



BUZZ@ NEATEHUB

ANNUAL NEWSLETTER

April 2024 - March 2025



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Dr. Bidyut C. Deka
Vice Chancellor
Assam Agricultural University

FOREWORD

It gives me immense pleasure to present the Annual Newsletter of the North East Agriculture Technology Entrepreneurs Hub (NEATEHUB), which was established under the aegis of Assam Agricultural University (AAU), Jorhat, as its agribusiness incubator. Indeed, the newsletter of this institution is enriched with growth-oriented success stories of providing training on entrepreneurship and opening up new avenues for sustainable growth and welfare.

In the last few years, NEATEHUB has been relentlessly working for innovation and entrepreneurship in agriculture by supporting entrepreneurs at various stages of their journey. The Atal Innovation Mission of NITI Aayog and the RKVY-RAFTAAR program of the Department of Agriculture & Farmers Welfare, Government of India, funded the incubator. AAU-NEATEHUB has recommended grant-in-aid to 21 start-ups (FY 2024-25) with a total grant of Rs. 232.5 lakhs, comprising seed and pre-seed stage start-ups. Further, AAU-NEATEHUB has also rolled out the Student FIRST (Frontier Innovation and Research in Science and Technology) Start-up.

During the reporting period, AAU-NEATEHUB has implemented one residential Advanced Entrepreneurship and Skill Development Programme (ESDP) and seven one-day Entrepreneurship Awareness Programmes (EAPs) in KVKs and Zonal Research Stations (ZRS) for budding entrepreneurs. Moreover, five start-ups have participated in the recent Advantage Assam 2.0 – Investment and Infrastructure Summit 2025, held on February 25-26, 2025. Our incubator believes in the co-creation of the start-up and entrepreneurship ecosystem and hence, it has formalised three memorandums of understanding (MoUs) with Zoho, LegalWiz, and Tally.

This newsletter includes valuable information for attracting new entrepreneurs who have been cherishing hope for profitable engagement in quality agricultural production and value-added processing sectors. I sincerely appreciate the team of NEATEHUB for their dedicated work to uplift the strong start-up ecosystem in the university. I believe that the motivational stories of this newsletter will also bring new hope and glory to the hearts and minds of the youths who are eagerly waiting for shaping their career in agricultural entrepreneurship in the future.

DIRECTOR SPEAKS

The NEATEHUB incubation center at Assam Agricultural University is making remarkable progress in transforming the startup ecosystem of the northeastern region. It has emerged as a pivotal hub for nurturing innovation-driven startups in the agricultural and allied sectors. As the state prepares for significant advancements in its entrepreneurial journey, embracing STEM (Science, Technology, Engineering, and Mathematics), and responding to the call of

our esteemed Chief Minister at the recently held Advantage Assam 2.0, NEATEHUB is committed to leading the way by establishing and maintaining a world-class business incubation center.

I am excited to present the newsletter for 2025, which highlights the activities, achievements, and milestones reached during the 2024-2025 financial year, thanks to the dedicated efforts of the NEATEHUB team and the entire Assam Agricultural University community. With over 195 supported startups from the region and approximately Rs 700 lakh in funds disbursed or in process, the AAU incubation center is determined to continue this momentum in the future. Under the dynamic leadership of Dr. Bidyut C. Deka, Hon'ble Vice Chancellor of AAU Jorhat, and the proactive NEATEHUB team, I believe the possibilities are limitless.

Additionally, I would like to highlight the unique AAU self-funded Student FIRST program, which embodies the principle of "Catching Them Young." This initiative has come full circle, granting four innovative student ideas a financial award of Rs 4.00 lakh each to transform their concepts into proof of concept. On behalf of the team, I sincerely thank the Ministry of Agriculture and Farmers Welfare, particularly the RKVY-RAFTAAR scheme, for their unwavering financial and technical support in fostering the agri-entrepreneurial ecosystem in Northeast India, and specifically in Assam.

I also extend my heartfelt gratitude to our well-wishers, who have supported us in our times of need. Wishing everyone in advance, "A Happy Rongali Bihu!"



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



Bidyut Bikash Rajkonwar

Chief Operating Officer (COO), NEATEHUB
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WORD FROM COO

NEATEHUB, a non-profit section 8 company established by the Assam Agricultural University has seen an exponential growth of the start-up ecosystem in the last 6 years in the agriculture and allied sector. With 195 incubatees out of which 63 start-ups have graduated and were paid grant-in-aid worth ₹7 crore (USD 0.81 million) under the RKVY scheme of Ministry of Agriculture and Farmers Welfare, Govt. of India.

These start-ups have generated more than 100 and 630 direct and indirect employment respectively. NEATEHUB have played a significant role in this growth journey, providing critical support to nearly 200+ start-ups and partnering with other stakeholders to drive initiatives and deriving tangible business outcomes from collaboration. NEATEHUB have operationalised the Student FIRST program focussed on the students of Assam Agricultural University to take their ideas to Proof of Concept (PoC) stage with a corpus grant of ₹4 lakh/student idea team (USD 4600/student idea team).

With continued momentum in 2024-25, NEATEHUB is poised to catapult its journey in building a sustainable start-up ecosystem in the agriculture and allied sector acting as a key pillar to drive innovation led economic growth with special focus on gender equity.

This impact would not have been possible without the unwavering support of Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR), Assam Agricultural University (AAU), RKVY-RAFTAAR Agri-Business Incubator's (R-ABI) network in Arunachal Pradesh, Mizoram and Tripura and the outstanding team at NEATEHUB. Our special thanks to NEATEHUB's Former CEO, Dr. Karthikeyen K, Innovation Manager Smt. Angira Sarmah, Facilities Manager Smt. Shibanee Acharyya, Content Development/PR Manager Shri Nibir Akash Baruah for their spectacular services. Their constant guidance and resources have been instrumental in strengthening our incubation initiatives. We extend the sincere gratitude to our incubated startups for their relentless passion and to the new NEATEHUB team whose commitment has been the driving force in the catalytic development of the start-up enterprises.



ABOUT US

NEATEHUB is an agribusiness incubator at Assam Agricultural University (AAU), supported by NITI Aayog and funded under the RKVY-RAFTAAR scheme. It promotes innovation and entrepreneurship in agriculture and allied sectors by providing mentorship, funding, infrastructure, and market linkages to startups.

The North East Agriculture Technology Entrepreneurs Hub (NEATEHUB) is an Atal Incubation Centre established by NITI Aayog, Government of India. Founded in 2018 as a separate Section-8 Company under the Indian Companies Act, 2013, it serves as an incubator associated with Assam Agricultural University (AAU) in Jorhat. NEATEHUB is the only Agri Technology Business Incubator (TBI) in the North East region of India and has been recognized as a "Centre of Excellence" by the Department of Agriculture Cooperation & Farmers Welfare (DAC&FW), Government of India.

