



# BUZZ @ NEATEHUB

## HALF YEARLY NEWSLETTER

(Incubator of Assam Agricultural University)

April 2024 to September 2024







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<b>Editor</b>	: Dr. Danish Tamuly, Nibir Akash Baruah
<b>Email</b>	: <a href="mailto:info@neatehub.org">info@neatehub.org</a>
<b>Phone</b>	: 6913648112

# Foreword



**Dr. Bidyut C. Deka**  
*Vice Chancellor*  
*Assam Agricultural University*

In today's rapidly evolving world, the role of innovation and entrepreneurship in agriculture has become more crucial in light of the changing socio-economic scenario. With increasing challenges in food security, climate resilience, and rural development, platforms like NEATEHUB are essential in fostering new ideas and solutions for sustainable agricultural growth.

Assam Agricultural University has a long-standing legacy of contributing to rural advancement, and NEATEHUB stands at the forefront of this mission. Its incubation programs empower entrepreneurs with the tools, mentorship, and resources they need to convert innovative ideas into scalable agribusiness ventures. This directly contributes to regional economic growth, employment creation, and the advancement of sustainable agricultural practices. Collaboration remains at the core of NEATEHUB's approach. By bringing together academia, industry leaders, policymakers, and the farming community, we create a unique ecosystem where innovative ideas can thrive and impactful partnerships can be formed.

I wholeheartedly appreciate the efforts of the dedicated team at NEATEHUB for their unwavering commitment to fostering entrepreneurship and driving agribusiness innovation. I also extend my warmest congratulations to the agripreneurs who are actively shaping the future of agriculture with their visionary solutions. Reflecting on NEATEHUB's journey and its successes in the past six months, let us reaffirm our shared commitment to innovation, resilience, and sustainable growth. I invite you to explore this newsletter to learn more about the initiatives, successes, and opportunities that define NEATEHUB's contribution to Assam's agricultural landscape.



# From the Desk of Director



**Dr. Danish Tamuly**  
*Director (NEATEHUB)*  
*Co-PI (RKVY-RAFTAAR)*

H.G. Wells famously observed that the history of humanity is essentially the history of ideas, and these ideas emerge from the challenges and opportunities of their time. Agriculture, a vital vocation, has become increasingly risky in the modern era. From crop selection to post-harvest management, farmers face numerous external pressures, including unpredictable climate change, biotic and abiotic stresses, and volatile market forces influenced by global conflicts and geopolitical tensions.

This precarious situation demands a shift from business-as-usual practices to ensure both profitable food production for a growing global population and the long-term sustainability of agricultural resources. Technology must become a key driver in achieving this critical balance.

To meet this challenge, agricultural startups play a vital role in fostering synergy among key stakeholders: farmers, research and development institutions, financial organizations, and government agencies. NEATEHUB has created a dynamic startup ecosystem in the Northeast, nurturing innovations in areas such as farm mechanization, precision farming, food processing, supply chain management, and waste-to-wealth initiatives. The center has actively facilitated collaboration among diverse stakeholders, including government, research institutions, banks, and financial organizations.

This issue highlights the success of several startups graduating from NEATEHUB, showcasing their innovative solutions. Furthermore, the center actively engages in outreach activities to inspire and empower the younger generation to pursue a career in agriculture, a path often overlooked.







## ABOUT

### AAU Incubator (North East Agriculture Technology Entrepreneurs Hub – NEATEHUB)

The AAU Incubator (North East Agriculture Technology Entrepreneurs Hub – NEATEHUB) is a unique Agri Technology Business Incubator of Assam Agricultural University headquartered in AAU, Jorhat. It was established as a separate Section-8 Company under the Indian Companies Act 2013 in 2018. Since its inception, the incubator has facilitated agri entrepreneurs of the Northeast Region across different stages of their entrepreneurial journey. The AAU Incubator is funded by NITI Aayog, Government of India, and it is also recognised as a Centre of Excellence by the Dept. of Agri Cooperation and Farmers Welfare (DAC&FW) for promoting its flagship funding scheme (RKVY-RAFTAAR – Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation).

