



## HALF YEARLY NEWSLETTER

# BUZZ @ N E A T E H U B







## From the Desk of CEO

Shepreneurs of NEATEHUB

Dr. K. Karthikyen, CEO, NEATEHUB.

**T**he vision to empower women will remain a dream if we fail to reach out to ones at the last mile. The voices of the women in entrepreneurship often go unheard owing to myriad reasons. While it might sound lofty, these submerged voices must be given opportunities to be represented at both policy and implementation levels. Further, there is a need to celebrate these “shepreneurs” who step out of their comfort zones and change the narrative for job-creators. At our incubator (NEATEHUB), we have several women-led agribusiness companies who are constantly looking for ways to innovate and excel in their business ventures and make the right impact. And, each of them, has an incredible tale to narrate.

Life was difficult for Kanika Talukdar, a resident of Barama village in Nalbari district of lower Assam, as she lost her husband at a young age of 27 yrs. Instantaneously she became the sole bread earner of the family. Lack of formal education was a deterrent for her to get a job. But, with a one-day training at a Krishi Vigyan Kendra in Nalbari and with a meagre sum of Rs.500, she started her venture and later went on to legally register it as Jayatu Organics in 2014. Ever since, whatever she achieved financially and socially with her start-up has been remarkable. Kanika has been a recipient of many awards and laurels including the coveted “Women Entrepreneur of the Year Award” of Assam. Jayatu Organics has a wide range of natural products like enriched vermicompost, vermi wash, cocopeat powder, organic fungicide, etc. And these products are exported to different parts of the country. From a financial standpoint, she presently has an annual turnover of over Rs.25 to 30 lakhs.

Another successful entrepreneur of our incubator is Bijaya Shanti Tongbram, from Manipur. The Prime Minister of India, Shri Narendra Modi, recently praised Bijaya Shanti on his monthly radio show, “Mann ki Baat”. Her start-up Sanajing Sana Thambal has been extracting lotus fiber from lotus stem and turning them into customized apparel, her start-up is one of a kind in India. Bijaya Shanti, a young 26 yr old, failed to secure a job, thus she initiated the unique start-up. Since its inception, the company has changed the life of womenfolk in particular of the village. A large section of women in her village is employed with the venture.

Dr. Vedamani Devi is another shepreneur, in whom the incubator takes a lot of pride. She hails from Sagolband Manipur and is the founder of the start-up Vedam Agro Products. Her startup established in 2015, is a food processing and preservation company. It is an all-women company working towards the upliftment of upland women in particular. The company received the Best of India Biz award in the category of Best Agro Products in 2019. She has also been awarded the “Best North- East Woman Entrepreneur award” in 2019.

In India, we often see women’s aspirations taking a back seat to encourage their men, and support the pursuit and dreams of their husband or children. But with Dali Rani Das Haloi, a Nalbari district based women entrepreneur, it was the opposite as her husband played the role of a sheet anchor to float their start-up - Arian Mushroom Products. The start-up based out in Nalbari is a name to reckon with, in the northeast in terms of value added mushroom-based products. In the state of Assam, she is popularly known as the “Mushroom Queen”. Also, she has been instrumental in training hundreds of youth in Mushroom farming.

Well, these shepreneurs prove that nobody other than the individual self only can push themselves to achieve more. With the virtue of their hard work and perseverance, they have accomplished more than one dream in a lifetime, and it is just the beginning. They understand that eventually, they alone have the power to close the gap between where they are and where they want to be. And NEATEHUB is fortunate enough to be a part of their remarkable journey and celebrates the success of all its shepreneurs.



