

Smart Agriculture Innovation Challenge for Self Reliant India

3 - 5 February 2021



India's largest online agriculture event

INR 1 Lakh to each winner

Breakthrough Ideas & Innovations

Call for Applications
31th December 2020

Application Deadline
20th January 2021

- Incubation Support**
- Technical & Business Mentoring**
- Field Trial & Tech Validation**

INVITING SOLUTIONS FOR

Farm Mechanization | Precision Agriculture | Supply Chain & Logistics
Post-Harvest & Food Tech | Waste to Wealth & Green Energy

Join us for exclusive discussions on the state of agriculture & its future at

AGRI INDIA MEETS

- 30th Dec 2020 08th Jan 2021
- 11th Jan 2021 03rd Feb 2021
- 04th Feb 2021 05th Feb 2021



www.agriindiahackathon.in

APPLY NOW





सत्यमेव जयते

Ministry of Agriculture & Farmers' Welfare
Government of India



Agri India Hackathon

<https://innovateindia.mygov.in/agriindiahackathon/>



innovateindia.mygov.in/agriindiahackathon



Agri India Hackathon Introduction

Agri India Hackathon is the largest virtual gathering to create dialogues & accelerate innovations in agriculture.

The Agri India Hackathon 2020 is presented by Ministry of Agriculture & Farmers' Welfare and is organized by Pusa Krishi, ICAR - Indian Agricultural Research Institute (IARI), Indian Council of Agricultural Research (ICAR) & Department of Agriculture, Cooperation & Farmers' Welfare, Ministry of Agriculture & Farmers' Welfare.



Agri India Hackathon Overview

India's largest online agriculture event

INR 1 lakh to all the winners

Breakthrough Ideas & Innovations

Registrations Open: 31 December 2020

Registration Deadline: 20 January 2021

www.innovate.mygov.in/agriindiahackathon

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Agri India Hackathon Overview

The most important stakeholders from industries & government alongside India's young bright minds, creative startups, and smart innovators will build new, fast, and frugal solutions to tackle the big questions we're facing today at this national-level hackathon.

We are bringing together fresh perspectives, disruptive approaches, and cutting-edge research & knowledge. We believe in collaborative impact. Agri India Hackathon 2020 to be held online invites collaboration & participation from across the country and intersectional industries.



Agri India Hackathon -- Outcome & Purpose

CREATE

Agri India Hackathon will be a digital pool of the most exciting, innovative, and futuristic ideas to address the pressing issues with new-age technology.

CONNECT

Not just startups, students & youth, but even the giants from the industry, the world's leading companies, financial institutions & policy-makers — everyone will be here!

COLLABORATE

Each participant is building solutions, asking big questions, and learning. You will meet the best of the best people changing the agriculture, business & technology landscape.

Agri India Hackathon Experience

From the biggest names to the most exciting startups, from innovating & pitching to listening & learning, Agri India Hackathon 2020 will unfold incredible things in a never-before virtual experience.

- 60+ Days engagement**
- 3000 + Ideas**
- 5000+ Participants**
- 100+ Mentors**
- 1000+ Start-ups**
- 50+ Speakers**



Focus Areas & Problem Statements

Focus Area 1:

Mechanization of Farming & Allied Activities



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Mechanization of Farming & Allied Activities

Problem Statements:

1. Mechanized puddling, seeding, transplanting, weeding, harvesting of field and plantation crops
2. Mechanization of hilly agriculture, horticulture, protected cultivation, apiary, livestock, poultry, and fishery
3. Gender friendly small farm mechanization including powered multifunctional equipment
4. Add on, cost-effective technologies for enhancing the efficiency of existing agromachineries.



Focus Areas & Problem Statements

Focus Area 2:

**Precision Agriculture
including applications of
sensors, WSN, ICT, Artificial
Intelligence, IoT & drone**



Focus Area 2:

Precision Agriculture including applications of sensors, WSN, ICT, Artificial Intelligence, IoT & drone

Problem Statements:

1. Monitoring & management of water quality, soil fertility, and health, crop growth and health (pest and diseases, macro & micro-nutrients, water)
2. Variable Rate Technology (VRT) & Robotics
3. Precision livestock farming and aquaculture
4. Data analytics and digital extension including market intelligence



Focus Areas & Problem Statements

Focus Area 3:

Supply Chain &
Agricultural Logistics



Focus Area 3:

Supply Chain & Agricultural Logistics

Problem Statements:

1. Blockchain technology for traceability of agri-produce from Farm to Fork
2. Cost-effective sensor-based real-time monitoring & management of storage and transport system
3. IT-based agriculture logistics including custom hiring services



Focus Areas & Problem Statements

Focus Area 4:

Post Harvest, Food Technology & Value addition



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Post Harvest, Food Technology & Value addition

Problem Statements:

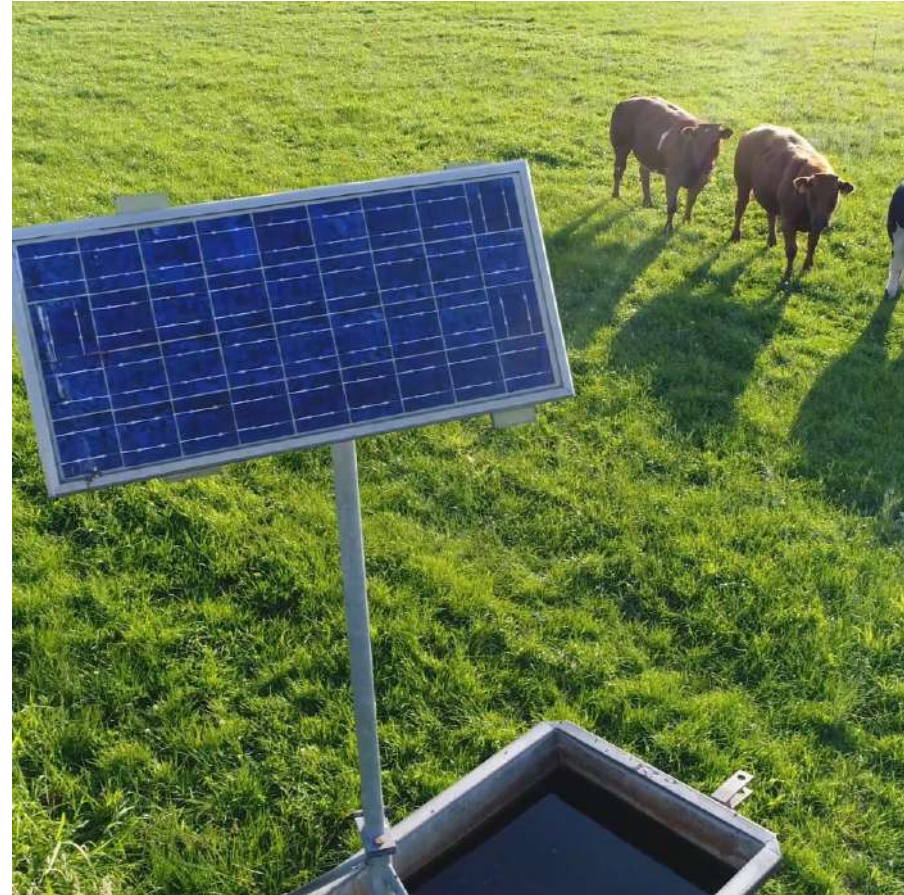
1. Development of devices for assessing quality, grading & sorting, processing of agri-produce
2. Development of biodegradable and smart packaging materials
3. Environment-friendly cost-effective mobile technologies at the farm gate for processing and value addition
4. Manufacturing of functional, ethnic, alternate plant-based food and consumer products



Focus Areas & Problem Statements

Focus Area 5:

Waste to Wealth & Green Energy in Agriculture

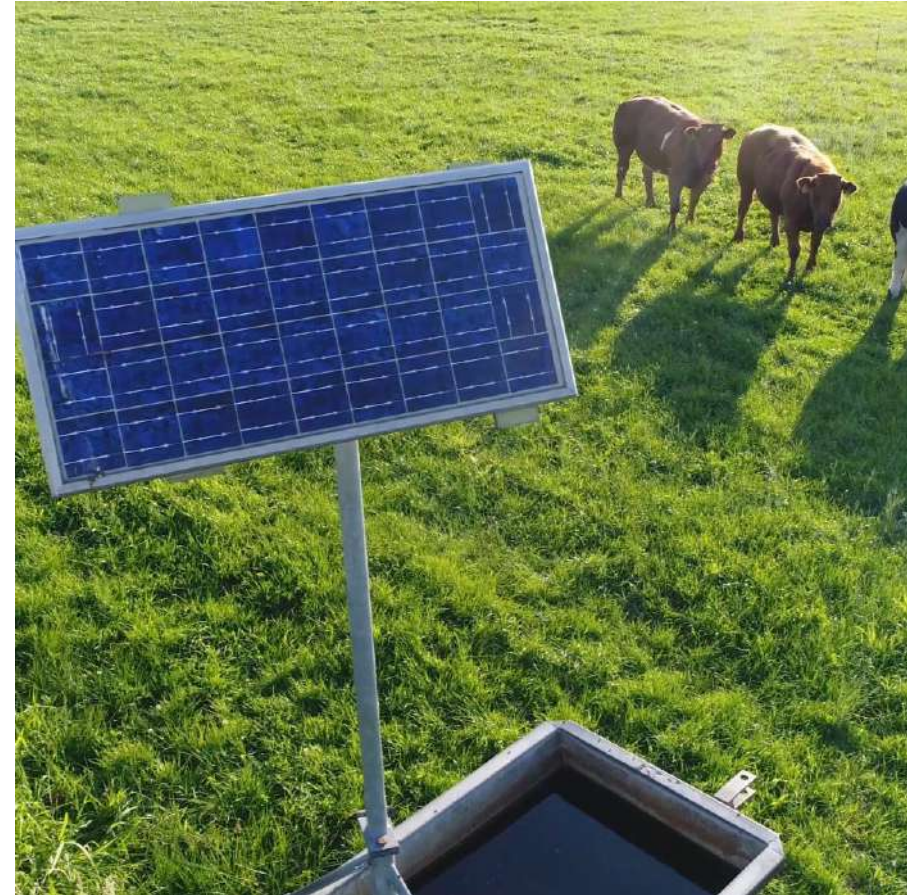


Focus Area 5:

Waste to Wealth & Green Energy in Agriculture

Problem Statements:

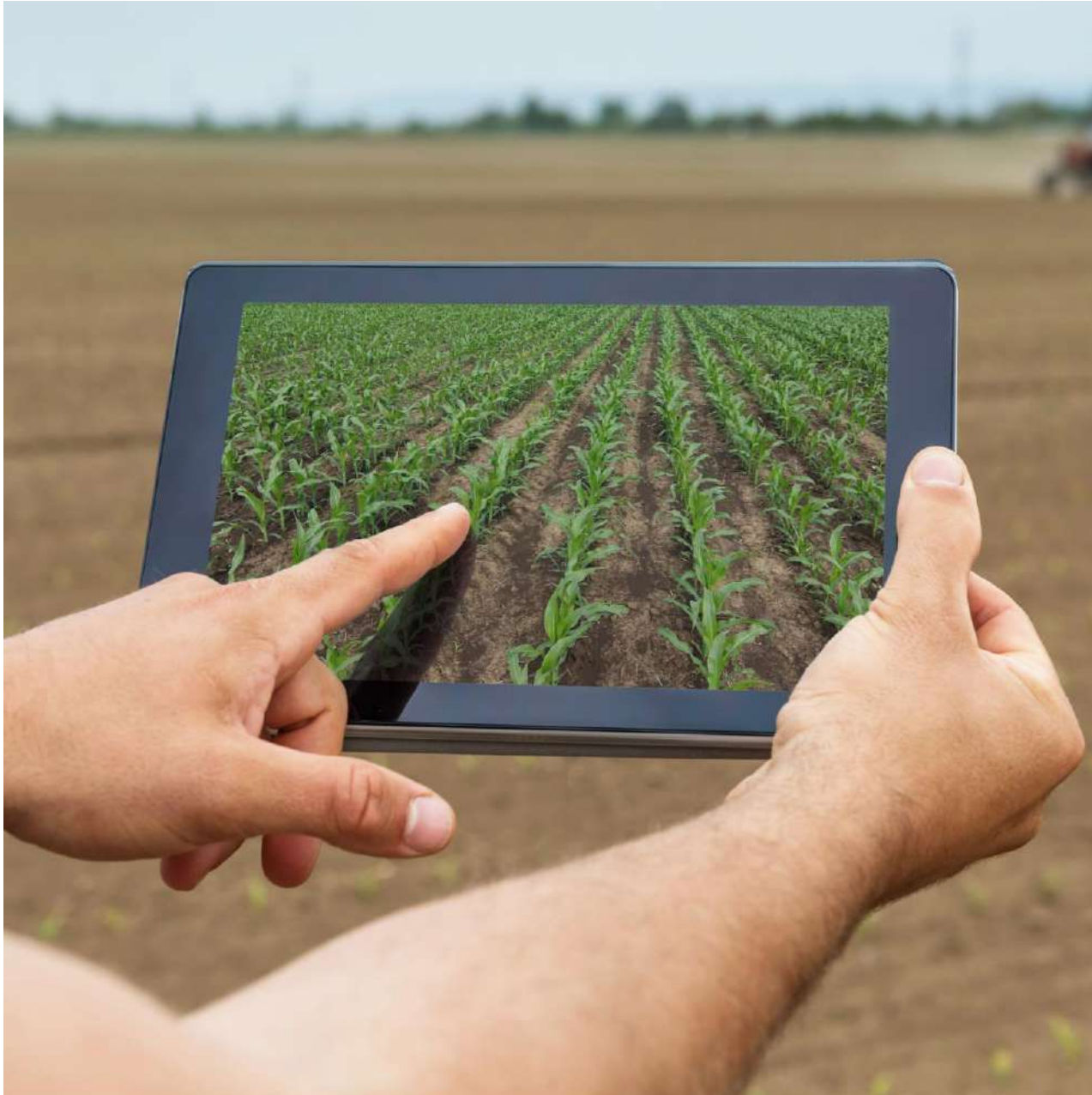
1. Solar-powered technologies for farm operations and post-harvest drying and storage
2. Ex-situ and in-situ management of agri-residues
3. Innovative products from agro-residues