The Incubator's focus on the Agri and Allied Agriculture sectors and its promotion of emerging technologies offer unique opportunities for entrepreneurs in the region. NEATEHUB also has the establishment of three more incubators in NER – one each in Arunachal Pradesh, Mizoram and Tripura. The core sectors pursued by startups and entrepreneurs at NEATEHUB include agritech, horticulture, livestock, fisheries, food processing, soil conditioning, natural fibre, textile, medicinal and aromatic plants, small farm machinery, etc. NEATEHUB also provides specialized pre-incubation training, capacity building on company operations, accounting, and legal services for the startups. High-quality personalized mentoring and coaching for business growth are given to budding entrepreneurs. NEATEHUB offers physical co-working space for startups and entrepreneurs. It also brings in industry linkages and networking, training and business coaching, technology transfer and IP portfolio management, legal and quality assurance services, seed funding and access to investment. As of March 2024, AAU Incubator has facilitated over 190 entrepreneurs, funded 42 agri startups and provided grant-in-aid support of approximately 4.5 crores.

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# CAPACITY BUILDING





## FARMERS' AWARENESS PROGRAM TO NAVIGATE THE AGRI- PRENEURSHIP LANDSCAPE HELD UNDER NICRA

A farmers' awareness programme on "Agripreneurship: Its Prospects and Opportunities" was successfully organised on September 9, 2024, at Thengal Gaon under the National Innovations in Climate Resilient Agriculture (NICRA) initiative organised by the Department of Agricultural Meteorology, Assam Agricultural University. The event aimed to equip local farmers with the knowledge and tools to navigate the evolving agripreneurship landscape.

Dr Danish Tamuly, the Director on the Board of NEATEHUB, delivered the keynote session, offering valuable insights into the prospects and opportunities of agripreneurship. His address focused on how farmers could leverage sustainable agricultural practices and innovations to counter climate challenges while tapping into emerging markets. The program also discussed climate-resilient farming strategies and the growing demand for eco-friendly produce.



The initiative emphasised how agripreneurship can provide farmers with economic benefits and promote sustainability in the agricultural sector. It also highlighted the significant potential for entrepreneurship in agriculture, inspiring the audience to consider innovative farming practices and the growing demand for eco-friendly produce. This event is part of ongoing efforts by Assam Agricultural University and NEATEHUB to support and empower the local farming community.

## SESSION ON "ENTREPRENEURSHIP PROSPECT AND ROLE OF AN INCUBATOR HELD AT BSSRV"

The Birangana Sati Sadhani Rajyik Viswavidyalaya, as part of its induction program for newly admitted undergraduate and postgraduate students, organised a session on 'Entrepreneurship Prospects and the Role of an Incubator' on 6 September 2024. This event, a significant part of their academic journey, was held in the university's seminar hall and led by Dr Danish Tamuly, Director on the Board of NEATEHUB, Assam Agricultural University's agribusiness incubator.

Dr Uzzal Sharma, an Associate Professor at the university, delivered the welcome address. At the same time, Vice-Chancellor Prof. G. Singaiah felicitated Dr Tamuly with Gamoosa and asked the students to gain insights into the startup ecosystem through the session. Faculty members and officials from the university's Societal Business Incubation Centre also attended the event.

Dr Tamuly's session, brimming with interactive discussions, provided students with invaluable insights into the entrepreneurial landscape and the

pivotal role of incubators in nurturing innovation and guiding startups. It was heartening to see over 60 students from diverse disciplines actively participating in the talk, seeking advice on transforming their entrepreneurial ideas into successful ventures. They also gained a deeper understanding of the substantial support NEATEHUB could offer through mentorship and incubation services.

This event marks a significant step in encouraging young minds to explore entrepreneurship and align their academic pursuits with innovation-driven career paths.



## CEO NEATEHUB PARTICIPATES AT THE 24TH NATIONAL MANAGEMENT SUMMIT

The 24th National Management Summit, organised by the Top Rankers Management Club, took place on August 30-31, 2024, at Hotel Le Meridien, New Delhi. This prestigious event brought together industry leaders and experts to discuss the theme “Building Sustainable Organizational Growth: Evolving Strategies and Processes in the AI Era.” With the ever-changing business environment posing increasingly Brittle, Anxious, Non-linear, and Incomprehensible (BANI) challenges, the summit highlighted the urgent need for agility and constant reinvention.

