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ABIC and Its Start-Ups Volume-I



Agri Business Incubation Centre
Chaudhary Charan Singh Haryana
Agricultural University
Hisar



Hon'ble Chief Minister, Haryana, Sh. Manohar Lal felicitating Vice Chancellor- Prof. B. R. Kamboj for Excellent Achievements of ABIC, CCS HAU, Hisar on 29th March 2022

ABIC and Its Start-Ups

VOLUME-I

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Chaudhary Charan Singh Haryana Agricultural University, Hisar – 125004 (Haryana)**

About the Publication

Agri Startups and their achievements highlighted in this publication are part of Incubation Centre as a Incubatee. Ideas are cultivated into full fledge Agri- business and customized solutions to the incubatees, according to their requirement, are provided at ABIC, CCS HAU under the NABARD scheme, GOI.

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April, 2022

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FOREWORD



Prof. B. R. Kamboj
Vice-Chancellor,
CCS HAU, Hisar-
cum-President
ABIC

Agriculture plays a vital role in economic development of the country. Its contribution in Indian context increases manifold as majority of Indians still live in villages and most of Indian citizens are still dependent on agriculture. In order to give impetus to agriculture growth, the focus now is being shifted to promoting agri-business.

Agri Business Incubation Centre(ABIC) has been established in CCS Haryana Agricultural University for developing and making agribusiness entrepreneurs to take up the startup challenges and start their entrepreneur journey. ABIC have been consistently achieving success and laying down the path for such startups. ABIC is pioneer in nurturing agri-startups from incubation stage to execution and beyond encouraging innovations. ABIC is also partnering with State Government Organisations and various other reputed Institutions to accomplish its objectives of promoting agribusiness entrepreneurship in all aspects.

One of the fundamental aspects propelling advancement is access to innovation, technology, and information. There are several outstanding instances of ABIC incubatees who are Agri Business unsung heroes. However, the impact of the ABIC's different programmes and the incubatees accomplishments have yet to be established. I am delighted that the Agri Business Incubation Centre, CCS HAU, Hisar, has just published this great compendium titled "ABIC and Its Start-Ups VOLUME-I."

I congratulate the writers on their wonderful compilation. The current publication, which documents twenty-one success stories of ABIC incubatees-turned-entrepreneurs, is a positive step forward, and I hope that its widespread distribution will encourage others to take similar steps in discovering innovative solutions to agricultural difficulties on one hand and more important employment generation on the other hand.

My best wishes are for one and all.

Prof. B. R. Kamboj
Vice-Chancellor, CCS HAU, Hisar
cum
President, ABIC

PERFACE



Dr. Rajesh Gera
Nodal Officer,
ABIC

On behalf of the whole ABIC, I express my sincere thanks to the Chaudhary Charan Singh Haryana Agricultural University authorities, all Teaching, Research and Administrative Staff Members, as without their support, the Agri-Business Incubation Centre would not have been able to claim its achievements, so far. All the departments of the University inclusive of their Laboratory facilities and Mentoring Support for ABIC Incubatees have proved that the University's Departments are indispensable strength and heartbeat for each other. I offer my sincere indebtedness and appreciation for the learning opportunities provided by them for ABIC. I am overwhelmed in all humbleness and gratefulness to acknowledge my deep gratitude towards unending support from NABARD and RKVY RAFTAAR, both financially and developmentally.

I am extremely grateful and thankful to Professor B.R. Kamboj, Vice-Chancellor, CCS HAU, Hisar cum President ABIC and for his valuable guidance inspiration, and continuous motivation. It is only due to his able vision for ABIC, that has helped us to accentuate and revolutionize the existing capabilities of the whole team of ABIC, which has trained and supported 104 startups out of which 65 Startups have been enrolled as ABIC Incubatees, who have a total turnover of more than Rs. 26 crores and have generated & provided employment to 259 persons. 27 incubatees have been supported financially by ABIC through its RKVY RAFTAAR scheme for pre-seed & seed stage grant of MoA&FW, GoI. I would like to express our special thanks to all the Incubatees of the Centre, as it is only because of their efforts, wisdom and success, we were able to devise "ABIC and Its Start-Ups Document Volume-I". ABIC has also been awarded as the Best Incubator in Agri-Business by Minister Sir MoFPI- Sh. Prahalad Singh Patel Ji and has also been given Appreciation Award by Hon'ble Chief Minister Haryana State- Sh. Manohar Lal Ji. I am really thankful to the entire ABIC Team as without their unending efforts & zeal to achieve more, ABIC wouldn't have achieved anything, and special thanks also goes to the Er. Arpit Taneja and Dr. Nisha Malik of this document, as it may act as reference material for the upcoming agri-business incubators in India, and will serve as the best platform to showcase our incubatees.

