



HALF YEARLY NEWSLETTER

BUZZ @ NEATEHUB



info@neatehub.org | <https://neatehub.org/>



K. Karthikeyen,
CEO - NEATEHUB

FOREWORD

India's agricultural products export has touched a new milestone by crossing \$50 billion for the financial year 2022, making it the highest ever achieved so far by agri exports.

By 2030, India will have the world's largest population, representing a third of Asia and 17% of the world. (Source: UN). This implies a massive growth in agricultural demand with income growth accelerating consumption of meat, fruits and vegetables, cereals, etc. Cutting-edge technologies such as artificial intelligence, the Internet of Things [IoT], machine learning, big data and blockchain are poised to transform the agri sector by enabling higher productivity, superior quality, traceability, increasing profits while .

There is considerable disparity in adoption of digital agritechologies between global companies and those at the local or community levels. There is a need for innovative business models that provide viable digital solutions for small-scale farmers and entrepreneurs. Developing such solutions will need more capital and the ability to link them with markets and consumers. Technology-led innovations supported by investments can bring India on par with its global peers.



Dr Danish Tamuly,
Director on Board-NEATEHUB

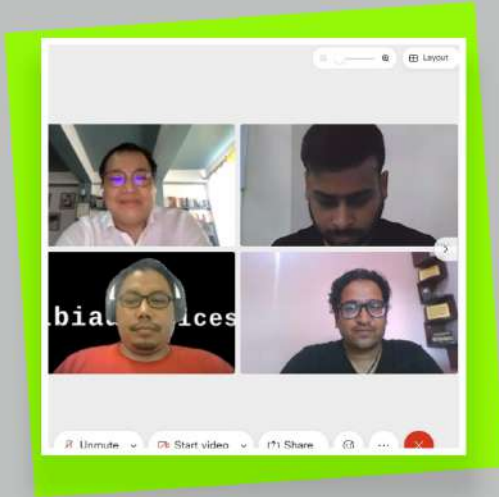
FROM THE DESK OF DIRECTOR

Of the three factors of production i.e. land, labour and capital, the degree of uncertainty is relatively higher with labour owing to their variable skillsets, interest, attitude etc. With diminishing interest of youth in agriculture and the median age of a farmer in the nation being 50.1 years (MoA&FW, Census 2011-12), revisiting the way agriculture is done even in small and marginal farm sizes would be paramount. The problem could be addressed through sequential intervention at three levels. At level one, farm implements could be developed, redesigned or identified (developed in R&D institutes), for mini or micro mechanization, to increase efficiency, reduce drudgery, enhance speed, improve access, pleasure and convenience et al for hundred thousand land parcel or production unit (in case of cattle and livestock). These tools however should be low cost and affordable to the end user and with minimal sophistication inbuilt.

Thereafter, at level two, the accessibility of the above tools by the user groups could be addressed through appropriate business model such as, pay per use, use now pay later, hiring, renting etc to farmer groups. Facilitating selection of proper tools and their utility extension services and deployment in the field or animal, creates avenues that startups can leverage.

Finally, at level three, automation through GPS tracking, sensor enabled, decision and precision farming, prediction and forecasting could value add the service provided through level two mechanization. All these requires the different ecosystem stakeholder viz., academic and R&D institutes, incubators, accelerator, investor, innovators to come together and support and nurture the youths in taking up 21st century agri mechanization challenges. Policy level decision to create a conducive ecosystem that would provide the right stimulus to the unemployed educated youth to acquire skillsets, knowledge and entrepreneurial zeal would fast forward in reaching the above goal or Agri Mechanization for AtmaNirbhar Bharat.

CHANGING LANDSCAPE IN NORTH EAST TOWARDS ENTREPRENEURSHIP



AIC- SMU Technology Business Incubator partnered with HeadStart Network, TiE, AAU NEATEHUB, and Indian Institute of Entrepreneurship, Guwahati, to organize a session on Changing Landscape in North East towards entrepreneurship on 28 September 2021. During the session, 6 Startups from North East (one each from Assam, Nagaland, Sikkim & Tripura and two from Manipur) also pitched their ideas. NEATEHUB was represented by CEO Dr Karthikeyen and other officials of the incubator.