The Neatehub partners with RKVY-RAFTAAR (Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation) and has established three handholding Agri incubators (R-ABI) in Arunachal Pradesh, Mizoram, and Tripura. NEATEHUB collaborates with 36 institutions, including CSIR NEIST (Jorhat), NIDJ, IIT-GB, KIIT - TBI (Odisha), MANAGE (Telangana), and ICRISAT (Telangana). To date, NEATEHUB has granted ₹16.4 Crores in funding to entrepreneurs through support from NITI Aayog and the Department of Agriculture.

1200+

applications
till date

60+

startups
incubated

8

states in
Northeast

16+

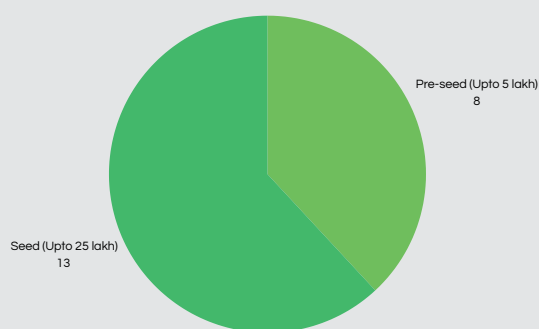
grant-in
aid (in crore)

SPOTLIGHT

January 10th 2025, Jorhat: NEATEHUB organised a "Cheque Distribution Ceremony" honouring the innovative and excellent work of 21 Start-ups selected for a total Grant-in-Aid Support of Rs. 232.5 Lakh under the "Innovation and Agri Entrepreneurship Development Programme" of RKVY-RAFTAAR, Ministry of Agriculture & Farmers Welfare.

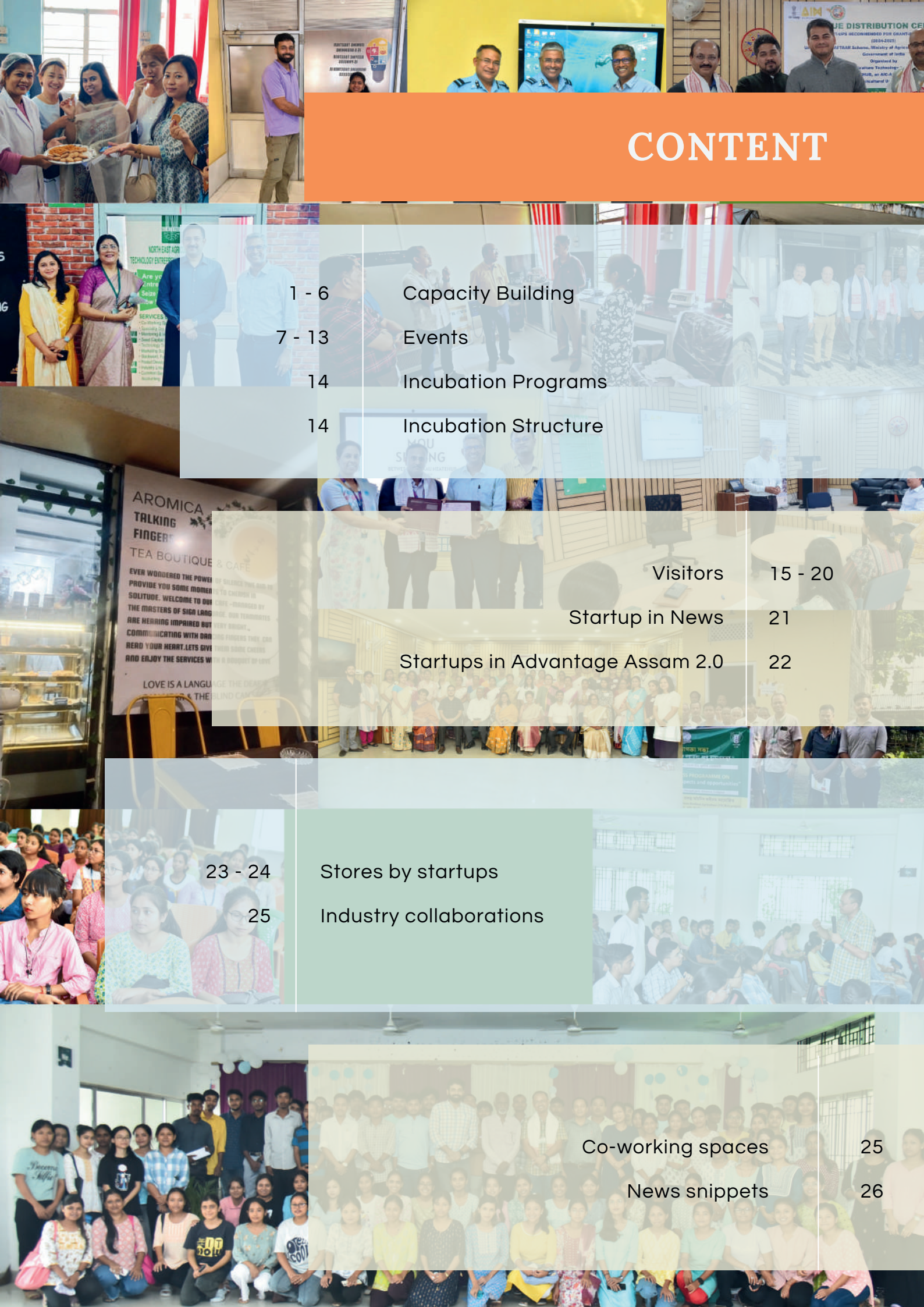
The event was inaugurated with the Lighting of Lamp by the Dignitaries and a Guru Vandana by Sweta Nanda, PhD Scholar, Soil Science, AAU. Dr Danish Tamuly, Director on Board - NEATEHUB delivered the opening address where he emphasised on the importance of innovation and technological intervention in agricultural sectors.

The Chief Guest for event, Dr Anup Kumar Das, Director of Post Graduate Studies, Assam Agricultural University applauded the achievement and contribution of the Startups in their efforts to explore the unexplored areas of Agriculture and Allied sectors and thus fostering innovation among the budding & aspiring entrepreneurs. Dr Binoy Kumar Medhi, Director of Students Welfare, Assam Agricultural University graced the event as the Special Guest and he congratulated the startups and encouraged them to continue their contributions to the region and the agricultural community. Dr Luna Dutta Baruah, Director on Board of NEATEHUB delivered the vote of thanks and appreciated the dignitaries and the participants for their support and contributions in making the event a great success.