Dr. Rajesh Gera
Nodal Officer, ABIC

ACKNOWLEDGEMENT



Er. Arpit Taneja



Dr. Nisha Malik



Dr. Rajesh Gera



Prof. Atul Dhingra

This booklet is the result of several thoughts coming together over the course of a few months. This was a remarkable initiative made possible by the efforts of several very exceptional people. Many people excitedly contributed to this effort, which came together till the final weeks before its publication. We would like to take this time to thank the contributors for their assistance and useful advice.

Firstly, we are grateful to the almighty who gave us this opportunity to do this work successfully and blessed us with strength and patience for completing this work. We wish to offer our heartfelt gratitude to our Vice-Chancellor CCS HAU, Hisar -cum-President ABIC, Prof. B. R. Kamboj, for his able guidance and inspiring us to come up with ABIC and its Start-Ups Document Volume-I. We express our deep sense of gratitude to Officials of NABARD, officials of RKVY-RAFTAAR, faculty and staff of CCS HAU, Hisar for their kind help and cooperation. In fact, without their encouragement and support, this work would have been a distant dream for us.

We Thank one and all who have contributed directly or indirectly in publishing this booklet.

**Er. Arpit Taneja
Dr. Nisha Malik
Dr. Rajesh Gera
Prof. Atul Dhingra**

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ABOUT THE UNIVERSITY

The Haryana Agricultural University, with its headquarters at Hisar, came into existence on February 2, 1970, as a result of the reorganisation of the erstwhile Punjab Agricultural University, through a Parliamentary Act. It was envisaged to achieve the following objectives:

- Imparting education in different branches of study, particularly agriculture, agricultural engineering, home science, and other allied sciences.
- Furthering the advancement of learning and research, particularly in agriculture and allied sciences.
- Undertaking the extension of such sciences to the rural people within the State.
- Such other purposes as the State Government may, by notification in the Official Gazette, direct.

The University was rechristened Chaudhary Charan Singh Haryana Agricultural University as a consequence of the amendment to the Haryana and Punjab Agricultural Universities Act (Haryana Amendment), 1991.

The University has an excellent infrastructure to achieve its academic, research, extension education, and social objectives. Apart from the buildings housing various colleges, the University has a well-planned students' welfare and activities centre, named as Giri Centre. It is equipped with all the modern facilities for indoor games. An impressive administrative block known as Fletcher Bhawan, a magnificent Nehru Library, an excellent Faculty Club, a fine Faculty House, a Hospital to look after the medical needs of the University Community, Farmers' Hostel, Community Centre, well-furnished Hostels for students, Residential Houses, Campus School and Shopping Complex are the other important features of the Campus at Hisar. The Indira Gandhi Auditorium is unmatched in its majesty and grace. Apart from six colleges at the main campus at Hisar, Namely College of Agriculture, College of Home Science, College of Agricultural Engineering & Technology, College of Basic Science and Humanities, College of fisheries, and College of Biotechnology. The University has now two Colleges of Agriculture at outstations, one located at Kaul (Kaithal) and another at Bawal (Rewari). These cater to the agricultural education requirements of the people in the Northern and Southern parts of the State of Haryana. An Institute of Business Management and Agripreneurship is established at Gurugram with the aim to



impart education and training to youth for developing managerial skill and entrepreneurship in various areas of agribusiness to cater the needs of agriculture.

In addition, the University has 19 Krishi Vigyan Kendras situated at Devigarh (Kaithal), Bhopani (Faridabad), Jagdishpur (Sonapat), Sadalpur (Hisar), Pandu Pindara (Jind), Ujha (Panipat), Damla (Yamunanagar), Karnal, Rohtak, Ambala, Sirsa, Bhiwani, Bawal (Rewari), Fatehabad, Panchkula, Jhajjar, Mahendergarh and Mandkola (Mewat). Besides these, University has ATIC at Hisar and EEI at Nilokheri. There are seven Research Stations at Bawal (Rewari), Kaul (Kaithal), Buria (Yamunanagar), Rohtak, Sirsa, Kharindwa (Kurukshetra), and Uchani (Karnal) and Gokalpura (Bhiwani).