Dr. K. Karthikeyan, Chief Executive Officer of AAU NEATEHUB, Assam Agricultural University, contributed significantly to the discussion, offering profound insights into the intersection of sustainability and business growth. He emphasised the importance of empathy in leadership with his key message: “A



business model integrated with sustainability and empathy is the foundation for long-term success.”

His thought-provoking perspective reminds organizations to foster adaptable cultures and forward-thinking leadership as the business landscape evolves. The summit concluded with a powerful display of determination as participants renewed their commitment to driving meaningful change and contributing to sustainable growth in the AI-driven era.

## SESSION ON THE ROLE OF INCUBATORS HELD AT ASSAM WOMEN'S UNIVERSITY

A session on the “Role of Incubators in the Startup Ecosystem of North-East India” was organised at Assam Women’s University on May 13, 2024, in association with NEATEHUB. The event commenced with a warm welcome address by Dr. Prashanta Puzari, Director of IQAC at Assam Women’s University. Following this, Dr. Ajanta Borgohain Rajkonwar, Honorable Vice Chancellor of the university, graced the occasion, infusing the atmosphere with optimism towards exploring innovation and entrepreneurship. She spoke about the importance of job creators instead of job seekers.

Dr. K. Karthikeyan, CEO of NEATEHUB, led the session, enlightening students about the essence of startups and the offerings of NEATEHUB. The session culminated with a vote of thanks from Bijoy Gogoi, Assistant Professor in the Department of Political Science at Assam Women’s University, followed by a group photograph. The events saw over 60 participants.





## CEO NEATEHUB ACCOMPANIES A DELEGATION FROM THE NETHERLANDS EMBASSY TO BIONEST-IASST GUWAHATI

Dr K. Karthikeyen, Chief Executive Officer of NEATEHUB, Assam Agricultural University, accompanied by Dr Dhoya Snijders, Innovation Counsellor at the Netherlands Embassy, led a team on a visit to the BioNEST-IASST (Institute of Advanced Study in Science and Technology) facility in Guwahati on 30 April 2024. The visit aimed to assess the progress and development of the incubation centre, which is focused on nurturing entrepreneurship in the North East Region.

The delegation observed significant strides in the BioNEST-IASST facility's operational progress during the visit. This facility is pivotal in fostering innovative ventures and supporting aspiring entrepreneurs. The team expressed satisfaction with the advancements



and commended the efforts to promote innovation and entrepreneurship in the region.

The visit highlights the continued collaboration between India and international partners in advancing innovation and sustainable growth in the North East.

## TALK ABOUT IGNITING INNOVATION AND ENTREPRENEURSHIP HELD

Dr. K. Karthikeyen, CEO of NEATEHUB, delivered an expert talk on "Igniting Innovation and Entrepreneurship" at Girijananda Chowdhury University on 23 April 2024 in an event organised by the University's Entrepreneurship Development Cell. The talk drew a large and diverse audience, including enthusiastic students and esteemed faculty members eager to learn about fostering entrepreneurial skills in today's dynamic environment.

Dr. Karthikeyen's insightful and engaging discourse resonated deeply with the attendees, igniting a spirit of innovation and entrepreneurial drive. Drawing from his vast experience in innovation ecosystems, he inspired participants to embrace transformative ideas and take bold initiatives. His talk sparked meaningful discussions on how students can harness their creativity and entrepreneurial ambitions to shape the future.



The event successfully highlighted the role of innovation and entrepreneurship in driving progress, motivating participants to pursue their ideas and dreams with newfound energy.



# EVENTS





## NEATEHUB HOSTS TEJASWINI IDEATHON PITCHING ROUND

On 31st July 2024, NEATEHUB hosted the Tejaswini Ideathon pitching round, an exciting platform showcasing the talents of around 40 women entrepreneurs from Jorhat and nearby districts. The event, supported by the Industries and Commerce Department (Govt. of Assam) and implemented by NEHHDC (North Eastern Handicrafts and Handlooms Development Corporation Ltd.), highlighted innovation across six key sectors: Handicraft & Handloom, Health & Wellness, IT & ITES, Agri-allied & Food Processing, Tourism & Hospitality, and Green/Sustainable Enterprises.