Total - 21 startups
Funding - Rs. 232.5 lakh



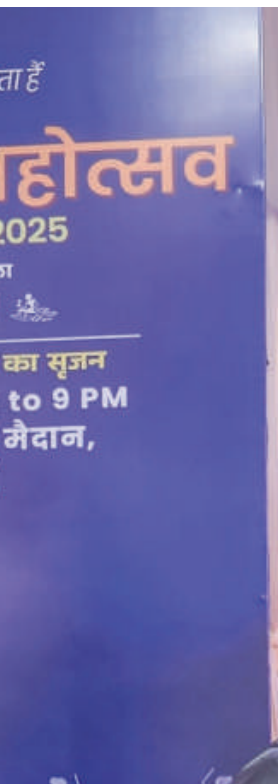


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CAPACITY BUILDING



DIRECTOR, NEATEHUB PARTICIPATES AT AN ENTREPRENEURSHIP BOOTCAMP ORGANIZED BY HDFS (DEPT. OF COMMUNITY SCIENCES)

February 13th 2025, Jorhat: Dr. Danish Tamuly, Director on the Board of NEATEHUB, was the resource person for a session on "Concept of Entrepreneurship: Meaning, Definition, Characteristics, and Types" during the training program titled "Capacity Building for Adoption of Technology" (CAT) for Progressive Farm Women, sponsored by NABARD. His session highlighted the fundamentals of entrepreneurship, emphasizing innovation, risk-taking, and adaptability in fostering sustainable agri-based enterprises.

Dr. Tamuly also discussed different types of entrepreneurship, encouraging farm women to explore value addition, agri-processing, and allied sectors. His address motivated participants to adopt technology for increased productivity and growth.

COO, NEATEHUB PARTICIPATES IN THE GRAMEEN BHARAT MAHOTSAV ORGANIZED BY NABARD

February 10th 2025, Guwahati: Bidyut Bikash Rajkonwar, COO, NEATEHUB attended and delivered an insightful speech at the Grameen Bharat Mahotsav in February 2025, organized by NABARD under the theme "Fostering Heritage, Creating Livelihood." His address highlighted the importance of entrepreneurship in empowering rural communities and creating sustainable livelihoods by leveraging local resources and preserving traditional knowledge.

He engaged with participants from diverse backgrounds, explaining how entrepreneurship can transform rural economies by introducing innovative practices and value addition. His speech inspired attendees to explore entrepreneurial opportunities, emphasizing that preserving heritage while creating livelihoods can foster long-term economic growth and self-reliance.

FARMER'S AWARENESS PROGRAM TO NAVIGATE THE AGRIPRENEURSHIP LANDSCAPE HELD UNDER NICRA

September 9th 2024, Golaghat: A Farmers' Awareness Programme on "Agripreneurship: Its Prospects and Opportunities" was successfully organised 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, Director on the Board of NEATEHUB, delivered the keynote session highlighting agripreneurship opportunities. He emphasized leveraging sustainable practices to address climate challenges and access emerging markets. The session also covered climate-resilient farming strategies and the rising demand for eco-friendly produce.

NEATEHUB TEAM ATTENDS THE ENTREPRENEURSHIP BOOTCAMP BY TEZPUR UNIVERSITY

February 17th 2025, Tezpur: Representatives from NEATEHUB attended the Innovation, Design, and Entrepreneurship (IDE) Bootcamp at Tezpur University in February, 2025, organized by AICTE and MoE under the vision of Prime Minister Shri Narendra Modi. It was a valuable learning experience, focusing on design thinking, business models, and funding strategies. The team also engaged with prospective student entrepreneurs during the bootcamp.



CMO, NEATEHUB PARTICIPATES IN KAZUNA 5, INDIAN JAPAN INTELLECTUAL CONCLAVE



February 7th 2025, Guwahati: Partha Borthakur, CMO, NEATEHUB attended Kizuna 5: The India-Japan Intellectual Conclave in Guwahati, held ahead of Advantage Assam 2.0. The event provided an enlightening experience, opening new horizons of thought on entrepreneurship and innovation. Engaging discussions on cross-border collaboration and technological advancements inspired fresh ideas for fostering entrepreneurial growth and strengthening India-Japan partnerships.

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



September 6th 2024, Golaghat: Birangana Sati Sadhani Rajyik Viswavidyalaya organized a session on 'Entrepreneurship Prospects and the Role of an Incubator', led by Dr. Danish Tamuly from NEATEHUB, Assam Agricultural University.

Dr. Tamuly's session provided valuable insights into entrepreneurship and emphasized the critical role of incubators in nurturing innovation. He highlighted how NEATEHUB supports aspiring entrepreneurs through mentorship, incubation services, and resource access. Over 60 students from various disciplines actively participated, seeking guidance on refining their ideas and transforming them into successful ventures. The session also familiarized them with NEATEHUB's ecosystem.

FORMER CEO, NEATEHUB PARTICIPATES AT THE 24th NATIONAL MANAGEMENT SUMMIT

August 31st 2024, New Delhi: The 24th National Management Summit, hosted by the Top Rankers Management Club on August 30-31, 2024, at Hotel Le Meridien, New Delhi, focused on "Building Sustainable Organizational Growth in the AI Era." The event emphasized the need for agility and reinvention to address the challenges of a rapidly changing BANI (Brittle, Anxious, Non-linear, and Incomprehensible) world.

Dr. K. Karthikeyan, former CEO of AAU NEATEHUB, emphasized that integrating sustainability and empathy into business models ensures long-term success.



His perspective urged organizations to cultivate adaptability and forward-thinking leadership. The summit ended with participants reaffirming their commitment to driving meaningful change and sustainable growth in the AI era.

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

May 13th 2024, Jorhat: A session on the "Role of Incubators in the Startup Ecosystem of North-East India" was held at Assam Women's University, in collaboration with NEATEHUB, which emphasized the importance of creating job creators.

Dr. K. Karthikeyan, former CEO of NEATEHUB, briefed students on startups and NEATEHUB's offerings. Bijoy Gogoi, Assistant Professor, delivered the vote of thanks, and the session concluded with a group photo of 60+ participants.



TALK ABOUT IGNITING INNOVATION AND ENTREPRENEURSHIP HELD IN GIMT

April 23rd 2024, Guwahati: Dr. K. Karthikeyen, former CEO of NEATEHUB, delivered an expert talk on "Igniting Innovation and Entrepreneurship" at Girijananda Chowdhury University 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 inspiring talk energized participants, encouraging them to embrace innovation and pursue entrepreneurial ideas. The event highlighted the role of innovation in shaping the future and motivated attendees to take bold initiatives.

FORMER CEO, NEATEHUB ACCOMPANIES A DELEGATION FROM THE NETHERLANDS EMBASSY TO BIONEST-IASST



April 30th 2024, Guwahati: Dr. K. Karthikeyen, former CEO of NEATEHUB, and Dr. Dhoya Snijders, Innovation Counsellor at the Netherlands Embassy, visited BioNEST-IASST, Guwahati, on April 30, 2024, to review the centre's progress in fostering entrepreneurship.

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EVENTS

NEATEHUB HOSTS TEJASWINI IDEATION PITCHING ROUND

July 31st 2024, Jorhat: 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.

“stay hungry, stay foolish”

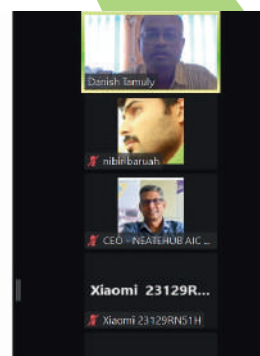
Steve Jobs

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

July 30th 2024, Virtual: NEATEHUB held a virtual sensitisation session for KVKs, showcasing opportunities in agri and allied sectors under the RKVY-RAFTAAR scheme. Over 100 attendees gained insights into incubation and funding possibilities. The session was led by the former CEO of NEATEHUB, Dr. K. Karthikeyan and the Director Dr. Danish Tamuly who highlighted the role of an incubator in agri-innovation.