### **From the Desk of Director on Board**

Dr. Danish Tamuly  
Director on Board (NEATEHUB)  
Assistant Professor (Soil Science)  
Assam Agricultural University, Jorhat

I am immensely elated to bring to all our stakeholders, the North East Agriculture Technology Entrepreneurs Hub (NEATEHUB) half yearly newsletter. The journey shared in this edition pertains to the fag end of the covid-19, when we started recuperating from the countrywide lockdown. Amongst many others, startups entrepreneurs were vividly affected by the pandemic on multiple fronts - more so, in their cash flow, inventory, supply logistics, timely availability of raw material, restricted movement etc to name a few. The above challenges confronted and impacted the startups differently in their business life cycle. Fortunately, despite the unprecedented health crisis, NEATEHUB catalyzed and handheld its incubatees by successfully conducting its 1st and 2nd cohort of 2020-2021 incubation programme both for idea and growth stage startups leveraging virtual platforms. The combined cohort has few of the best innovative ideas in food processing, tea tech, supply chain, biotech, precision agriculture etc.

NEATEHUB has also successfully completed the 2 months workshop on “Strengthening incubator capabilities to build world class incubation ecosystem” jointly organized by Bill and Melinda Gates Foundation along with Wadhvani foundation under the auspices of Atal innovation Mission - NITI Aayog, Government of India. The workshop saw participation from 16 incubators and 48 CEOs and Incubation Managers. The workshop culminated into a pitching competition whereby each incubator showcased their respective domain strength to a select panel comprising of experts from Wadhvani Foundation (Dan Kranzler), Atal Innovation Mission (R Ramanan) and few established startup founders in the ecosystem. We are happy to share that NEATEHUB stood 2nd in the competition

NEATEHUB has made a niche for itself in the Jorhat campus of Assam Agricultural University wherein, it regularly hosts dignitaries coming from different walks of life, sharing the learnings, experiences, collaboration et al. Eminent personalities such as the Deputy Chief Minister of Arunachal Pradesh, Diplomats from countries like Philippines, Fiji, Cambodia, Cote De Ivory, Nigeria, in the recent times, visited NEATEHUB. The incubator shared some of the best practices and discussed opportunities to forge cooperation regionally and globally.

Owing to the predominantly “risk-averse” nature of the northeast community, startup entrepreneurs with ‘fire in the belly’ are far and few to find. For this, NEATEHUB has moved ahead with the mission of “catching them young” while the youth are pursuing their academics in university and colleges campuses. NEATEHUB has been conducting many sensitization workshops and ideation challenges in institutes across northeast. Thanks to Industry 4.0 revolution and the internet boom, many students are now looking beyond “9 to 5 jobs” and are willing to take risk, provided the right ambience to pursue entrepreneurship sets in. NEATEHUB is catalyzing this change by providing the young mind an opportunity and space to ideate, interact with the startup companies at the incubation centre and nudge them towards problem solving.

Funds, as we all agree, is imperative for startup entrepreneurs owing to they being bootstrapped during their formative days. Towards this, NEATEHUB has conducted the Recommendation Committee (RC) meeting and could successfully disburse funds to the tune of Rs.135 lakhs to 11 of its incubatees under the Rashtriya Krishi Vikas Yojana-Remunerative approaches for Transforming Agriculture and allied sector rejuvenation (RKVY-RAFTAAR) scheme. The bandwidth of these grants-in-aid ranged between Rs.5 lakhs to Rs.25 lakhs depending on the stage of the startup company.

NEATEHUB believes in the power of co-creation wherein we collaborate, coordinate, curate and cooperate. Towards this, NEATEHUB has forged a number of MoUs during the past 6 months with research, financial, academic institutions, business incubators and other organizations - a few prominent among these include Guwahati Biotech Park, NEDFi, SELCO foundation, Boudhik Ventures,

We anticipate our readers and stakeholders to support and suggest us in building a world class incubation space, to nurture and create an ecosystem of innovation and excellence where entrepreneurs will thrive in the months and years ahead..

Thank you, Together we can!!