The top 50 ideas presented will receive expert guidance, mentoring, and handholding support to further develop their entrepreneurial journeys. In addition, cash prizes of ₹1,50,000, ₹1,00,000, and ₹75,000 will



be awarded to the top three positions, with special recognition for student ideas, women in technology, and innovative concepts from homemakers.

Dr. K. Karthikeyan, CEO NEATEHUB was among the jury members. NEATEHUB looks forward to future collaborations and to supporting these inspiring entrepreneurs in their ventures.

## NEATEHUB HOSTS VIRTUAL SENSITIZATION SESSION FOR KRISHI VIGYAAN KENDRAS, SHOWCASING AGRI-BUSINESS OPPORTUNITIES UNDER RKVY-RAFTAAR

NEATEHUB, the agribusiness incubator of Assam Agricultural University, successfully organised a virtual sensitisation session for Krishi Vigyan Kendras (KVKs) on 30 July 2024, highlighting the immense scope and opportunities in the agri and allied business sectors under the RKVY-RAFTAAR scheme, supported by the Ministry of Agriculture & Farmers Welfare. The event, which drew participation from over 100 attendees, aimed to inspire and guide aspiring entrepreneurs in the agriculture sector, providing them with crucial insights into incubation and funding possibilities.

The session commenced with an insightful welcome address by NEATEHUB's CEO, Dr. K. Karthikeyan, who emphasised the incubator's role in driving innovation and entrepreneurship in agriculture. Dr Danish Tamuly, Director on Board of NEATEHUB, delivered a detailed presentation on the incubator's offerings, shedding



light on the various incubation programs, mentoring opportunities, and funding support available to budding agri-preneurs under the RKVY-RAFTAAR initiative.

The session provided valuable information on how KVK trainees and others involved in agriculture can transform their business ideas into viable enterprises with the support of NEATEHUB's incubation programs.

## WORKSHOP ON SETTING UP AGRI-ENTREPRENEURSHIP FACILITATION CENTRES AT KVKs HELD

NEATEHUB, with the support of the Directorate of Extension Education, Assam Agricultural University, successfully hosted a workshop on “Setting up Agri Entrepreneurship Facilitation Centres at Krishi Vigyan Kendras (KVKs)” on 3rd June 2024. The workshop gathered Subject Matter Specialists from KVKs across the region to enhance the entrepreneurship ecosystem within the agricultural sector.

The event featured key sessions, including a Problem Identification session led by Dr. K. Karthikeyan, CEO of NEATEHUB, where participants explored critical challenges KVKs face in fostering entrepreneurship. Dr. Danish Tamuly, Director on Board at NEATEHUB, delivered a session on Setting Up Incubation Centres at KVKs, offering a roadmap for empowering these institutions to support budding agri-entrepreneurs.



This workshop marks a significant step in empowering KVKs to become vital players in nurturing agricultural innovation and entrepreneurship. The knowledge shared, and connections made during the event will drive future efforts to establish incubation centres across KVKs, further boosting regional agri-business development.

## STATE BANK OF INDIA AND NEATEHUB SIGN MOU

NEATEHUB, the agribusiness incubator of Assam Agricultural University, has signed a Memorandum of Understanding (MoU) with the State Bank of India (SBI) to enhance support and services for agri entrepreneurs and agri-tech startups. The signing ceremony occurred at NEATEHUB's learning centre on May 22, 2024.

The SBI team was led by Mr S Subramanian, Deputy General Manager of SBI's Agri-Business Unit, and Mr David N. Lhouvum, Regional Manager at the SBI regional office, along with other officials. NEATEHUB was represented by its CEO, Dr. K. Karthikeyan, Dr. Danish Tamuly, and other incubator officials. Established in 2018, NEATEHUB aims to strengthen the agribusiness ecosystem in the region. The incubator has mentored nearly 200 startups and disbursed over four crores in grants-in-aid.