Agri India Hackathon Evaluation Criteria

All the submitted applications would be reviewed by our evaluators under different focus areas. Each application will be assessed by a set of evaluators to ensure the best submission gets selected for the next round.

The applications will be evaluated on different parameters, including but not limited to the **market need, novelty of the idea/innovation, stage of development, scalability, potential impact, technical & financial feasibility, commercialization capacity, the team, and the overall business plan.**



Agri India Hackathon Rewards

24 best innovations from different focus areas will be awarded a cash prize of INR 1,00,000 each.

The winning innovations will get an exclusive preference for incubation support, pre-seed & seed-stage funding of 5 Lakhs & 25 Lakhs respectively at any one of the 29 RABIs, subject to assessment by the independent RABI.

The winning innovations will have the opportunity of field trial and access technology validation from our network of institutions (if they opt for incubation support)





Agri India Hackathon

Timeline & Schedule

Agri India Hackathon -- Timeline & Schedule

Activity	Date
Registration Deadline Agri India Hackathon invites participation from cross-sector innovators & ideators across 5 specific Focus Areas. These new ideas, efforts in progress, and innovations will be assessed for the next rounds leading up to the final Agri India Hackathon.	Open: 31 Dec 2020 23:59:59 hrs Close: 20 Jan 2021
Agri India Meets Dive deep into the ecosystem with experts & leading thinkers. Learn about the big developments & opportunities in agriculture in these 7 power-packed virtual sessions.	30 th December 2020 (Wed) 8 th January 2021 (Wed) 11 th January 2021 (Mon) 18 th January 2021 (Mon) 3 rd February 2021 (Wed) 4 th February 2021 (Thurs) 5 th February 2021 (Fri)
Registration Round Result Announcement This is the first round of selection from the pool of bold, innovative, and frugal ideas presented to our jury.	27 Jan 2021

Agri India Hackathon -- Timeline & Schedule

Activity	Date
Agri India Hackathon For 3 days, we will create an immersive virtual environment for participants to exclusively work on their ideas. From 1:1 mentoring sessions to spirited discussions, brainstorming, and conversations, the selected participants will have many opportunities to connect, learn, and work with our seasoned mentors.	3-5 February 2021
Announcement of Finalists After analyzing the ideas turned into actionable plans alongside the mentors, a shortlist will be announced for the final round of the Agri India Hackathon.	8 February 2021
Grand Finale The shortlisted participants will present their final solution to tackle agriculture-related challenges at the finale. 24 innovative & resilient ideas will be awarded a cash prize along with support & recognition from the participating partners to move the concept towards action.	17 February 2021

Agri India Meets

More than 20 speakers in 7 power-packed online sessions discussing the today & tomorrow of agriculture. Agri India Meets will create meaningful conversations & connections with the most important people in agriculture — from businesses, startups, industry to policy, education, media, and others.