## LIST OF MENTORS OF NEATEHUB

Dr. Dhruvajit Hazarika  
Asst. Professor, Dept. of  
Animal Husbandry, AAU  
and Farm Manager



Dr. Manash Jyoti Barooah  
Senior Scientist, AICRP on  
FIM, Dept of Agril Engg, AAU



Dr. Abhijit Bora  
Principal Scientist "A", AICRP on  
PHT, Dept. of Agril Engg AAU



Dr. Karuna Kanta Sarma  
Principal Scientist, AICRP on  
Forage, AAU



Dr. Sangita Mahanta  
Asst. Professor,  
Dept. of Horticulture, AAU.



Mr. Mohan Saikia  
Bamboo-craft Entrepreneur,  
Sibsagar



Dr. Pranati Das  
Professor, Dept. of Food &  
Nutrition, FCS, AAU



Dr. Bibha Chetia Bora  
Principal Scientist and I/C FRC,  
AAU



Dr. Manashi Purkayasta  
Asst. Professor,  
Dept. of Food Science, AAU



Mr. K. Karthikeyan  
CEO – NEATEHUB, AAU



Dr. Karuna Kanta Sarma  
Principal Scientist,  
AICRP on Forage, AAU



## 11 entrepreneurs of NEATEHUB were awarded with a grant in aid worth rupees 1 crore 35 lakhs

The North-East Agriculture Technology Entrepreneurs Hub (NEATEHUB), the agribusiness incubator of Assam Agricultural University, organized a valedictory and cheque distribution ceremony for its incubatees on 30 January 2021.

The 11 Agri start-ups of the incubator received a funding of approximately Rs.135 lakhs under the Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR). The entrepreneurs selected are from the Isanya and Saranya incubation program of the incubator for Idea stage and Startup stage respectively. Incubatees from Isanya received pre-seed funding of Rs.5 lakhs each whereas the startups from Saranya have received a maximum funding of up to Rs.25 lakhs.

The selected entrepreneurs from Isanya are Amarjyoti Chamuah of Chamuah Technocrats LLP, Dipankar Kashyap of Jalkowari, Manash Bordoloi of Mahabahu Agro Food Infra, Alok Hazarika of Pasoli Agro-Industry Pvt Ltd, Pranjal Medhi of Utoru Conglomerate, Kanika Talukdar of Jayatu Organic Products. The entrepreneurs from Saranya are Gunajit Brahma of Jeev Anksh Eco-Products (Rs.20 lakhs), Manoj Basumatary of Symbiotics Foods Pvt Ltd (Rs.20 lakhs), Amit Sharma of V.S. Solutions (Rs.20.42 lakhs), Manjul Choudhury of Bright Crop Agro Products Pvt Ltd (Rs.25 lakhs), Bijit Sharma of Ruloi Tea Trading Pvt Ltd (Rs.20 lakhs).

20 incubatees from the present cohort, who were part of a virtual incubation program due to the Covid induced restrictions, also took part in the valedictory session and were handed over certificates.

The chief guest for the valedictory and cheque distribution session was Prof. V.S. Ravishankar, Director of the National Institute of Design,

Jorhat. Assam Agricultural University's Vice-Chancellor Dr. B.C. Deka, CEO of NEATEHUB, Dr. K Karthikeyen, and Director on Board of NEATEHUB Dr. Danish Tamuly also attended the function. Prof VS Ravishankar and Dr. BC Deka handed over the cheques and certificates to the entrepreneurs.

Speaking on the occasion, Prof. Ravishankar applauded the efforts of NEATEHUB to create a sustainable environment for the budding entrepreneurs of the North Eastern region. He further stated that NID, Jorhat and NEATEHUB will collaborate to help entrepreneurs to innovate and scale up their ventures to generate more employment in the region.

Dr. BC Deka in his address emphasised the need for looking at innovation in agribusiness and to facilitate agri ventures in the region. He congratulated the entrepreneurs and encouraged them to take the produces from the northeast to the national as well as international market.