NEATEHUB WELCOMES ITS 7TH COHORT OF ENTREPRENEURSHIP

NEATEHUB welcomed its entrepreneurs of Cohort 7 in a virtual inaugural ceremony. The ceremony was held on 4 October 2021; cohort 7 consists of startups from Isanya 5.0 (pre-seed stage) and Saranya 4.0 (seed stage). The startups were briefed about the entire incubation program and the kind of support they would receive from the incubator during their incubation process.



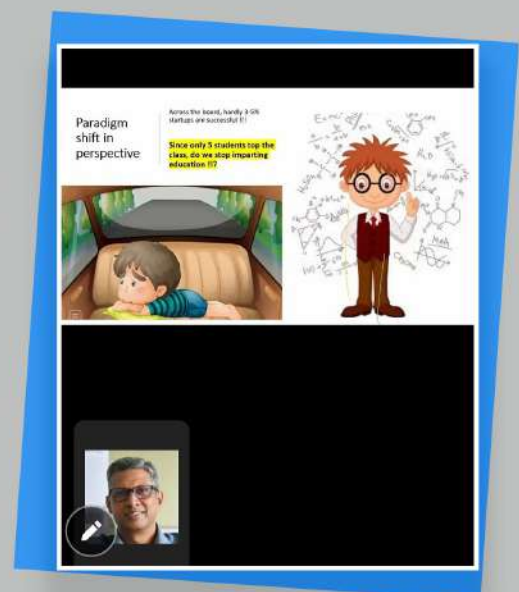
AAU STUDENT ELP PROGRAM



An orientation program titled "Linking of NEATEHUB entrepreneurship development as a supplementary program with ELP" for students was held in an academic complex of AAU on 5 October 2021. Dr Jayanta Deka, Dean faculty of Agriculture, welcomed all the students. Dr Danish Tamuly, Director on Board NEATEHUB and Mr Amitava Mukherjee, Marketing officer NEATEHUB apprised the students about the program through a presentation. The program was officially named as "AAU student ELP program" the program designed and implemented by NEATEHUB would motivate to take up entrepreneurship as a profession through the course curriculum.

CEO NEATEHUB INVITED AS A SPEAKER IN THE IMPACT LECTURE SERIES

CEO of NEATEHUB, Dr K.Karthikeyen, was invited as a resource person to speak on "Opportunities for budding entrepreneurs of North East in Agri and Allied Agri sector" organised by kakojan college under Impact lecture series under institutional Innovation Council on 1 October 2021. Over 300 students attended the virtual event and interacted with Dr karthikeyen, discussing the prospects of Agri entrepreneurship in northeast India.



NABARD DELEGATES VISIT NEATEHUB



A delegation of the National Bank for Agriculture and Rural Development (NABARD) visited NEATEHUB on 21 October 2021. The panel consisted of Dr P.S Harikrishnaraj, Vice President, Nabard Consultancy Services, Baiju N. kurup, Chief General Manager, NABARD, Assam, and Mr CSR Murty, Chief General Manager, CGM - Chattisgarh. Dr . Karthikeyen , CEO of NEATEHUB, apprised the delegation about the kind of activities the incubator has been doing to build a startup ecosystem in the northeast.

NEATEHUB SIGNS MOU WITH UNIVERSITY OF SCIENCE AND TECHNOLOGY, MEGHALAYA

The North-East Agriculture Technology Entrepreneurs Hub (NEATEHUB), the AIC-AAU incubator of the Assam Agricultural University of Jorhat and University of Science and Technology, Meghalaya, signed an MOU on 23 October 2021. The MOU aims to develop cooperation and collaboration in research for development and training within the institutions and create an ecosystem for promoting innovation and entrepreneurship within the region. The virtual event saw the officials of NEATEHUB and dignitaries from USTM, including the Hon'ble Vice-Chancellor Prof G.D Sharma and Registrar Anju Hazarika. Due to the covid restrictions, the signing was done initially through a virtual meeting, but the formal signing did happen at the USTM campus, with the curtailments coming to ease.



VIGYAAN UTSAV ORGANIZED



Dr K. Karthikeyan, CEO, NEATEHUB, was invited as a speaker in an event titled "Vigyaan Utsav" organised by Assam Science Technology and Environment Council on 8 November 2021. The virtual event was organised to mark the "75 Azadi ka Amrit Mahotsav". Dr Karthikeyan spoke on the theme of "R &D Infrastructure".