AIC-AAU Incubator -NEATEHUB : Sensitization Meeting for ISANYA 9.0 & SARANYA 8.0

Dr Danish Tamuly
Director on Board (NEATEHUB)



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

June 3rd 2024, Jorhat: NEATEHUB, supported by AAU's Directorate of Extension Education, hosted a workshop on "Agri Entrepreneurship Facilitation Centres at KVKs" for KVK specialists.

The event featured sessions by Dr. K. Karthikeyan on KVK challenges and Dr. Danish Tamuly on establishing incubation centres. The workshop empowered KVKs to foster agri-innovation and entrepreneurship, paving the way for future incubation efforts.



STATE BANK OF INDIA AND NEATEHUB SIGN MoU



May 22nd 2024, Jorhat: NEATEHUB, Assam Agricultural University's agribusiness incubator, signed an MoU with SBI on May 22, 2024, to boost support for agri-entrepreneurs and agri-tech startups. The event, held at NEATEHUB's learning centre, was attended by senior officials from SBI, led by Mr. S. Subramanian, and NEATEHUB's team, including former CEO Dr. K. Karthikeyen. Since its inception in 2018, NEATEHUB has mentored nearly 200 startups and disbursed over ₹4 cr in grants.

TALLY SOLUTIONS AND NEATEHUB SIGN MoU

March 6th 2025, Jorhat: NEATEHUB signed an MoU with Tally Solutions to empower startups with essential financial management tools, including bookkeeping, stock management, and access to credit. This partnership aims to strengthen the financial literacy of agri and allied startups in Assam.

During discussions, NEATEHUB and Tally officials explored opportunities to enhance financial awareness and equip entrepreneurs with the skills needed to maintain accurate financial records and secure funding effectively.

The MoU was formally signed in March 2025 by the Director of NEATEHUB and representatives from Tally Solutions. This collaboration marks a significant step toward improving financial literacy for startups in the region.



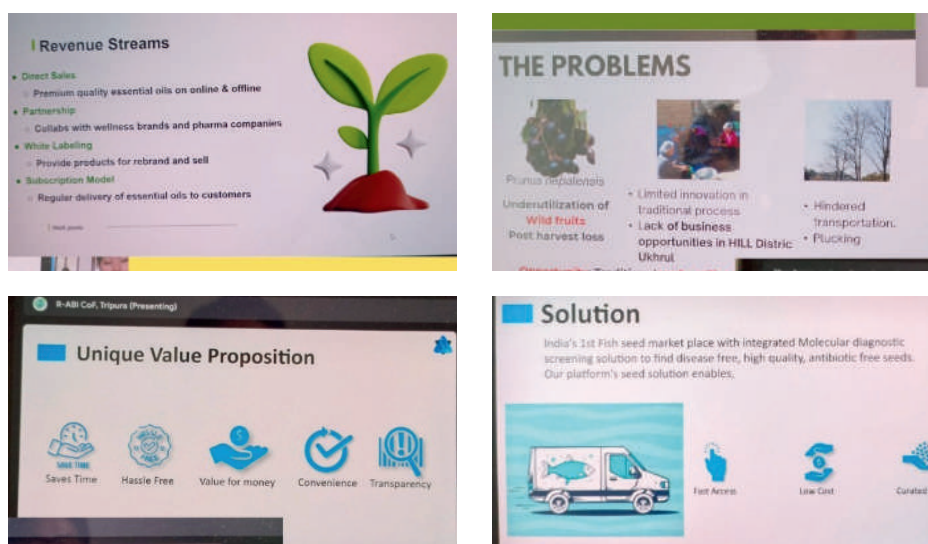
“do what you love,
and success will follow”

Richard Branson

NEATEHUB CONDUCTS STUDENT ENTREPRENEURSHIP PROGRAM 'STUDENT FIRST'

January 30th 2025, Virtual: The Student Entrepreneurship Programme (Navyam) cultivates entrepreneurial talent by raising awareness about agri and allied sector opportunities through sensitization sessions across campuses. Psychometric tests identify high-potential candidates, who are then groomed through structured mentorship sessions. Students receive training on funding, marketing, and GTM strategies, equipping them with the confidence and skills to develop scalable, sustainable ventures.

Under the RKVY grant, NEATEHUB conducted CIC I for 11 students shortlisted from 52 applications. Following this, CIC II was held for 4 students selected from CIC I. The shortlisted students will now pitch at the SIC (tentatively in April 2025), where they will have the opportunity to secure a grant of up to ₹4 lakh to transform their idea into a PoC.



NEATEHUB is also executing Student First 2025, a business plan competition exclusively for the students of Assam Agricultural University. NEATEHUB received over 50 applications from budding studentpreneurs, and after a rigorous internal screening, 10 promising ideas have been shortlisted. These finalists will present their ideas before a distinguished jury, tentatively scheduled for May 2025. The winners will receive cash prizes of ₹50,000, ₹25,000, and ₹10,000.

The NEATEHUB team has actively mentored the shortlisted students, refining their pitches, market strategies, and business models. Beyond the prizes, the top three winners and other shortlisted students will gain access to resources worth up to ₹6 lakh, including consumables, robotics labs, market surveys, and 3D printing facilities, among others. This initiative aims to empower young innovators with the tools and support they need to succeed.

LEGALWIZ AND NEATEHUB SIGN MoU

March 17th 2025, Jorhat: NEATEHUB signed an MoU with LegalWiz.in to provide agritech startups at Assam Agricultural University with essential compliance, legal, and regulatory support. The partnership aims to offer affordable services such as company registration, IP protection, and compliance management. By leveraging LegalWiz's expertise, NEATEHUB seeks to simplify regulatory processes, allowing startups to focus on innovation and growth. This collaboration will enhance the ease of doing business for startups in the agri and allied sectors.

The MoU strengthens compliance support for agritech startups, ensuring timely legal assistance and reflecting NEATEHUB's commitment to empowering entrepreneurs.

Entrepreneur
INDIA

Legalwiz.in Partners with NEATEHUB to Empower AgriTec Startups

This collaboration aims to support AgriTech startups in the Northeast by providing them with essential business and compliance services at preferential rates.

BY ENTREPRENEUR STAFF | MAR 17, 2025

Sh

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NEATEHUB SIGNS MoU WITH ZOHO, HUBSPOT AND OTHER PRODUCT AND SERVICES

NEATEHUB has signed MoU with different companies to bring their products and services at a discounted price to our incubatees. These partnership aims to equip startups with advanced software solutions, enhancing their operational efficiency and enabling them to manage their business better



“opportunities don't happen. You create them.”