Earlier, CEO of NEATEHUB Dr. K Karthikeyen, in his welcome address, expressed the need for technology-based innovation in the north-eastern region for which adequate support and exposure was a vital requirement. He stated that due to the pandemic, the cheque distribution and valedictory ceremony was delayed by a few months. Lastly, Dr. Danish Tamuly, Director on Board NEATEHUB offered the vote of thanks.

It may be mentioned here that NEATEHUB a section 8 non profit organization was established in 2018 at the AAU campus and is an Atal Incubation Centre funded by NITI Aayog, GOI. The agribusiness incubator aims to create a sustainable environment for the budding Agri entrepreneurs of the north-eastern region, by providing the necessary technical support and mentoring/ allied services besides co-working space.





## Foreign Delegates Visit NEATEHUB

A delegation consisting of ambassadors from Republic of Congo, Fiji, Vietnam, Indonesia and Mongolia visited NEATEHUB on 22 January 2021. They were accompanied by hon'ble Vice Chancellor



of Assam Agricultural University Dr. B.C. Deka along with other officials. Dr. K. Karthikeyan CEO, and Dr. Danish Tamuly Director on Board, NEATEHUB welcomed the delegates and apprised them about the activities NEATEHUB has done to promote agri entrepreneurship in the region. He stated the delegates that the countries can come together in creating an environment of mutual cooperation with special reference to agriculture and allied services. In order to enable the agri entrepreneurs of the concerned countries. Later the delegates interacted with the start-ups functioning in the co-working space of the incubator and had detailed discussion about their products.

## Three Agri entrepreneurs bag cash award, mentorship

NEATEHUB, as a part of National Agri Horti Show has, organized North East Agri Idea Challenge 2021, The event was held from 21- 23 January 2021 at Bokakhat. At the competition Dr Rajsekhar Sapkota of Guwahati bagged the first prize for his proposal. His idea is an innovative model based on virtual platform to deliver veterinary as a service and for its application Dr Sapkota has developed an App named 'Vetmed'. His idea has the power to impact a large underserved section of farmers who have various concerns surrounding their animals", .Dr Sapkota was presented a cheque worth Rs 50,000 and will be offered mentorship by NEATEHUB in a function held on the concluding day (Saturday) of the three-day National Horticultural Show

The second prize was won by Rimjim Baruah of Jorhat for her idea of using an innovative low-cost tea-plucking device. The particular device can be used to precisely pluck the required two leaves and one bud and is expected to aid small tea growers. Moreover, the device has a feature to add a solar-powered motor for collecting the leaves in a basket.

Rimjim too was presented a cheque worth Rs 25,000 and will be offered mentorship by NEATEHUB in the same function, the official stated.

The third prize was bagged by Pronab Jyoti Powrel, an agri student from Biswanath Chariali, for his idea to create Krishi Sakhas in various clusters of the State and in turn support them with adequate training to assist farmers, the official disclosed.

Pronab is also planning to host a web portal that helps in buying and selling of crop waste such as stubble, hay, etc.

Pronab was handed over a cheque worth Rs 10,000 and will be offered mentorship by NEATEHUB in the same function.

Among other dignitaries, the prize distribution ceremony was graced by Minister of Agriculture,



Veterinary etc., Atul Bora and Water Resources, Science and Technology Minister Keshav Mahanta.

The three winners were selected from 10 shortlisted proposals out of a large number received by the organisers of the competition. The candidates were selected by a group of panellists consisting FICCI Director, North East Chapter Biswajit Chakravorty, Assistant Director Horticulture Joint Director, Govt. of Assam, Dr. Khageswar Sarma and officials of NEATEHUB.

