business Administration,
Utkal University, Vani Vihar
Bhubaneswar-751004
Phone (0674)-2567035,9437184266
Email: academic@camutkal.org