The MoU outlines the roles and responsibilities of both parties to support sustainable agriculture and allied activities. Key objectives include providing hassle-free finance to eligible agri entrepreneurs trained by NEATEHUB, facilitating emerging high-tech agricultural activities, and addressing areas of improvement among agri entrepreneurs. The partnership will also

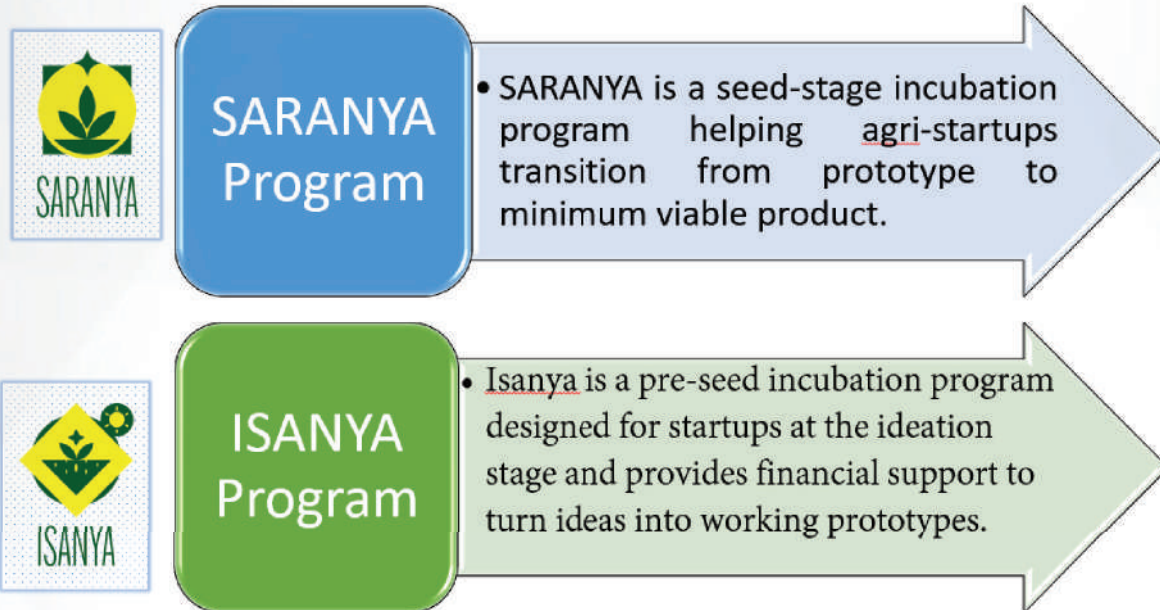


focus on mentoring, networking, capacity building, and advisory support in agriculture.

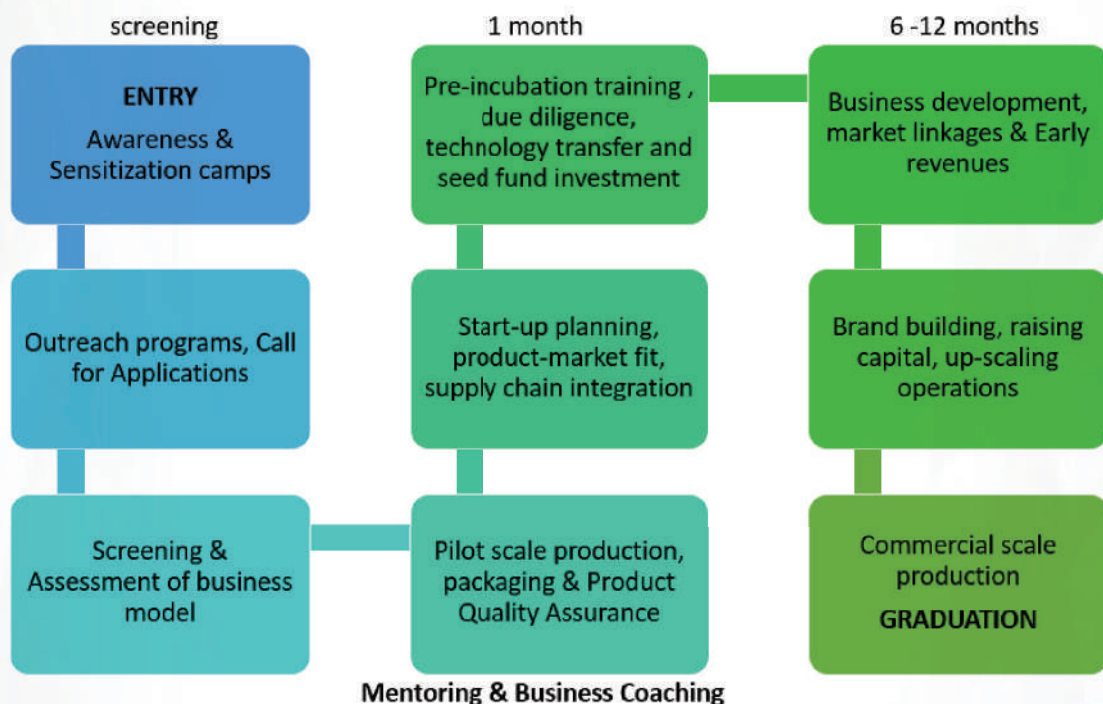
Looking ahead, this collaboration between NEATEHUB and SBI holds immense potential. SBI's role in disseminating information on general banking, credit counselling, and financial literacy to agri entrepreneurs will be instrumental in their growth. This MoU is a solid foundation for further collaboration between NEATEHUB and SBI on related activities, promising a bright future for agribusiness.