SESSION ON EXPLORING AGRIBUSINESS OPPORTUNITIES IN INDIGENOUS FRUITS OF ASSAM ORGANIZED

An awareness programme on "Agri-Business potential of Indigenous Fruits of Assam" under the project "Exploring Agribusiness Opportunities in Indigenous Fruits of Assam" funded by ICSSR - IMPRESS was organised on 10 November 2021 in Marongi, Golaghat by Dept. Of Agricultural Economics and Farm Management, Assam Agricultural University in association with NEATEHUB. The officials of NEATEHUB, Dr K. Karthikeyan, CEO, and Dr Danish Tamuly, Director of Board of the incubator, explained to the farmers about the indigenous fruits' vast business possibilities, which would generate employment and increase income.



SANSAD TV JOURNALISTS VISITS NEATEHUB



A team of Journalists from Sansad TV, the parliamentary channel of India which was created in 2021 by merging Lok Sabha and Rajya Sabha Television, visited NEATEHUB on 5 October 2021. They were on a visit to Assam Agricultural University, where they also came to the incubator. The director on Board of NEATEHUB gave them a

presentation regarding the incubator's activities. They had interactions with the incubated entrepreneurs; besides, they documented the technologies and laboratories in the incubator. The journalists who visited NEATEHUB were Ranveer Sharath, Indrajit Bhattacharjee, and Manhar Kumar. Later the activities of NEATEHUB were aired in the show titled "Smart kheti" on 15 November 2021.

ROYAL GLOBAL UNIVERSITY AND NEATEHUB JOINTLY ORGANIZES A WEBINAR

A webinar titled "The world of Startup: Opportunities in Agriculture and Allied sectors in North Eastern region" was jointly organised by NEATEHUB and Royal School of Business (Royal Global University) on 20 November 2021. The webinar was moderated by Dristi Deka, faculty, Royal school of Business, CEO, and Director on Board of NEATEHUB gave a presentation to the university students and spoke at length about various aspects of entrepreneurship. Besides, the team of NEATEHUB was also present in the session.



TRAINING SESSION HELD WITH ENTREPRENEURS OF SIVASAGAR AND CHAREIDEO



Dr Danish Tamuly , Director on Board NEATEHUB and Amitava Mukherjee, Marketing Manager, NEATEHUB, conducted a training session on Marketing and Business Development on 6 December 2021 in Sivasagar. District Industries and Commerce Centre organised the training program, Sivasagar, in association with APART and Rangpur Agri and Allied Processor Industry Association. The event saw over 50 entrepreneurs, primarily women from Sivasagar and Chareideo districts. These entrepreneurs were mainly associated with food processing, and during the training program, they were taught about various aspects of marketing and business.

NEATEHUB ENTREPRENEUR PARTICIPATES IN SIAL EXPO 2021

Bornali Sharma Boruah, the founder of the startup Easy Hut Pvt Ltd and an incubatee of NEATEHUB, participated in SIAL EXPO 2021 in Pragati Maidan, Delhi (from 9 to 11 Dec 2021). The startup produces, manufactures, and supplies superior quality frozen processed, ready to cook healthy and hygienic items. They use local ingredients, and most of the products are traditional recipes of Assam.



NEATEHUB PARTICIPATES IN A SESSION ORGANIZED BY CIA, MANAGE



Dr K. karthikeyan, CEO of NEATEHUB, was among the panellists in a webinar titled "Incubating Incubation centres for Agri-Startups" organized by CIA, MANAGE on 18 December 2021. The event saw officials from several incubators from across India. The CEO of NEATEHUB gave a small presentation about the activities of the Incubator and how it plans to grow in the future in as an incubator in the field of Agri entrepreneurship.

NEATEHUB INCUBATEE BIJIT SHARMA RAISES A FUND OF THREE CRORES

Esah Tea, (incubatee of NEATEHUB) and a D2C tea brand delivering fresh teas straight from artisanal small tea growers of Assam and Northeast, has raised three crores (\$400K) in its Pre-series A round from NEDFI Venture Capital Ltd. (NVCL). Started by 26-Year-old Bijit Sharma in 2019 from Mangaldoi, Esah Tea is based out in the world's largest tea-growing region Assam.



