Association for Innovation Development of Entrepreneurship in Agriculture (a-IDEA) is a Technology Business Incubator supported by Department of Science & Technology (DST, GOI). This is hosted at Centre for Agri Innovation, ICAR-NAARM.

**a-IDEA: Who we are**

- Sustainable Inputs
- Precision/Smart Agriculture
- Innovative Food Technology
- Supply Chain Technology
- Fisheries
- Soil, Water & Weather tech.
- ICT & IoT in Agriculture
- Animal Husbandry
- Urban/Vertical Farming
- Agri-Biotech
- Post Harvest Technology
- Farm Fresh Retail
- Farm Mechanization

**VISION**

- An agri-entrepreneurial ecosystem in India that promotes innovation through cutting edge technology and economic value return.

**MISSION**

- To support powerful agribusiness and technology ventures through capacity building and facilitating access to knowledge and resources.
a-IDEA (Association for Innovation Development of Entrepreneurship in Agriculture). It is an Agriculture focused Technology Business Incubator of National Academy of Agricultural Research Management (ICAR-NAARM), supported by DST. This is a recognized Incubator under Startup India Initiative of Government of India, housed in the centre for Agri-Innovation at ICAR-NAARM for fostering Innovation and Entrepreneurship in Agriculture in India. a-IDEA aims to help entrepreneurs ideate, incubate and accelerate their innovative early stage startups that are scalable to become competitive food and agri-business ventures through capacity building, mentoring, networking and advisory support. Since 2015, till date 45+ startups in agriculture and allied sectors have been supported through incubation & Accelerator programs, seed funded 6+ portfolio startups.

a-IDEA, NAARM - TBI has been awarded a National Award for Emerging Technology Business Incubator for 2017 by DST, GoI.

About NAARM

The National Academy of Agricultural Research Management (NAARM) is the only institution of its kind in the world focusing on capacity building in agricultural research and education management. It was established by the Indian Council of Agricultural Research (ICAR) in 1976 at Hyderabad. The primary objective of NAARM is to enhance individual and institutional capacities in National Agricultural Research Systems (NARS) for innovation & sustainable agricultural development.

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Our host & supporting organisations
· To scout and catalyze the commercial utilization of viable technologies developed at various research institutions in National Agricultural Research Systems (NARS).

· To build and accelerate the agri-business cluster across the ecosystem.

· To provide access to knowledge & networking support services in innovation & entrepreneurship in agriculture.

· To give incubation support services to the Agri-entrepreneurs for developing their businesses.

a-IDEA lends support to aspiring entrepreneurs and agri startups with key programs each aiming at different stages of agri entrepreneurship.

**Ecosystem Building Programs**

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<tr>
<th>Sensitization</th>
<th>Ideation / Krisha Kalp</th>
<th>Entrepreneurship Development Programs (EDP)</th>
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<tr>
<td>One day workshop to sensitize graduates &amp; post grads in Agri, Allied and Non Agri sectors to Sensitize students towards entrepreneurship through key note speeches, success stories.</td>
<td>PAN India ideation program to attract innovative ideas from students of Agri, Allied &amp; Non Agri sectors to develop a pipeline of innovative ideas in Agriculture through ideathons, mentoring &amp; best idea awards.</td>
<td>3-5 Day focused entrepreneurship development programs targeted to train and orient students ideas in to business models through mentoring, design thinking workshops &amp; business model canvas.</td>
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**Startup Programs**

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<th>Startup Samvaad</th>
<th>Startup 360</th>
<th>Agri Udaan</th>
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<tr>
<td>A PAN India one day program to sensitize and attract early stage startups in Agriculture towards incubation support through closed room pitches, followed by key note speeches, panel discussions to brain-storm on key trends of Agri startup ecosystem.</td>
<td>A one day quarterly gathering of the startups incubated at a-IDEA to explore peer to peer synergies, mentoring, and capacity building &amp; one-one startup mentor interactions.</td>
<td>A PAN India Food &amp; Agri-business focused Accelerator program targeted to scout &amp; support a focused cohort of stage startups to scale up through capacity building, mentoring, networking, Pitching &amp; Investor meet in demo days.</td>
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### Services offered

#### Capacity Building
- Management development & entrepreneurship development programs.
- Skill based trainings.
- Customized review meetings, seminars & conferences.

#### Portfolio Management
- Intellectual property portfolio.
- Product life cycle analytics.
- Licensing and validation of technology.

#### Regulatory Services
- Protocols for company registration and related issues.
- Advisory services on agro bio-diversity, environmental & other compliances.

#### Incubation Services
- Infrastructure, office, on-farm testing facilities.
- Linkages for technology & up scaling.
- Mentoring, guidance & support for startups.

#### Business Services
- Business Plan Formulation.
- Product Promotion & Branding.
- Business Analytics.

#### Facilities
- Incubation space for startups viz. office space, farm facilities, database, research expertise.
- One stop window for organizing workshops, conferences, seminars etc. with state-of-art infrastructure including variety of conference halls, seminar halls, auditorium etc. equipped with video-conferencing facilities.
- Well Equipped laboratories for videography production, organizational behavior (OB), Audio-Visual, Communication and GIS analytics.
- Library & Documentation Centre with access to more than 2000 Journals from EBSCO, CSIRO, springer, open J-Gate,CERA.
- Knowledge Resource Centre with back up of experienced faculty in intellectual property & business analytics.
- Software for Patent search, statistical tools, agri-databases and digital books.