## INCUBATION PROGRAMS OF NEATEHUB



## INCUBATION PROGRAM STRUCTURE





# VISITORS





## CHIEF SECRETARY OF ASSAM DR RAVI KOTA VISITS NEATEHUB AND INTERACTS WITH STARTUPS

On 16 August 2024, Dr. Ravi Kota, IAS, Hon'ble Chief Secretary of the Government of Assam, visited the AIC-AAU Incubator (NEATEHUB) at Assam Agricultural University. Dr. B.C accompanied them. Deka, Hon'ble Vice-Chancellor of Assam Agricultural University, and Registrar Mr Tapan Gohain, Dr Kota interacted with several innovative startups incubated at NEATEHUB, including Resolin Technologies, Eco Web Labs, and Innotech Agropostikam. He expressed keen interest in their groundbreaking work.

During the visit, Dr. K. Karthikeyen, CEO of NEATEHUB, presented an overview of the incubator's achievements and initiatives, highlighting its contributions to fostering agribusiness innovation. Dr. Kota's visit coincided with the joyous 77th Foundation Day Celebrations of the College of Agriculture. This significant event brought



together stakeholders in the agribusiness sector. Dr. Kota's presence added to the celebratory atmosphere as the Chief Guest.

The visit highlights NEATEHUB's role as a driving force in nurturing entrepreneurship and innovation in Assam's agribusiness sector.

## AIR FORCE OFFICIALS VISIT NEATEHUB, APPLAUD AGRI-STARTUPS GROWTH

On 27 June 2024, Air Vice Marshal Dr. S. Shankar, Principal Medical Officer of HQ Eastern Air Command, and Air Commodore Dr. Sunil Agrawal of Jorhat Air Force Station visited the AIC-AAU Incubator (NEATEHUB). During their visit, they interacted with agri-startups. They expressed excitement about the vibrant growth of entrepreneurial ventures in the North Eastern region. The visit highlighted the increasing recognition of NEATEHUB's role in fostering innovation and supporting agri-startups, contributing to the region's economic and agricultural development.



## NEATEHUB AND AIC NIPER GUWAHATI TO COLLABORATE FOR STRENGTHENING THE ENTREPRENEURSHIP ECOSYSTEM IN NORTHEAST INDIA

The AIC-AAU Incubator (NEATEHUB) welcomed a delegation from AIC NIPER Guwahati Foundation on June 6, 2024, for a strategic meeting to enhance the entrepreneurship ecosystem in Northeast India. The visiting team, led by the esteemed CEO Dr. B.B.V Bindu, Incubation Manager Dr. Biswadeep Das, and Assistant Manager Technical Ramita, brought their wealth of experience and knowledge.

Dr. K. Karthikeyan, CEO of NEATEHUB, gave an in-depth presentation documenting the incubator's operations, achievements, and initiatives. A fruitful discussion followed, focusing on the incubation process and how both institutions can collaborate to foster regional innovation and entrepreneurship. The AIC NIPER team also interacted with Innotech Agropostikam, one of NEATEHUB's innovative startups. They were impressed by the work being done by NEATEHUB to support agribusiness and allied sectors.



Both AIC NIPER Guwahati and NEATEHUB are excited to announce plans for a collaboration that will significantly boost support for startups and entrepreneurs across Northeast India. This partnership is expected to strengthen the region's entrepreneurial ecosystem and profoundly impact innovation, economic growth, and sustainable development.