It presents a range of single-origin organic tea blends that are carefully curated to rejuvenate and revive mind, body, and soul with the natural healing qualities of tea leaves sourced from 150+ local gardens and marginal tea growers. In addition to this, the brand also follows an eco-friendly approach ditching the use of plastic teabags and any other harmful substances in their packaging. To promote the environment-friendly process, Esah Tea has developed the world's first plastic-free organic cotton tea bags, handmade out of pure cotton and cellulose base. The brand is headquartered in Mangaldoi, Assam and works closely with local tea gardeners to bring the best in quality. Currently, the brand offers a wide array of products, including – Whole Leaf Black Tea, Green Tea, Oolong Tea, White Tea, Also flavour teas like Organic Assam masala Chai, Rose Black Tea, Lychee Black Tea Also; some popular blends are its ionic English Breakfast Tea, herbal blends like Chamomile and Moringa Tea available at esahtea.com.

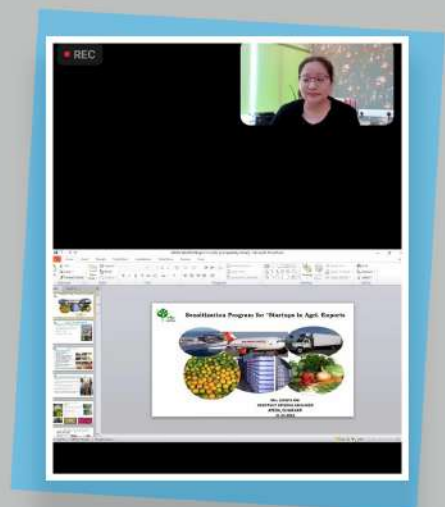
FIRST PITCHING OF STUDENT ELP PROGRAM HELD



The first pitching session for the first batch of the “ Student ELP Program” was held from 4 to 7 January 2021 on the premises of NEATEHUB. The students were divided into groups where they presented their business ideas before the experts. The two-month-long ELP program is designed to instil the zeal for entrepreneurship in these young minds. It is an ambitious program of Assam Agricultural University in coordination with NEATEHUB, which is aimed to set the tone for teaching agri-entrepreneurship and relevant skills to the Agri student community.

ISANYA 6.0 AND SARANYA 5.0 APPLICATIONS INVITED

NEATEHUB (an Atal Incubation Centre and agribusiness incubator of Assam Agricultural University) invites applications for Isanya 6.0 (Idea-stage Incubation Program) and Saranya 5.0 (Start-up Incubation Program). "Isanya 6.0" program aims to support idea-stage entrepreneurs up to the "product /MVP/ Prototype stage". Max. grant in aid up to Rs.5 lakhs. "Saranya 5.0" aims to support early-stage startups from the "Product to Market Traction" stage; aid grants vary from 10-to 25 lakhs. Applications are open from 30 December 2021, and the last date is 17 January 2022.



SENSITIZATION SESSION JOINTLY ORGANIZED BY APEDA AND NEATEHUB



A sensitization session on "Exports by Agri Startups of NER" was jointly organized by NEATEHUB and APEDA on 21 Jan 2022. The session saw officials of APEDA, including Tarun Bajaj, U.K Vats and Sunita Rai. At the same time, NEATEHUB was represented by the CEO of NEATEHUB and the Director on Board of NEATEHUB.

The session saw participants from North East and had discussions on creating a virtual platform for buyers and sellers of the North East. Besides, they also discussed the process of obtaining a certificate of origin.

NEATEHUB AND BIONEST-IASST CELEBRATES WOMEN'S DAY TOGETHER

NEATEHUB, in association with BIONEST- IASST celebrated International Women's Day via virtual mode on Tuesday, 8 March 2021. This year, the theme for International Women's Day is "Gender equality today for a sustainable tomorrow". for recognizing the contribution of the webinar titled: "Women in Innovation Innovation Addressing real-world problems". The session was moderated by Mr Sagar Kumar, Manager (Incubation & Outreach Bionest), who introduced all the eminent webinar speakers to the audience. The honourable Director, IASST, rendered the inaugural speech- Prof. Ashis Mukherjee emphasizing that Women's Day should be celebrated every day to commemorate the significance of Women's accomplishments. The session continued with the motivating talk by Dr K. Kathikeyan, CEO, NEATEHUB, who focused on the active participation of Women in NER. with their men-counterpart in creating a conducive ecosystem for facilitating the showcase of feminine creativity, innovation and entrepreneurship spirit. Dr Tania Paul Das, Manager (S&T, Bionest), has highlighted the incubation support in physical space, funding, networking, and prototyping that encourages women entrepreneurs in and around NER. The session continued with the experience sharing session of real-time women innovators like Ms Bornali Sharma Baruah, Founder of Easyhaat, Ms WatilaLongkumer, Naroki, Ms Sabina F. Saikia, Founder of Ecoweblab, Dr Anamika Kalita, DST INSPIRE Faculty, IASST Guwahati, Dr Ananya Barman, BIRAC BIG Grantee. The session was concluded with thanks from Ms AngiraSarmah, Admin/HR Manager, NEATEHUB.