## Deputy Chief Minister of Arunachal Pradesh, Dr. Chowna Mein visits the Incubator

NEATEHUB (AIC-AAU Incubator) had the honour to host the Hon'ble Deputy Chief Minister of Arunachal Pradesh, Dr Chowna Mein on 7 January 2021. He was accompanied by Director – Agriculture Anong Lego and other officers from Department of Agriculture, Arunachal Pradesh . During his visit to the incubator Deputy Chief minister was felicitated by Vice Chancellor of Assam Agricultural University , Dr B. C Deka . The dignitaries during their visit interacted with the incubatees of NEATEHUB as well. This was followed by a powerpoint presentation on NEATEHUB and its activities delivered by K.Karthikeyan, CEO, NEATEHUB at the conference hall of the incubator. The Deputy Chief minister and his team was on a day long visit to the university, to seek scientific intervention , support , help and guidance in research and development of agriculture and allied services in their state.



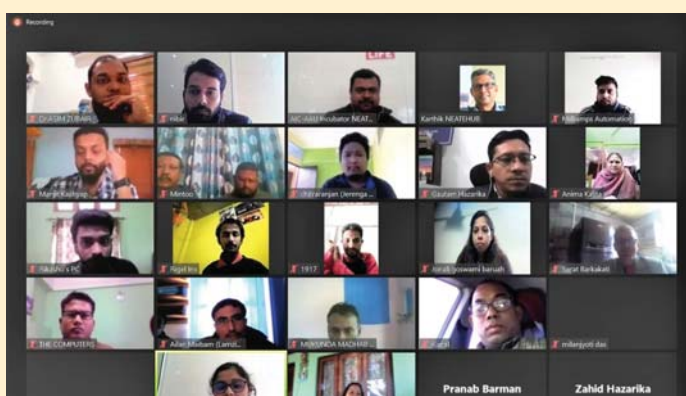
## Tongbram Bijiyashanti shines at “Mapping the Changemakers of NER” awards

Tongbram Bijiyashanti Devi, an incubatee from third cohort of Isanya (pre seed incubation) have been awarded 1st position by KIIT TBI & BRTC under the initiative “Mapping the Changemakers of NER” for her proposal “Eco-friendly approach to produce garments from lotus fiber” under startup category. Bijiyashanti hails from Manipur and is the founder of the startup Sanajing Sana Thambal. Her startup extracts fibre which are used as thread to prepare customize products such as ties , scarfs etc. Besides the start-up also produces lotus tea which has proven to be extremely beneficial for health. Bijiyashanti was recently in the news when her efforts were lauded by the Prime minister of India Narendra Modi in his monthly radio talk show “Mann ki Baat”.



## Isanya 4.0 and Saranya 3.0 incubatees inducted in a Virtual Inaugural Ceremony

NEATEHUB, welcomed its entrepreneurs of Cohort 6 in a virtual inaugural ceremony. The ceremony was held on 23 December 2020 , the Cohort 6 consists of startups from Isanya 4.0 (pre seed stage) and Saranya 3.0 (seed stage). The startups were briefed about the entire incubation program and the kind of support they will receive from the incubator at every stage. Ever since the world was struck by the pandemic , NEATEHUB have been carrying forward the incubation virtually in accordance with the govt. guidelines. The incubatees from the present cohort are as follows :-



### ISANYA 4.0

Sl No	Name	Startup Name
1	Mr. Gautam Hazarika	Bor Noi Organics Pvt. Ltd.
2	Mr Abhishek Sarkar	SOHOTA
3	Chinmoy Kumar Phukon	Jerenga Technologies
4	Mrs. Nandita Dowerah	AAMI



5	Mr. Majaharul Islam Sarkar	Sarkar Firm
6	Manjit Kashyap	Fitentials
7	Dr. Syed Alimaz Hussain	Moriesh Duck
8	Mr. Nummeir Ahmed	The Leafy Story
9	Anima Kalita	Kalita Food Product
10	Ailan Maibam	Lamzing Technologies Private Limited
11	DIPJYOTI DEKA	MILLIAMPS AUTOMATION
12	Mr. Zahid Hazarika	Mehtaza Textiles Pvt. Ltd
13	Somnath Chanda	Brahmaputra techno Pharmaceuticals Pvt. Ltd.