## WOMEN ENTREPRENEURS FROM THE HUB JORHAT VISIT NEATEHUB FOR OUTREACH EVENT

On June 3, 2024, a dynamic group of women entrepreneurs from The Hub, Jorhat, visited NEATEHUB as part of an outreach event to foster learning and growth. During the visit, Angira Sarmah, NEATEHUB's Admin and Finance Officer, provided an insightful overview of the incubator's operations, highlighting the opportunities and resources available to these entrepreneurs once their incubation period at The Hub concludes.

The women entrepreneurs also had the opportunity to interact with Innotech Agropostikam, an innovative startup incubated at NEATEHUB, exchanging ideas and insights on the vibrant startup ecosystem. This interaction facilitated knowledge sharing and sparked the potential for exciting future collaborations, filling the air with hope and anticipation.

The visit also showcased the strong partnership between The Hub and NEATEHUB, established through



an MoU to support local entrepreneurs and enhance the region's startup landscape. This collaboration continues to empower the region's entrepreneurs, helping them thrive in their business ventures.



## NERAMAC MANAGING DIRECTOR VISITS NEATEHUB TO EXPLORE COLLABORATION OPPORTUNITIES

On 31 May 2024, Cmde Rajiv Ashok (Retd.), Managing Director of NERAMAC (North Eastern Regional Agricultural Marketing Corporation), visited NEATEHUB. During his brief visit, Cmde Ashok was provided with an overview of NEATEHUB's activities and initiatives to support agribusiness startups. The discussions centred around potential collaborations between NERAMAC and NEATEHUB to strengthen the agribusiness ecosystem in the region through joint efforts. Both parties expressed enthusiasm for future partnerships that would benefit startups and enhance the agricultural and entrepreneurial landscape of Northeast India.



## FORMER TEZPUR UNIVERSITY VICE CHANCELLOR VISITS NEATEHUB INCUBATOR

Dr. Pradip Chandra Deka, former Vice Chancellor of Tezpur University, visited the NEATEHUB incubator on 18 May 2024 to gain insights into its ongoing initiatives. During his visit, NEATEHUB officials provided a comprehensive briefing on the incubator's activities and the support it offers to emerging startups.

Dr Deka engaged with the in-house startup Innotech Agropostikam and commends their innovative efforts and contributions to agribusiness. A distinguished expert in Genetics and Plant Breeding, Dr. Deka has been recognised with the prestigious ICAR Senior Fellowship and WINROCK International Fellowship. He previously served as Professor and Head of the Department of Agricultural Biotechnology at Assam Agricultural University. He also held the position of Vice Chancellor at Sir Padampat Singhania University in Udaipur, Rajasthan.



With his wealth of experience and knowledge, Dr. Deka's visit underscores NEATEHUB's commitment to fostering innovation and collaboration in the agricultural sector. His insights and commendation further strengthen the entrepreneurial ecosystem in Northeast India, aligning with NEATEHUB's mission to support and promote startups in the region.



# START-UPS IN NEWS





## STARTUPS PITCH FOR FUNDING AT NEATEHUB UNDER RKVY-RAFTAAR

From 14 to 17 May 2024, a Selection Investment Committee (SIC) held pitching sessions for startups under NEATEHUB's Isanya and Saranya cohorts, part of the RKVY-RAFTAAR program. 32 startups pitched their ideas virtually before the SIC panellists, with Dr. A.S. Rao serving as committee chairman. Of the participating startups, 21 were recommended for

funding, amounting to a total of ₹2.32 crores. This initiative highlights NEATEHUB's continued support for innovative startups in the agribusiness sector, providing financial backing to foster growth and development across the region.