CSIR-NEIST ORGANIZES A SESSION ON AWARENESS PROGRAM FOR YOUNG ENTREPRENEURS



Director on Board, NEATEHUB was invited as a speaker in an event titled "Awareness program for young entrepreneurs" organised by CSIR-NEIST Bionest on 15 March 2022. He gave a brief presentation on "Opportunities in Agri Allied Sector for youths in Northeast India". Besides the Director on Board of NEATEHUB, celebrated entrepreneur and recipient of the Assam Gaurav award, Akash Jyoti Gogoi was also invited as a speaker to the event, where he shared his entrepreneurial journey.

NEATEHUB INVITES APPLICATION FOR AGRI IDEATRONIX 1.0

NEATEHUB, in association with OLATUS systems, invites applications for Agri Ideatronics 1.0, a competition only for those trying to address the needs/ problems faced in the North East Region of India in agriculture by integrating technology. This competition is only for those whose ideas are at the ideation phase and require a platform for their development. After the due screening process, the five best ideas will finally be chosen for incubation at NEATEHUB for three months. The ideas will have to be developed into proof of concept during the incubation period. Besides food and accommodation will be provided and a nominal stipend of Rs.5,000/- per month per team member. An applicant can participate individually or in a group (max four members). All consumables during product development will be provided by NEATEHUB, subject to a maximum of Rs.1 lakh rupees per team.



DEPT. OF AGRICULTURAL STATISTICS AND DEPT. OF AGRICULTURAL ENGINEERING, AAU ORGANIZES A WORKSHOP



CEO, NEATEHUB took a session on “Data-Driven Innovation in Agriculture” in the “International Workshop on Skill Development Impact Analysis of Emerging Data with Agricultural Technology in Population Sciences” organized by Dept. of Agricultural Statistics and Dept. of Agricultural Engineering, Assam Agricultural University on 11 March 2022. The hour-long session saw the CEO discussing the data science transforming the Agri Sector, data-driven agri practices, precision agriculture and how data can be monetized. The event was a part of a week-long workshop that saw participants from different states of the North East as well as national and international experts.

NEATEHUB FEATURES IN DOORDARSHAN GUWAHATI’S HELLO KRISHI DARSHAN

The officials of NEATEHUB, Dr Danish Tamuly and Dr G.N Hazarika, participated in an hour-long phone-in live talk show “Hello Krishi Darshan” in Doordarshan Guwahati on 23 March 2022 from 5 pm to 6 Pm. The show was hosted by Mousam Hazarika, Joint Director, Dept. of Agriculture, Assam. Callers from across Assam dialled the program and asked about various activities of the incubator. The show was part of a PR building exercise of the incubator where more people would know about NEATEHUB and the opportunities the AIC-AAU incubator provides.



NEATEHUB ORGANIZES SESSION WITH DIFFERENT EDUCATIONAL INSTITUTES OF ASSAM



In a bid to promote Agri Ideatronix 1.0, NEATEHUB organized sensitization programs with different educational institutes; on March 25, 2022, the incubator held online sessions with Assam Don Bosco University, and on March 30 2022, it had a session with students of Kakojan college. The sessions were primarily organized to speak about Agri Ideatronix 1.0 an event jointly organized by NEATEHUB and Olatus systems; where Dr. K. Karthikeyen, CEO, NEATEHUB, explained Agri Ideatronix 1.0 and also why technological intervention in Agriculture is need of the hour. Besides the students, faculty members of these institutes were also present.

CAPACITY BUILDING TRAINING ON INNOVATION AND ENTREPRENEURSHIP ORGANIZED

Director on Board of NEATEHUB, Dr Danish Tamuly, attended a virtual capacity Building Training on Innovation and Entrepreneurship on 26 March 2022 as a speaker. He spoke on “Rural Worl Agri Problem: Using Innovations to Address them”. The event was part of a two-day capacity building training program organized by Assam University, Silchar.



ADDRESS

OLD DEAN BUILDING, ASSAM AGRICULTURAL
UNIVERSITY, JORHAT- 785031, ASSAM

 info@neatehub.org

 <https://neatehub.org/>