Chaudhary Charan Singh Haryana Agricultural University has international collaboration in research and academic pursuits with universities/institutes in USA, UK, Australia, Japan, Poland, Canada, etc. and national collaboration with public/private institutions of the country, i.e. National Agri-Food Biotechnology Institute (NABI), Mohali; National Bureau of Fish Genetic Resources; Lucknow, ICAR-Indian Institute of Maize Research; Ludhiana, Indian Institute of Natural Resins and Gums, Ranchi, Indian Institute of Wheat & Barley Research; Karnal, Central Institute of Post-Harvest Engineering and Technology, Ludhiana, etc.

The University is on march to a great and promising future. The University has been bestowed upon with Sardar Patel Outstanding ICAR Institution Award-2018 in recognition of its landmark achievements in teaching, research and extension. Earlier also it had won the ICAR award for the best institute in 1996/1997. Out of 60 KVKs in Zone-2, CCSHAU Krishi Vigyan Kendra, Kurukshetra (Zone-2) was bestowed with the prestigious Pandit Deen Dayal Upadhyay Krishi Vigyan Protsahan Puraskar-2017 for boosting Zero Budget natural Farming in the area. CCSHAU was awarded an appreciation certificate for its major role in green revolution by Ministry of Agriculture and Farmers' Welfare, Government of India in 2016. CCSHAU also bagged prestigious Mahindra Samridhi India Agri-Award 2015 in recognition of its contribution in University agriculture productivity and rural prosperity. In addition to these, an outstanding partnership Award (2015) by ICRISAT was also given to CCSHAU. These achievements are a mater of pride and happiness for the Haryana state and faculty, staff and students of the University. The University is looking forward to make great strides in the services of farmers in particular and society as a whole.

ABOUT NABARD



The Reserve Bank of India (RBI) established a Committee to Review the Arrangements for Institutional Credit for Agriculture and Rural Development at the request of the Government of India (CRAFICARD). The interim report of the Committee, issued on November 28, 1979, underlined the need for a new organisational mechanism to provide undivided attention, aggressive direction, and sharp emphasis to credit-related challenges associated with rural development. Its suggestion was the establishment of a one-of-a-kind development financial institution to satisfy these ambitions, and the National Bank for Agriculture and Rural Development (NABARD) was established by Act 61 of 1981.

On July 12, 1982, NABARD was established by transferring the agricultural credit activities of the RBI and the refinancing functions of the former Agricultural Refinance and Development Corporation (ARDC). On November 5, 1982, late Prime Minister Smt. Indira Gandhi dedicated it to the service of the country. It was founded with an initial capital of Rs.100 crore and had a paid-up capital of Rs.14,080 crore as of March 31, 2020. Following a change in the composition of share capital between the Government of India and the Reserve Bank of India, NABARD is now entirely owned by the Government of India.

VISION: Development Bank of the Nation for Fostering Rural Prosperity.

MISSION: Promote sustainable and equitable agriculture and rural development through participative financial and non-financial interventions, innovations, technology and institutional development for securing prosperity.

The Banyan is great, not because of its trunk, but because of its offshoots.
We take pride in our partners, because it is they who enable us to reach out to rural India.



ABOUT ABIC : An Overview

CCS Haryana Agricultural University, Haryana, India has successfully launched its one of a kind, one-stop incubation centre for agri-startups named as “Agri Business Incubation Centre (ABIC)” for supporting startups in Agri and Allied Sectors, supported by National Bank for Agriculture and Rural Development (NABARD) and Rashtriya Krishi Vikas Yojana (RKVY, MoA&FW).

ABIC, CCS HAU intends to promote Agripreneurial Eco-system and nurture a system of agri-business incubation by providing incubation support and handholding innovative and highly potential agri-business ideas with the concept of growth through encouraging innovation, upgrading technology and developing skills.

ABIC provides the budding agripreneurs of the nation the perfect opportunity to bring their ideas from ‘Mind to Market’. ABIC helps them to develop networking with like-minded professionals from related businesses and sectors to gain and learn about best entrepreneurship practice approaches.