The list of the recommended startups is shared below-

### Recommended Start-ups under Pre – Seed Stage (Isanya programme)

SI No	Name of Start-up	Name of Founder
1	Naturitech Pvt Ltd	Dr Ayekpam Chandralekha
2	Poets & Packagers	Ananya Gogoi
3	Vaishnavi Silk Farm	Rajashree Bhradwaj
4	Vidhi Analytica LLP	Partha Pratim Baruah
5	We Grow	Manikanta Wairokpm
6	Mushrooms Solutions	Nikumoni Baruah
7	Trip to Farm	Manash Pratim Baruah
8	NGN Treemate Pvt Ltd	Nayanjyoti Gohain

### Recommended Start-ups under Seed Stage Seed Stage (Saranya Programme)

SI No	Name of Start-up	Name of Founder
1	Siddharth Das	Ruralnomics Pvt Ltd
2	Syed Badrul Islam	Bafa Bags India Pvt Ltd
3	Anup Sarmah	Mahabahu Fisheries Pvt Ltd
4	Anu Mandal	AVA Creations Social Impact Foundation
5	Diganta Saikia	Khowang Exotic Food Solutions LLP
6	Arif Ali	Riftak Industries LLP
7	Amarjyoti Chamuah	Chamuah Engineering & Machineries Pvt Ltd
8	Sankaracharya Rabha	AGR Pioneer Seeds Pvt Ltd
9	Pranjal Kumar Medhi	Utoru Conglomerate LLP
10	Kanika Talukdar	Jayatu Organics Products LLP
11	Dr Jayakumar Karuppusamy	Jakaru Technologies (OPC) Pvt Ltd
12	Sreyance Modi	Altere Innovations Pvt Ltd
13	Pooja Huzuri	Meteeeka Global LLP

## AROMICA TALKING FINGERS – A UNIQUE CAFÉ PROMOTING INCLUSIVITY IN GUWAHATI

In a world where inclusivity and diversity are becoming increasingly important, Aromica Talking Fingers, a unique café by the serene Dighalipukhuri in Guwahati, stands out as a remarkable initiative in the city's café culture. Founded by Ranjit Baruah, entrepreneur and founder of Aromica Tea, the café offers a charming ambience, an exquisite array of teas, and a solid commitment to empowering differently-abled individuals. This inspiring commitment is a testament to the power of inclusivity and the potential of every individual, making it a place that everyone can support and be a part of. The startup Aromica Tea has received funding of 10 lakhs from NEATEHUB under the RKVY-RAFTAAR scheme.

Aromica Talking Fingers operates with the philosophy that everyone deserves equal opportunities regardless of physical abilities. The café is run by a team of differently-abled individuals who bring warmth and positivity to every customer interaction. This initiative by Ranjit Baruah, an incubatee of AAU NEATEHUB, exemplifies his dedication to creating an inclusive space where talent and enthusiasm are celebrated without limitations.

Aromica Talking Fingers promises an unforgettable experience not only because of its commitment to



inclusivity but also because of its carefully curated menu of teas and refreshments. The café offers a peaceful retreat amidst the hustle and bustle of Guwahati, making it an ideal spot for tea lovers and patrons who appreciate a socially conscious establishment.

## FOUNDER OF THE STARTUP NUTRIXERIC WINS ENTREPRENEUR INNOVATION CHALLENGE

Chinmoyee Rajkumari, founder of Nutrixeric LLP and an incubatee at NEATEHUB, has emerged as one of Assam's state winners in the Entrepreneur Innovation Challenge, organised by NITI Aayog's Women Entrepreneurship Platform and AIC SELCO Foundation. The challenge focused on boosting women's entrepreneurship in North Eastern India recognised Rajkumari for her innovative Dehydrator and Incineration Facility that converts banana pseudo-stems into khaar powder.

Nutrixeric LLP, based in Guwahati, specialises in supplying dehydrated vegetables and fruits indigenous to the Northeast. The startup also secured 5 lakhs in



funding under the RKVY-RAFTAAR scheme. The results were announced on 12 July 2024, celebrating women innovators driving economic growth and gender equality.





## LOOKING FOR CO-WORKING SPACE IN JORHAT?

NEATEHUB (AIC-AAU Incubator) now offers Premium co-working spaces for startups!

### What We Provide

- Completely air-conditioned areas
- Wifi with high speed
- 200 square foot private spaces
- Seminar room
- Learning Centre and interactive panel
- Recreation Area and a cafeteria
- Labs and Field Trails
- Opportunities for funding
- Mentoring and networking resources from experienced faculty and mentors.



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**North East Agriculture Technology Entrepreneurs Hub (NEATEHUB)**  
**2nd Floor, Old Dean Building, Assam Agricultural University, Jorhat, Assam - 785013**