### SARANYA 3.0

Sl No	Name	Startup Name
1	Dr.Asim Zubair	Alia Biosys
2	Mr. Sankaracharya Rabha	Allied Crop Care Pvt. Ltd
3	MUKUNDA MADHAB GOGOI	M.PR POULTRY FEEDS
4	Jonali Goswami Baruah	Namsesu
5	Mr. Prabhu Gupta	JGM Industries
6	anjan kumar sarma	SURGE I Foundation
7	BIJOY KUMAR GOGOI	NEBDH PLOW Private Limited
8	Mr. Milan Jyoti Das	ASSAM INNOVATION & RESEARCH CENTRE
9	Pranab Jyoti Barman	Earthy Fresh

## Manoj Kumar Basumatary bags “Entrepreneur of the year award”

Since its inception NEATEHUB takes pleasure and pride in celebrating the success of its entrepreneurs. And the incubatees also have provided the incubator with many such opportunities. It was one of those instances when one of our entrepreneurs, Mr Manoj Kumar Basumatary popularly known as “The Pig Man” was conferred with the “Entrepreneur of the Year” award. In a glittering event organized by the news channel DY365 Basumatary received the award from the Honourable Chief Minister of Assam Mr. Sarbananda Sonowal. It was the 8th edition of the awards show where the channel felicitates people from different walks of life. Manoj Basumatary is the CEO and Co-founder of start-up Symbiotics Food which is a social enterprise dealing with pig farming. He also has a range of product line dealing with pork based products titled “a slice of gahori”. Prior to being an entrepreneur he was serving as a highly placed



official in a nationalised bank. But his indomitable spirit and zeal to be an entrepreneur made him leave his well paid and secured job. He has received a grant in aid support by RKVY- RAFTAAR to materialize his Artificial insemination effort for providing quality healthy piglets.

## NEATEHUB shines in pitch fest

NEATEHUB is humbled and happy to be in the winning list of pitch fest during the 12 weeks training programme organized by Wadhvani Foundation in association with AIM (Atal Innovation Mission), NITI Aayog and Bill and Melinda Gates Foundation held on 25 November 2020. There were in total 16 incubators from different regions and domains (defense, biotech, health tech, agritech, UNEP social sector etc) with nearly 48 participants (CEO and Incubation Manager). The AIC- AAU incubator managed to bag the second prize in the coveted event. Prior to the pitch fest in the 12

weeks programme trainings were imparted to the incubators on critical success elements matrix. Dr. k. Karthikeyan CEO, and Dr. Danish Tamuly Director attended the training programme on behalf of NEATEHUB.





## Robotics, Data Analytics lab set up at NEATEHUB

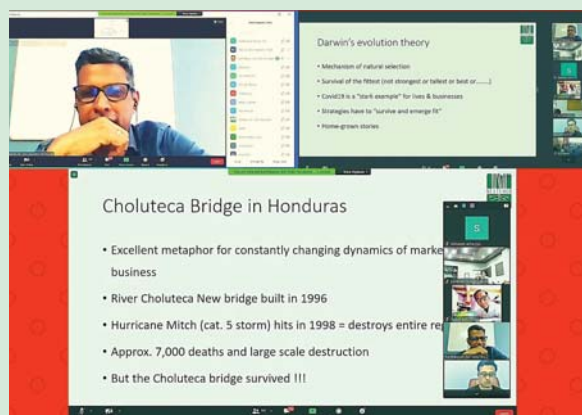


The agri sector in the present times uses sophisticated technologies such as robots, temperature and moisture sensors, aerial images and GPS technology. These technologies

allow the businesses involved in agriculture and allied sectors to be more productive, profitable, efficient and safe. Keeping this objective in mind NEATEHUB has established a state of art robotics and data analytics laboratory for start-ups at its incubation centre. The laboratory has been set up with technical support from Olatus systems private limited, a tech start-up from Assam. The laboratory is one of a kind in north-east and the start-ups from the region will be able to access and utilize it for product development, prototyping, ideation, research, smart analytics, artificial intelligence and Internet of Things (IOT). The laboratory in the long run could create agri-tech solutions to myriad of agri and allied sector problems.