Chris Grosser

NEATEHUB CONDUCTS THE ENTREPRENEURSHIP AWARENESS PROGRAMME (EAP) IN 7 DISTRICTS IN ASSAM ALONGWITH THE KRISHI VIGYAN VENDRAS (KVKs)

March 21st to 28th 2025, Assam: NEATEHUB, in collaboration with MSME, conducted an Entrepreneurship Awareness Programme (EAP) across 7 districts of Assam through Krishi Vigyan Kendras (KVKs) from 21st to 28th March. Over 300 aspiring entrepreneurs actively participated in the sessions.



The participants gained valuable insights from industry experts on foundational modules covering business ideation, planning, and execution, equipping them with the necessary skills to launch their entrepreneurial ventures.

NEATEHUB CONDUCTS THE ADVANCED ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAM UNDER MSME, GOVT. OF INDIA

March 24th to 28th 2025, Jorhat: NEATEHUB, in collaboration with MSME, conducted a 5-day residential Advanced Entrepreneurship and Skill Development Programme (A-ESDP) from 24th–28th March 2025. Twenty entrepreneurs from various districts of Assam participated, engaging in expert-led training, exposure visits, and hands-on mentorship. The event was graced by the Hon'ble Vice-Chancellor and Director of Research, adding prestige to the program aimed at enhancing entrepreneurial skills and business growth.



NEATEHUB CONDUCTS CIC-II FOR SELECTED INCUBATED STARTUPS

March 20th 2025, Virtual: The CIC II sessions for selected incubatees from Isanya, Saranya, and Navyam were conducted in March. Over two days, 42 startups presented their pitches online before an esteemed jury, showcasing their innovative ideas and growth potential. The sessions provided valuable feedback and guidance to the participating startups, helping them refine their business models and strategies for future success.



NEATEHUB CONDUCTS ONE-ON-ONE DEMO PITCHING SESSIONS WITH INCUBATEES

The NEATEHUB team conducted one-on-one demo pitching rounds with incubatees, where startups booked 15-minute slots to present their ideas. During these sessions, detailed feedback was provided to refine their pitch decks and enhance presentation quality.



FORMER CORPORATE GENERAL MANAGER, INDIAN OVERSEAS BANK, CHENNAI COACHES STUDENTS

March 25th 2025, Jorhat: Dr. Samir Baruah, former Corporate GM of Indian Overseas Bank, Chennai, conducted an engaging entrepreneurship session for 80+ students from Assam Agricultural University, offering valuable insights on business strategies and financial management.



INCUBATION PROGRAMS AT NEATEHUB

SARANYA

Saranya is a seed-stage incubation program helping agri-startups transition from prototype to minimum viable product