A well dedicated ABIC team is there to guide and inculcate the young agripreneurs. No stone is left unturned by the young and energetic team and all mentoring and guidance related to idea nurturing, business planning, investment planning, marketing, packaging, linkages, funding guidance etc; is provided under one roof.

Since inception, ABIC has made its mark in the country. Recently it has been judged as Best Agri Business Incubation Centre by MoFPI, GOI.



Role of ABIC

Vision

To inculcate a culture of motivated entrepreneurship in the state for the growth and success of emerging technology in agriculture and allied sectors.

Mission

ABIC, CCS HAU intends to promote Agribusiness and Entrepreneurship Development with the concept of Growth through Innovation, up gradation of Technology and Skill Development.

ABIC Objectives

- ❖ To develop university-entrepreneur/ industry linkages.
- ❖ To provide infrastructure & technical expertise to entrepreneurs in different areas of agriculture & allied disciplines.
- ❖ To provide platform to entrepreneurs/ industries/ students for Research & Development in process/product development.
- ❖ To incubate start-ups companies in establishing business, through consultancy, trainings, business advisory services & handholding.



ABIC Support

- ❖ **Infrastructure:** Workplace, communication and computing, exhibition and information, conference room, idea room, and other incubation facilities are all available.
- ❖ **Counselling:** Entrepreneurs are given with professional advice and coaching.
- ❖ **Technical Consultancy & Mentoring:** Entrepreneurs will be guided by some of India's best technical experts from research institutes and universities.
- ❖ **Incubation & Pilot Scale Production:** Facilities and services are available for transforming promising and unique ideas into economically viable products.
- ❖ **Capacity Building:** Need based Capacity Building training & workshops for the incubatees are conducted.
- ❖ **Business Plan Preparation:** All type of required services are provided to the entrepreneurs regarding preparation of business plan.
- ❖ **Networking:** A platform to ensure the visibility of the firm and networking with stakeholders is provided.
- ❖ **Handholding:** Careful support and guidance during the initial stage of the start-ups are also provided.
- ❖ **Business Mentoring:** Mentoring of Agripreneurs is done by experts.
- ❖ **Regulatory, Advisory & Validation Services:** Services are being provided for Branding, Certification, Marketing & Validation support for the products & technologies.
- ❖ **Intellectual Property Rights Protection:** Incubatees, if required may be provided with need based IP advisory services management.
- ❖ **Funding:** Funding can also be facilitated through investors, venture capitalists, bank schemes and other various financial assistance and sources. Grant is also being provided through RKVY Raftaar, MoA&FW, GoI and other sources.