## NEATEHUB participates in a webinar titled "Opportunities in Agri-Business Ventures in North East India"

A national webinar on "Opportunities in Agri-Business Ventures in North East India" on 6 and 7 October 2020 by ICAR-RCNEH. The event was graced by many dignitaries and joined by many entrepreneurs of the region. NEATEHUB (an AIC- AAU Incubator) was represented by Dr. K. Karthikeyan, who was invited as a speaker. Speaking on the occasion Dr. Karthikeyan emphasised the need to accelerate the agri-business scenario of the region, as it has immense potential to be the growth engine. But sadly so far the sector has not been properly tapped. During the webinar he interacted with many entrepreneurs from the region and also apprised them about the kind of activities NEATEHUB has been doing since its inception.



## Kanika Talukdar wins "Best Progressive Farmers Award" of Nalbari

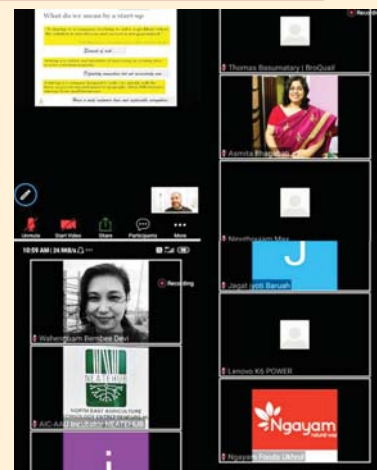
"Great works are performed not by Strength but by Perseverance" - Samuel Johnson.

Kanika Talukdar is one such Lady who has been constantly proving this saying. Time and again she has proved her mettle with sheer dedication and resolve. She is founder of the Jay Vermi Compost, it was with a meagre 500 Indian rupees she started the business. Presently she has a turnover of approximately 15 lakhs per annum. Kanika Talukdar, is an Incubatee from NEATEHUB Cohort I. She received another recognition when she was awarded the "Best Progressive Farmers Award 2020-21" of Nalbari District on the occasion of India's 74th Independence Day. She received the award from Nalbari District Agricultural Officer in a felicitation ceremony. Besides she has also received a fund of 5 lakh as a pre seed grant from RKVY- RAFTAAR scheme as an incubatee of NEATEHUB.



## Start-up Story an motivational session organized for the entrepreneurs of NEATEHUB

Ever since the pandemic struck mankind, the morale of people in general across the world have been adversely affected. The entrepreneurs are no exception to this as well. They suffered heavy losses in their business. Similarly the entrepreneurs of NEATEHUB have been affected by the pandemic. To inspire the entrepreneurs a peer to peer learning session titled “Startup Story” have been initiated by the incubator. In the first virtual session held on 3 October 2020, Dr. Priyanshu Sarma, founder - Innotech Agropostikam Pvt. Ltd shared the story of his startup. Dr Sharma is an incubatee of NEATEHUB from the first cohort.



## NEATALKS a video series initiated by NEATEHUB

In an initiative to connect with people, attract more entrepreneurs and publicize the activities of NEATEHUB in the social media platforms. The incubator has come up with a video series titled “NEATALKS” featuring eminent personalities from different spheres of life to speak about specific aspects of entrepreneurship and its importance. Since the video series have launched, institutional heads of different institutes have participated in NEATALKS. For instance Prof. VS Ravishankar of National Institute of Design, Jorhat spoke about

importance of design in solving entrepreneurial problems. Director of CSIR- NEIST, Dr. G. Narhary Sastry spoke about entrepreneurial facilities at NEIST and their collaboration with institutes like NEATEHUB. Similarly Dr. Ashok Bhattacharyya, Director of Research, Assam Agricultural University spoke about different “AAU technologies which are ready for commercialization for entrepreneurs”. In the coming times the incubator looks forward to collaborate with more such dignitaries to penetrate the entrepreneurial ecosystem of the region.