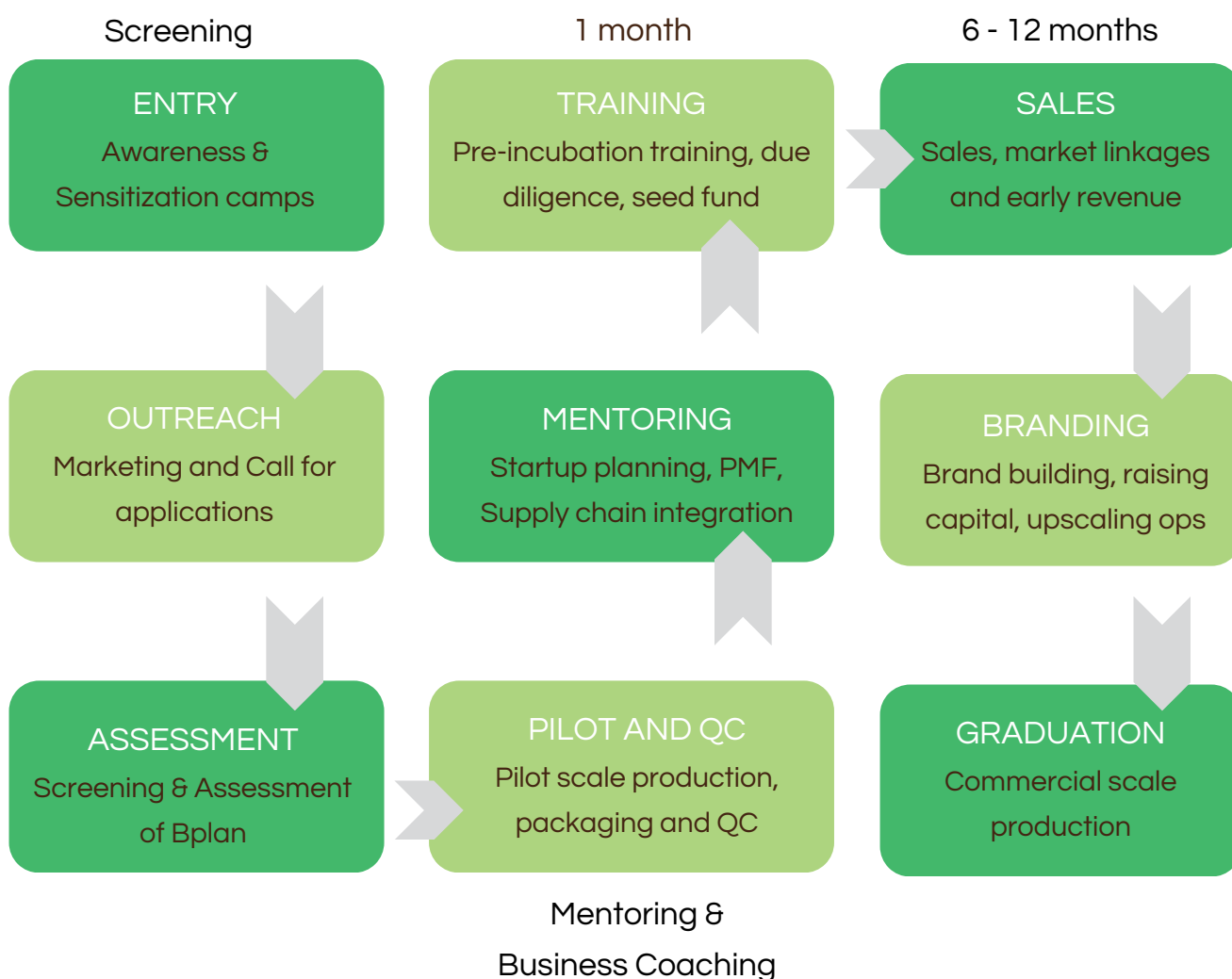
ISANYA

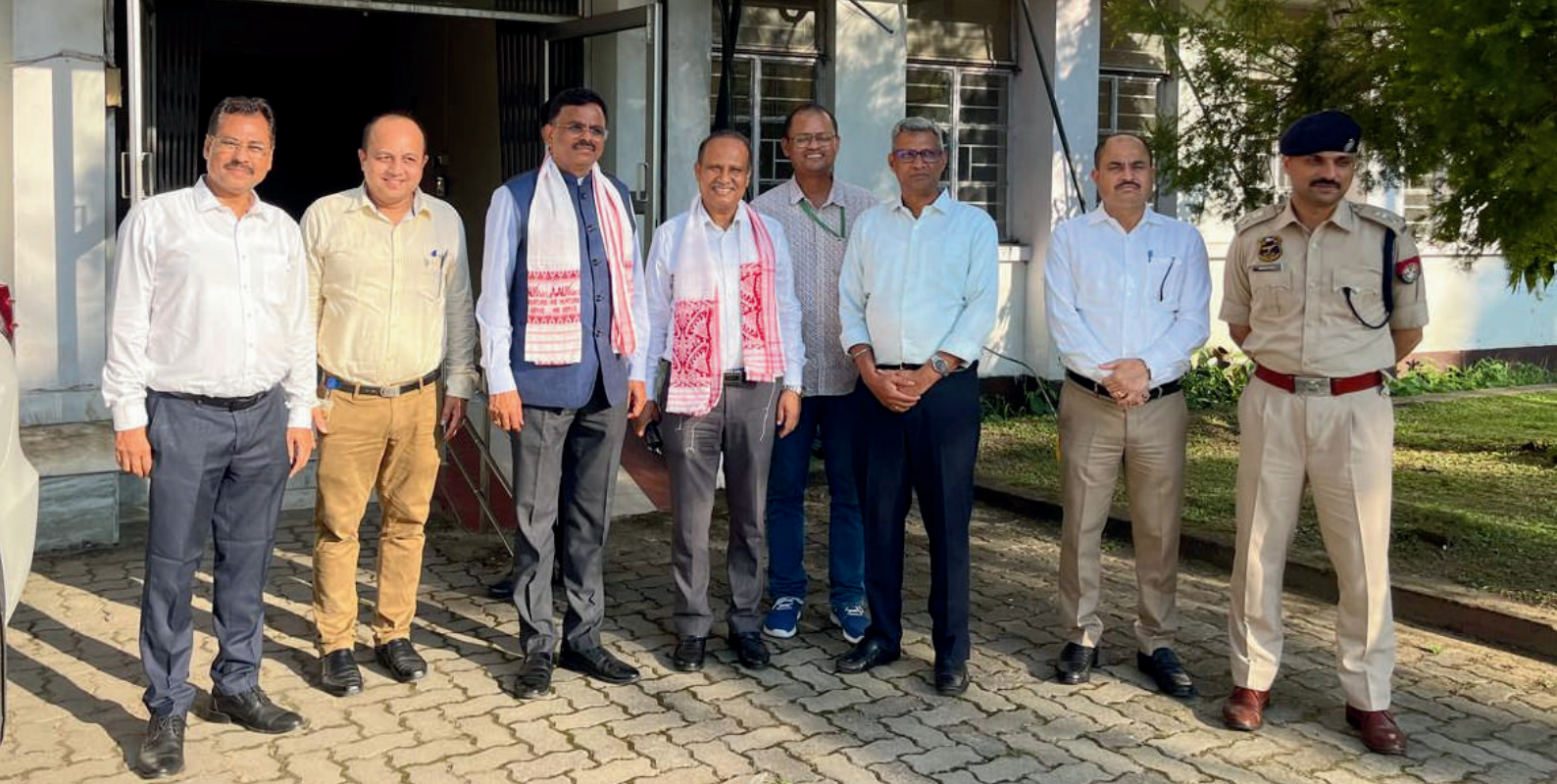
Isanya is a pre-seed incubation program designed for startups at the ideation stage and provides financial support to turn ideas into working prototypes

NAVYAM

Navyam is a student entrepreneurship initiative, through which we catch students early and groom them to be potential entrepreneurs

INCUBATION PROGRAM STRUCTURE





VISITORS

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

August 16th 2024, Jorhat: 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. Deka, Hon'ble Vice-Chancellor of Assam Agricultural University and Registrar Mr. Tapan Gohain accompanied them. 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 his visit, Dr. K. Karthikeyan, former CEO of NEATEHUB, showcased the incubator's achievements in agribusiness innovation. Dr. Ravi Kota's visit coincided with the 77th Foundation Day of the College of Agriculture, where he attended as the Chief Guest.

The visit underscores NEATEHUB's pivotal role as a catalyst for fostering entrepreneurship and driving innovation within Assam's agribusiness sector, empowering aspiring entrepreneurs with resources, mentorship and opportunities to thrive in a dynamic ecosystem.

AIR FORCE OFFICIALS VISIT NEATEHUB, APPLAUD AGRI STARTUPS GROWTH

June 27th 2024, Jorhat: 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 NEATEHUB. They interacted with agri-startups and appreciated the region's entrepreneurial growth.

Their visit underscored NEATEHUB's growing recognition in fostering innovation and supporting agri-startups, contributing to the economic and agricultural progress of Northeast India.



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

June 6th 2024, Jorhat: NEATEHUB hosted a delegation from AIC NIPER Guwahati, led by CEO Dr. B.B.V Bindu, for a strategic meeting to strengthen Northeast India's entrepreneurship ecosystem.

Dr. K. Karthikeyen, former CEO of NEATEHUB, presented the incubator's achievements and initiatives, followed by a productive discussion on collaboration to foster regional innovation. The AIC NIPER team also interacted with Innotech Agropostikam and appreciated NEATEHUB's efforts in supporting agribusiness.



The AIC NIPER team praised NEATEHUB's support for agribusiness after interacting with Innotech Agropostikam.

WOMEEDN ENTREPRENEURS FROM THE HUB, JORHAT VISITED NEATEHUB FOR OUTREACH EVENT



June 3rd 2024, Jorhat: Women entrepreneurs from The Hub, Jorhat, visited NEATEHUB to explore learning opportunities post-incubation. Angira Sarmah, Innovation Manager, provided an overview of NEATEHUB's resources. The entrepreneurs interacted with Innotech Agropostikam, exchanging ideas and fostering potential collaborations. The visit highlighted the strong partnership between The Hub and NEATEHUB, established through an MoU, aimed at empowering local entrepreneurs and strengthening the region's startup ecosystem.

FORMER NERAMAC MANAGING DIRECTOR VISITS NEATEHUB TO EXPLORE COLLABORATION OPPORTUNITIES

May 31st 2024, Jorhat: Cmde Rajiv Ashok (Retd.), former Managing Director of NERAMAC, visited NEATEHUB and received an overview of its initiatives supporting agribusiness startups. Discussions focused on potential collaborations between NERAMAC and NEATEHUB to strengthen the agribusiness ecosystem in Northeast India. Both parties expressed interest in leveraging their expertise and resources to benefit startups and promote sustainable agricultural growth.



This visit highlighted a shared commitment in enhancing the region's entrepreneurial landscape through meaningful partnerships.

FORMER TEZPUR UNIVERSITY VICE CHANCELLOR VISITS NEATEHUB

May 18th 2024, Jorhat: Dr. Pradip Chandra Deka, former Vice Chancellor of Tezpur University, visited NEATEHUB on 18th May 2024 to explore its ongoing initiatives. NEATEHUB officials provided a detailed briefing on the incubator's activities and its role in supporting emerging startups. Dr. Deka also interacted with Innotech Agropostikam and praised their innovative contributions to agribusiness.