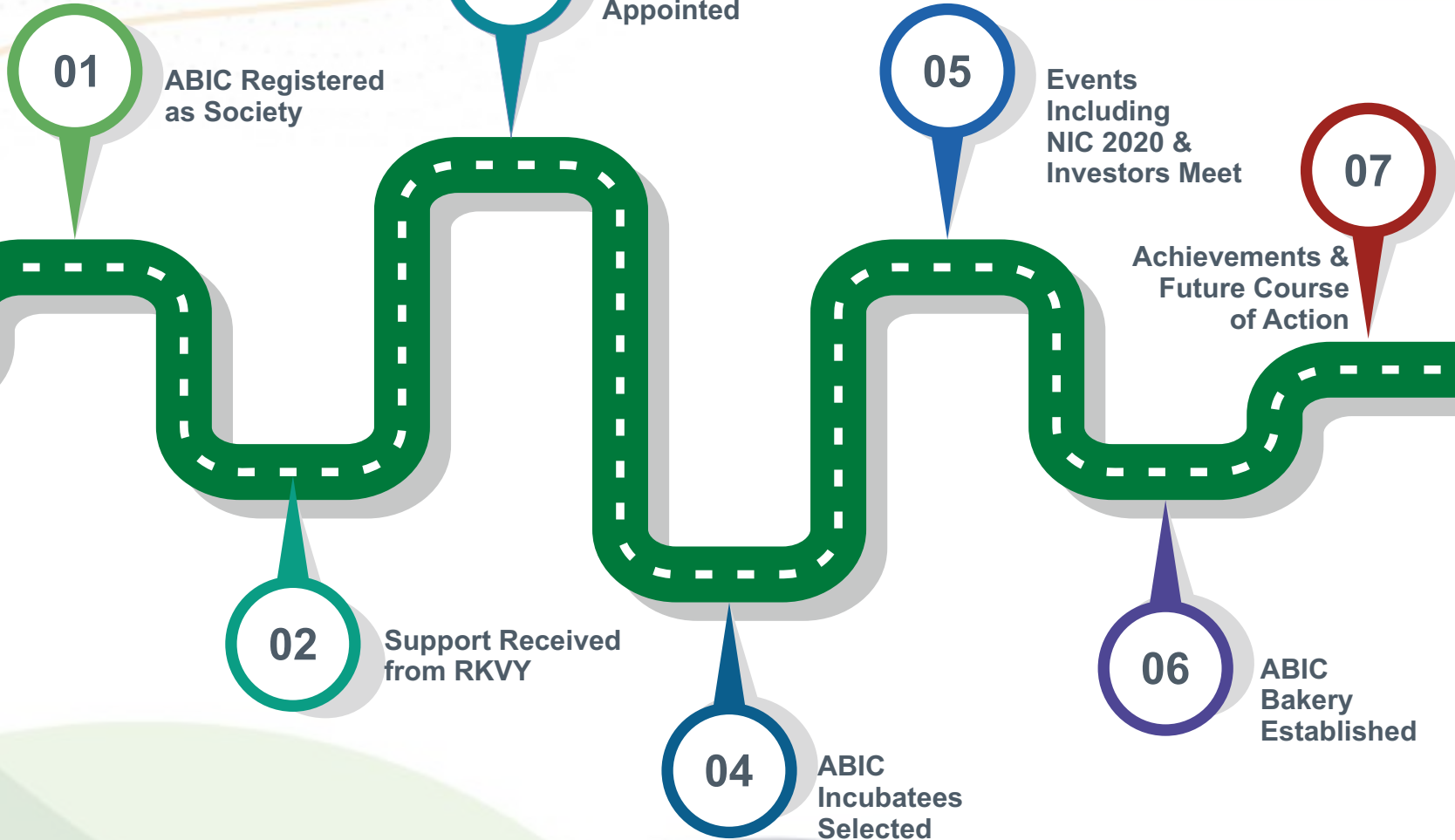
ABIC's Achievements

- ❖ Apart from NABARD, ABIC has also received financial support from MoA&FW under RKVY RAFTAAR Business Incubation (R-ABI) for Infrastructure and R&D.
- ❖ ABIC Centre has bagged **Best Incubation Centre Award** by **Sh. Prahala Singh Patel, Hon'ble Minister -MoFPI, GoI** on 12th November 2021.
- ❖ ABIC has received "**Prashasti Patra**" by **Hon'ble Chief Minister of Haryana – Sh. Manohar Lal**, received **Vice Chancellor- Prof. B.R. Kamboj** on 29th March 2022.
- ❖ **ABIC's Incubatees** have been **awarded** by various State Ministries & Govt.
- ❖ **259 employment generated** and impacted more than **2200 farmers**.
- ❖ No of **Incubatees** admitted : **65** incubatees out of **104** trained & supported startups **which now have a total turnover of 26+ Crores**.
- ❖ Number of **technology intervention: 10** & No. of **products developed: 44**.
- ❖ Number of **IPR generated: 10** (8 from startups and 2 from ABIC).
- ❖ Number of **DPIIT** registered startups: **46**.
- ❖ Number of **FPOs** connected: 3 (22 FPOs trained).

