

ICAR-NRC Grapes organized “PRAYAS”, an Agri Start-ups conclave, on January 16, 2024

The Pune Agri Start-ups conclave, 2024, “PRAYAS” was jointly organized by “ABI Draksha”, ICAR-NRC Grapes, and Society for Advancement in Viticulture and Enology on January 16, 2024 at the NRL hall of ICAR-NRCG. ICAR-DOGR (Rajgurunagar) and ICAR-CIRCOT (Mumbai) were the co-organizers of this event. In his inaugural address, Dr. Kaushik Banerjee, Director, ICAR-NRCG highlighted the role that “ABI Draksha” is playing to support the agri start-ups in the domain of technology dissemination for grapes. Dr. Shiv Datt, a Principal Scientist from the IPTM unit of ICAR-HQ narrated the role of ABI Centres for the inclusive growth of the startup ecosystem of the country. The Directors of different ICAR institutes based in Pune, viz. Dr K.V. Prasad (DFR) and Dr Vijay Mahajan (DOGR), and Dr Anil Khar, the Head of the IARI Regional Station, Pune also addressed the gathering and highlighted the importance of implementation of innovative ideas in development of agro-industries concerning fruits, vegetables and floriculture sector. The Chief Guest of the event Mr. Prashant Gibane, Director General of MCCIA, Pune, mentioned about the high growth potential of agri-startups in the country. He stressed upon the utilization of innovative ideas through collaboration for betterment of the farming community.

While narrating their success stories, the representatives from leading start-up industries including AgroStar, Waycool and DeHaat shared their current and future plans of intensifying collaborations with the ICAR institutes. Dr. Arya from AgroStar mentioned strategies for reaching the farmers at the micro-level for ensuring higher returns. The representatives of SBI, HDFC and Bank of Maharashtra specifically highlighted the existing schemes that are earmarked for the startups and assured that building up the startup ecosystem is one of the major functions of the financial sector. Several private investors also participated in the program, and presented their ideas.

Dr Ajay Kumar Sharma, Principal Scientist and PI, “ABI Draksha” made the plenary presentation, which was followed by the concluding remarks of Dr Banerjee, the Director, ICAR-NRCG. The program was coordinated by Dr Sharmistha Naik, Scientist. It was concluded with a vote of thanks presented by Dr Sujoy Saha. More than 90 stakeholder representatives attended this premier event.