## NEATEHUB officials invited to All India Radio, Jorhat

The officials of the Dr. Danish Tamuly, Director on Board, NEATEHUB and Dr. K. Karthikeyan, CEO NEATEHUB, participated in Radio Talk show on 31 December 2020 organized by All India Radio, Jorhat. The talk show was hosted by Prosanto Dutta, and was aired on the weekly programme “Krishak Bani”. During the show the Dr. Tamuly spoke elaborately about the activities of NEATEHUB and how the incubator can work as a catalyst to change the agri-business scenario. Besides he also cited examples of many entrepreneurs of Jorhat and Assam who have made a difference in the agri-business sector. Later Dr. Karthikeyan wished everyone a prosperous new year and welcomed people to visit the incubator.





## Officials of NEATEHUB visit its Entrepreneurs

The officials of NEATEHUB, Angira Sarmah (Admin/ Finance Manager), and Amitava Mukherjee (Marketing Officer) were on a two-day due diligence visit of the incubatees. The visit was primarily for the incubatees who have received funding under Isanya, I, II, and Saranya, the pre-seed and seed-stage funding programs of the incubator. The officials visited the production and packaging facilities of Manoj Basumatary, Bijit Sarmah, Kanika Talukdar, Pranjal Medhi, Deepankar Kashyap, Gunajit Brahma, Alok Hazarika, Amit Sharma, Amarjyoti Chamuah, Monjul Choudhury.



During the visit, they inspected the start-ups on various parameters, including the status of the start-ups, infrastructure, equipment/ lab, technical capacities, regulatory compliances, market traction, project team, etc. It is to mention that these entrepreneurs have received funding of approximately 1.35 crores under the RKVY RAFTAAR scheme.

## Drishtee ropes in NEATEHUB to conduct an orientation program

Drishtee – a Delhi-based organization working as a technology solution provider in rural India, has partnered with NEATEHUB to provide incubation-round training to its 12 candidates shortlisted for the incubation round. These candidates are selected from over 1100 proposals Drishtee received under “Made in Rural India, Gram Udyog- Idea Pod”, MIRI GU-IP. The two-month-long program role of NEATEHUB would be to work with the entrepreneurs on their ideas and innovations to transform them into viable and sustainable business ventures. The

rigorous and structured orientation program is developed by NEATEHUB in its entirety, keeping in view its practical applicability. The program kicked off on 8 March 2021, with Dr. Karthikeyen, CEO, NEATEHUB taking the inaugural session. Ever since its inception, NEATEHUB has been handholding several incubators of the region. It has been organizing capacity-building workshops on functioning of Incubators, staff management, marketing strategy, financial management, content development, etc.

## Director on Board of NEATEHUB invited to “Hello Krishi Bani”

The Director on Board of NEATEHUB, Dr. Danish Tamuly was invited as a speaker to the weekly live phone-in talk show of All India Radio, Jorhat “Hello Krishi Bani” on 25 February 2021. The hour-long talk show was aired on All India Radio’s medium wave frequency from 9.30 to 10.30 AM in the morning. The talk show hosted by Kirti Bordoloi of All India Radio Jorhat focused on the role of NEATEHUB in developing the entrepreneurship and start-up scenario in northeastern India. The show garnered an overwhelming response with as many as 23 callers dialling the program to understand the work of NEATEHUB and also enquiring different aspects of agri-entrepreneurship, raising capital investment in infrastructure and machinery, etc. Besides Dr. Tamuly also touched



upon various important aspects of modern agriculture including farm mechanization, IOT (Internet of Things) in agriculture, etc. He also highlighted how NEATEHUB has substantiated its start-ups with co-working spaces, funding support, and market linkages.



**Reach us at:**



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