Dr. Deka's extensive experience highlights NEATEHUB's dedication to fostering innovation and collaboration in the agricultural sector. His insights and commendation strengthen the entrepreneurial ecosystem in Northeast India.



REPRESENTATIVES FROM ICRISAT VISIT NEATEHUB



March 12th 2025, Jorhat: Representatives from ICRISAT visited NEATEHUB and delivered an informative session on copyright, trademark and patent filing to benefit the incubated startups. They also interacted with several incubatees to understand their ongoing projects and explore how intellectual property protection could enhance their innovations. The session provided valuable insights into safeguarding intellectual assets, while the interactive discussions helped identify specific support areas to strengthen the startups' growth.

REPRESENTATIVE FROM TRANSFORM TRADE VISIT NEATEHUB



March 18th 2025, Jorhat: Dipankar Sengupta from Transform Trade visited NEATEHUB to explore potential impact areas for startups in Northeast India. Discussions highlighted opportunities to empower women small tea growers, with both organizations expressing intent to collaborate in the future.

DELEGATES FROM KOBE UNIVERSITY VISITS NEATEHUB

February 25th 2025, Jorhat: Delegates from KOBE University, Japan, along with exchange students from Assam Agricultural University, visited NEATEHUB. The discussions focused on the potential and impact of startups emerging from Northeast India and explored possibilities of collaboration with Japan. Key areas included market linkages, knowledge exchange and innovation transfer.



Both parties expressed enthusiasm about fostering deeper partnerships that could facilitate access to international markets.

REPRESENTATIVE FROM GIZ VISITS NEATEHUB



March 26th 2025, Jorhat: Dr. Jeherul Islam from GIZ visited NEATEHUB, where the COO and the NEATEHUB team discussed potential collaboration opportunities with GIZ to advance aquaculture initiatives for entrepreneurship and livelihood generation in Assam, fostering growth and innovation in the sector.

REPRESENTATIVES FROM TALLY VISIT NEATEHUB

February 12th 2025, Jorhat: Tally officials visited NEATEHUB for a 3-day collaboration discussion. Tally agreed to support startups and grassroots entrepreneurs by imparting knowledge on accountancy, bookkeeping, and stock management, empowering them with essential financial skills for business growth.



The sessions concluded with the signing of an MoU between NEATEHUB and Tally, formalizing the partnership to strengthen financial literacy and operational efficiency among startups and grassroots entrepreneurs in Northeast India.

CMO OF GDC-IIT MADRAS VISITS NEATEHUB



March 6th 2025, Jorhat: Mr. M. Subramanian, CMO of GDC-IIT Madras, visited NEATEHUB, Assam Agricultural University, Jorhat, for the NITI Aayog-commissioned study, "Incubator Ecosystem for Indian Higher Education", aimed at enhancing incubator effectiveness in Indian institutions.

During the visit, we had engaging discussions on NEATEHUB's contributions to fostering agribusiness startups and strengthening the incubation ecosystem in Northeast India. We explored potential areas of improvement, knowledge exchange and innovative practices that could help align incubation models with the evolving entrepreneurial landscape. The insightful conversation opened new dimensions for strengthening incubation frameworks and creating sustainable impact.

STARTUPS IN NEWS

FOUNDER OF NUTRIXERIC WINS ENTREPRENEUR INNOVATION CHALLENGE

July 12th 2024: Chinmoyee Rajkumari, founder of Nutrixeric LLP and an incubatee at NEATEHUB, won Assam's Entrepreneur Innovation Challenge by NITI Aayog's Women Entrepreneurship Platform for her innovative facility converting banana pseudo-stems into khaar powder.



Based in Guwahati, Nutrixeric LLP specializes in supplying dehydrated fruits and vegetables indigenous to the Northeast. The startup also secured ₹5 lakh in funding under the RKVY scheme. The results, announced on 12th July 2024, celebrated women innovators promoting economic growth and gender equality.

FOUNDERS OF RIFTAK INDUSTRIES AND NE CRAFTERS WIN PRESTIGIOUS AWARDS IN BUSINESS NE CONCLAVE 2.0



March 8th 2025, Guwahati: Arif Ali and Tarik Ali, co-founders of Riftak Industries LLP, and Anshuman Goswami of NE Crafters were honored at the prestigious Business Northeast Conclave 2.0 held at Taj Vivanta, Guwahati, recognizing their impactful contributions to the dynamic entrepreneurship ecosystem of Northeast India.



The awards celebrated their exceptional achievements in driving innovation and fostering growth within the regional business ecosystem. Their success highlights the potential of Northeast India's entrepreneurs to create sustainable ventures and contribute meaningfully to the region's economic landscape.

FOUNDER OF AROMICA TEA LAUDED FOR HIS PRODUCTS BY HON'BLE PRIME MINISTER, SHRI NARENDRA MODI DURING ADVANTAGE ASSAM 2.0



CREATING BUZZ

ADVANTAGE ASSAM
2.0 SPECIAL

February 25th 2025, Guwahati: The Hon'ble Prime Minister Narendra Modi engaged in an insightful discussion with Aromica Tea, a NEATEHUB incubatee. The interaction highlighted Aromica Tea's innovative efforts in promoting Assam's rich tea heritage while contributing to the region's entrepreneurial growth and sustainability.

FOUNDER OF KRAFTINN HOME DECOR Praised by HON'BLE CHIEF MINISTER ASSAM, DR. HIMANTA BISWA SARMA DURING ADVANTAGE ASSAM 2.0

February 25th 2025, Guwahati: Hon'ble Chief Minister of Assam, Dr. Himanta Biswa Sarma, interacted with Parikshit Borkotoky, founder of KraftInn Decor and a NEATEHUB incubatee. The CM appreciated Parikshit's dedication to building a national brand from Jorhat, successfully serving customers across India through innovative online marketing.

Dr. Sarma also praised KraftInn Decor's high-quality, eco-friendly products that reflect the rich cultural heritage of Assam. His words of encouragement highlighted the potential of local entrepreneurs to make a significant impact by promoting sustainable and indigenous craftsmanship.



AROMICA TALKING FINGERS - A UNIQUE CAFE PROMOTING INCLUSIVITY IN GUWAHATI

Aromica Talking Fingers, a unique café at Dighalipukhuri in Guwahati, is an inspiring initiative by Ranjit Baruah, founder of Aromica Tea and an incubatee of AAU NEATEHUB. With ₹10 lakh funding from NEATEHUB under the RKVY-RAFTAAR scheme, the café blends charm, inclusivity and an exquisite tea selection, offering a serene experience.



Run by specially-abled individuals, the café promotes equal opportunities and showcases Ranjit Baruah's commitment to inclusivity. Aromica Talking Fingers offers a peaceful retreat with a curated menu, attracting tea lovers and patrons who appreciate impactful, community-driven initiatives.

MULTIPLE STORE LAUNCHES BY SYMBIOTIC FOODS PVT. LTD. IN GUWAHATI



Piggman, a brand under Symbiotic Foods has successfully opened multiple outlets in Guwahati. An early incubatee of NEATEHUB, Manoj Basumatary's vision to revolutionize the pork meat industry has led to the establishment of premium outlets offering quality pork products.