Agri India Meet 1

30 December 2020

**Future of Farm Mechanization &
Precision Farming**



Agri India Meet 2

8 January 2020

**Insights on Post Harvest, Food
Technology & Value Addition
Recent Development**



Agri India Meet 3

11 January 2020

**Farm to Fork: Market Linkages,
Supply Chain & Logistics**

Agri India Meets

Agri India Meets from 18-20 January 2021 would be focusing for the benefit of the Selected Startups/ Innovators and also open to Pan India audience with target to better learning across Agri-Tech Enthusiasts



Agri India Meet 4

18 January 2021

Startup Stories: Actions for
Atmanirbhar Bharat



Agri India Meet 5

3 February 2021

Industry Connect: The Business
of Agriculture



Agri India Meet 6

4 February 2021

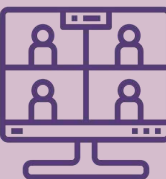
Investor Connect: Money Matter



Agri India Meet 7

5 February 2021

Insights with Policymakers



AGRI INDIA MEET 1:

Future of Farm Mechanization
& Precision Farming

📅 Date: 30th December 2020 ⌚ Time: 4:00 PM – 5:30 PM



Keynote Speaker
MR. SAMEER GOEL
MD, Coromandel Group



Moderator
DR. C. VISWANATHAN
Head, Division of Plant
Physiology, ICAR-IARI

PANELISTS



DR. INDRA MANI
Head, Division of Agricultural
Engineering, ICAR-IARI



MR. T R KESAVAN
Group President
(Corporate Relations &
Alliances), TAFE



DR. R N SAHOO
Principal Scientist,
Division of Agricultural
Physics, ICAR-IARI



MR. G. KRISHNA KUMAR
Vice President – Crop Operations
and Sustainability, ITC Limited,
Agri Business Division



DR. SAT KUMAR TOMAR
Founder,
Satyukt Analytics

Agri India Meet 1

How might we make farm work faster & more efficient with new technology?

The aim of doubling farm income calls for double efficiency. In this session, our speakers will talk about a new wave of mechanization & precision farming with robotics, IoT and smart innovations taking shape across the country.

Agri India Meet 2

8 January 2021

Insights on Post Harvest, Food
Technology & Value Addition
Recent Developments

How can we reimagine our food and value addition to it for better quality, and positive environmental impact?

A shift to healthier, plant-based food with biodegradable packaging is where we are headed. Hear out our panel of speakers talking about sparking this shift in consumer products and how it will shape the future of food.

Agri India Meet 3

11 January 2020

Farm to Fork: Market Linkages, Supply Chain & Logistics

How can technology upgrade the way we store and transport our produce?

Explore the cutting-edge, smart and cost-effective ways of moving food from farm to fork with blockchain traceability, IT-based logistics, and more innovations.



Agri India Meet 4

18 January 2021

Startup Stories: Actions for Atmanirbhar Bharat



What should be strategy for Startups towards Atmanirbhar Bharat?

Stories of changemakers leading the start-up space with new-age technology, ideas & solutions. Hear from some of the most forward-thinking entrepreneurs about their success, challenges, and the making of Atmanirbhar Bharat. .



Agri India Meet 5

3 February 2021

Industry Connect: The Business of Agriculture

How Industry and Startup can together work for Agriculture to Agribusiness?

Emergence of agri-tech and the growing interest of business giants in agriculture is shaping a thriving industry. Thought leaders and experts will share their vision of the business of agriculture -- best practices, scaling for impact, new business models, and more. .



Agri India Meet 6

4 February 2021

Investor Connect: Money Matter

How and When should startup take a call for raising money?

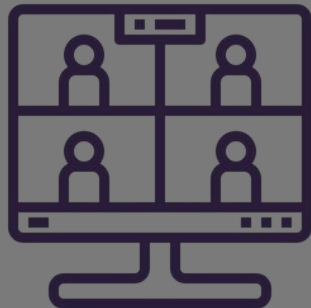
Where would investors bet their money & why? Get a complete low-down of investor secrets, trends, and insights of the finance in agriculture and understand in depth about why and where the money matters the most..



Agri India Meet 7

5 February 2021

Insights with Policymakers



How policies are aligned to startups?

We're standing at the intersection of agriculture, business & technology. In this session, policymakers will provide you with a roadmap for India's emerging position in the world of agriculture with new reforms & policies.



About Pusa Krishi

Established in 2014, **Pusa Krishi** is an initiative to encourage and support agriculture-focused startups at ICAR-IARI, New Delhi. Supported by the Ministry of Agriculture & Farmer's Welfare, Biotechnology Industry Research Assistance Council (BIRAC) of Department of Biotechnology and Department of Science & Technology, MSME, Pusa Krishi is working to transform and create deep impact across the agriculture ecosystem through innovation awareness and adoption.

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