The first Piggman outlet opened at VIP Road, Guwahati, followed by the second store in Jalukbari, providing easy access to fresh and hygienic pork products for consumers. The brand's emphasis on quality and hygiene has resonated well with pork enthusiasts, as highlighted in their engaging social media posts. These posts showcase the vibrant customer engagement and positive feedback received from the local community.

In 2023, Manoj was awarded with Assam Gaurav Award, the highest civilian award in Assam for his efforts .

BAFA BAGS PRAISED BY HON'BLE UNION MINISTER SHRI ASHWINI VAISHNAW



CREATING BUZZ

LOCALLY,
NATIONALLY,
SOME
INTERNATIONALLY

Union Minister Ashwini Vaishnaw commended Bafa Bags, based in Golaghat, for their success in promoting sustainable business practices. Managing Director Syed Badrul Ashad shared this acknowledgment on social media, highlighting the company's dedication to eco-friendly initiatives.

STARTUPS SETTING STORES IN VARIOUS NATIONAL EVENTS



INDUSTRY COLLABORATIONS

NEATEHUB secures exclusive deals and discounts for its startups on platforms like Tally, SBI, Buffer, Zoho and HubSpot. These partnerships enhance operational efficiency and NEATEHUB remains committed to fostering more industry-startup collaborations, ensuring continued value and growth for its ventures.



CO-WORKING SPACES

NEATEHUB offers one of the best co-working spaces in Northeast India for agri-startups. Equipped with modern office spaces, conference halls and recreation rooms, it provides a conducive environment for innovation and collaboration. The facility also includes ample parking space and free Wi-Fi, ensuring convenience and seamless connectivity. NEATEHUB's vibrant ecosystem supports agri-startups in their growth journey by offering an ideal space to brainstorm, network and scale their ventures effectively.



Advanced entrepreneurship programme inaugurated at NEATEHUB, AAU

CHRONICLE NEWS SERVICE

JORHAT: The 5-Day Residential Advanced Entrepreneurship and Skill Development Programme (A-ESDP) was inaugurated with great enthusiasm at NEATEHUB, Assam Agricultural University (AAU), Jorhat on Monday. This initiative, funded by the Ministry of Small and Medium Enterprises (MSME) in collaboration with AAU, is being implemented by the North East Agriculture Technology Entrepreneurs Hub (NEATEHUB). The programme aims to equip aspiring entrepreneurs with advanced knowledge and practical skills in agri-business, innovation, and value chain development. The inaugural ceremony was presided over by the Vice-Chancellor of Assam Agricultural University, Dr. Bidyut Chandan Deka. In his keynote address, Dr. Deka underscored the significance of entrepreneurial development in strengthening rural livelihoods and enhancing the agricultural ecosystem. He emphasized that such initiatives foster innovation and market-driven solutions crucial for the growth of the agricultural sector. Dr. Sanjay Kumar Chetia, Director of Research (DR),



The entrepreneurship programme inaugurated at NEATEHUB, AAU on Monday, delivered the welcome address, highlighting the need to bridge technological advancements with practical knowledge for emerging entrepreneurs. The event was further enriched by the presence of NEATEHUB directors Dr. Danish Tamuly and Dr. Luna Dutta Baruah, along with Bidyut Bikash Rajkonwar, Chief Operating Officer (COO) of NEATEHUB. They extended their best wishes to the participants and stressed the importance of multidisciplinary collaboration in achieving entrepreneurial success. The A-ESDP has attracted 20 enthusiastic entrepreneurs from across Assam, representing diverse backgrounds and working in various value chains, including piggy, blue tea, and sericulture. The intensive five-

Tuesday, March 25, 2025

SEARCH FOR NEWS

NORTHEAST NATIONAL INTERNATIONAL TRENDING ENTERTAINMENT & LIFESTYLE JOE

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Articles

NEATEHUB: Empowering Agripreneurs, Revolutionizing Agriculture with Unstoppable Innovation and Millions in Funding – 2024

By TNEC News Desk - August 29, 2024

85 0



Agriculture Today Group's Post

Agriculture Today Group
March 11 at 11:07 AM

LATEST NEWS

LegalWiz.in, a leading LegalTech firm, has signed a Partnership MoU with North East Agriculture Technology Entrepreneurs Hub (NeateHub), the Atal Incubation Center of Assam Agricultural University, to support AgriTech startups in Northeast India. Through this collaboration, NEATEHUB's incubatees will gain access to Legalwiz.in's professional business services at preferential rates, including legal, financial, and compliance solutions. Additionally, they can avail various partner services such as eCommerce, CRM, and financial tools to help scale their ventures. This partnership aims to strengthen the region's agribusiness ecosystem by providing startups with essential resources and guidance to accelerate their growth.

#news #latestnews #AgriTech #Startups #Entrepreneurship #NortheastIndia #LegalTech

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NEATEHUB to Empower AgriTech Startups

This collaboration aims to support AgriTech startups in the Northeast by providing them with essential business and compliance services at preferential rates.

BY ENTREPRENEUR STAFF MAR 11, 2025

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NEATEHUB of AAU enters into partnership with Legalwiz.in

HT Correspondent

JORHAT, March 11: NEATEHUB (North East Agriculture Technology Entrepreneurs Hub), the Atal Incubation Centre of Assam Agricultural University, announced a strategic partnership with Legalwiz.in, a leading Legal Tech firm. This collaboration aims to provide NEATEHUB-incubated startups with streamlined access to essential legal, financial, and business compliance services, ensuring they can scale efficiently and focus on their core innovations. Danish Tamuly, Director of NEATEHUB said that as a premier incubation hub, NEATEHUB is dedicated to fostering a dynamic and sustainable entrepreneurial ecosystem in the agri and agritech sectors.

"This partnership with Legalwiz.in will enable our startups to leverage best-in-class professional services at preferential pricing. Additionally, they will have access to the Legalwiz.in Partner Services Platform—a comprehensive solution that includes eCommerce, CRM, web development, customer care, financial services, payment gateways,

and more, all at exclusive rates," he added. Regarding the collaboration, Tamuly said, "We are delighted to join hands with Legalwiz.in to offer seamless compliance solutions to our startups. This partnership will ensure that our entrepreneurs can focus on innovation and growth without worrying about regulatory hurdles. Additionally, we plan to develop a rich repository of knowledge with Legalwiz.in, benefiting not just AgriTech startups but the entire startup ecosystem in the Northeast."

Speaking on the occasion, Sanjay Sheth, Founder Legalwiz.in, said, "We are proud to partner with NEATEHUB to further catalyze & accelerate agriculture-centric entrepreneurship and startups. There is immense potential in agri-centric enterprises in the Northeast and as enablers, we stand committed to help them scale rapidly. I strongly believe that academia-industry collaborations will usher in the next phase of growth and drive entrepreneurship, creating market-leading, customer-ready products and services."



সময়- The Times's post





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