Agri Business Incubation Centre-Milestones

- ❖ The draft of the Memorandum of Association along with rules and regulations of ABIC as a society was prepared and finalized. The Agri-Business Incubation Centre (ABIC) supported by NABARD, has been registered under the Haryana Registration & Regulation Societies Act 2012 on 11th January 2019 and was inaugurated on 25th May 2019 and the ABIC team joined in June 2019 and thus ABIC incubatees are being inducted & incubated through the ABIC team.
- ❖ ABIC has received a grant through RKVY-Raftaar scheme, Government of India, MoA&FW to strengthen Infrastructure of ABIC and promote agripreneureship.
- ❖ An Expression of Interest (EOI) was floated online by ABIC. A lot of applications have been received from PAN India including Hyderabad, Delhi, Mumbai, Punjab, etc out of which around the best technical & business mentors have been selected on ABIC's Mentors Panel.
- ❖ The two-day event "National Incubator Colloquium 2020" was conducted in January 2020 to bring closer industry associations, Corporate, Business Incubation Centres, Universities, other Academic Institutions, society, & the most important stakeholders that are the startups and potential entrepreneurs.
- ❖ MoU has been signed between CCS HAU and ABIC (HI-BI Agreement) on 23rd Oct 2020 and First ever Investors Meet - iDEA Investors Meet 2020 was organized in December 2020.
- ❖ NABARD supported ABIC Bakery & Confectionary Unit was established in February 2021.
- ❖ ABIC's future course of action is now directed to achieve the already set targets of no. of Incubatees to be Admitted (cumulative): 100 inclusive of 10 women startups and 10 student led startup; 11-30 Local Goods to be Vocalized and Supported; 50 successful enterprise creation, 10-20 investors to be engaged etc.

ABIC Milestones



Agri Business Incubation Centre, CCS HAU, Hisar



Incubatee Profiles

Terraw Conscious Living Solutions Private Limited

Kurukshetra, Haryana



Madhuri Gupta

Phone:

+91-8252180294,
+91-8901309152

Email:

contactus@terraw.in

Website:

www.terraw.in



Specific Activity	: Terraw offers 100% earth-friendly lifestyle products made from highly sustainable raw materials.
Domain Area	: Sustainable Lifestyle Products
Benefit To Rural Populace	: Employment opportunities for small-scale artisans, tribal women, and upskilling of the rural populace.
Products	: Bamboo Products- Everyday essentials, Sustainable Furnishings, Personal Care, etc.
Marketing	: Website, Social Media
Turnover (In Lacs)	: 4
Employment Generation	: 65
Age in Incubation Centre	: 0.6 (In Years)
External Funding (In Lacs)	: Nil



Plutus Plus Handicrafts Private Limited

Mohali, Chandigarh



**Mridulla
Bhardwaj**

Phone:

+91-9991116950

Email:

info@plutusplus.com

Website:

www.Plutusplus.com



Specific Activity : Manufacturing of Natural, Handmade and Chemical free products.

Domain Area : Cosmetics from Agrowaste (Value Addition)

Benefit To Rural Populace : Farmer's leftover produce is being utilized by us on better price at farm gate price. We are closely working with almost 20 FPOs.

Products : 70+ soaps, scrub, face pack, body lotion, body wash, soap scrub, vitamin c serum, hair oil, neem & seesham comb, etc.

Marketing : Website, Social Media & Channel Distribution.

Turnover (In Lacs) : 35

Employment Generation : 25

Age in Incubation Centre : 1.3 (In Years)

External Funding (In Lacs) : 15



M/s Print Shoppie

Hisar, Haryana



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printshoppie2019

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.com



- Specific Activity** : Manufacture home decor and furnishing products using jute, cotton, and textile industry waste.
- Domain Area** : Jute and industrial waste processing
- Benefit To Rural Populace** : Farmers are getting better prices for their crops. The artisans are from local villages (mainly villages on the bank of Yamuna river) in Haryana and some part of U.P.
- Products** : Designing, and making baskets, table & bedside runners, rugs, poufs, etc. for enhancing the decor of home & offices.
- Marketing** : Flipkart, Etsy, Ebay, Amazon, Social Media
- Turnover (In Lacs)** : 270
- Employment Generation** : 32
- Age in Incubation Centre** : 1.5 (In Years)
- External Funding (In Lacs)** : NIL



M/s CCs Baking Room

Hisar, Haryana



**Jagan Nath
Chopra**

Phone:

+91-9215177144

Email:

saranshchopra77

@gmail.com



Specific Activity	: Bakery & Confectionery Products.
Domain Area	: Food Processing
Benefit To Rural Populace	: Direct monetary benefit through Procurement of Input material.
Products	: Different varieties of bread and cookies, muffin, garlic loaf, etc.
Marketing	: Retail Outlets, Distribution Channel
Turnover (In Lacs)	: 20
Employment Generation	: 5
Age in Incubation Centre	: 1 (In Years)
External Funding (In Lacs)	: NIL



Maffickfoods Private Limited

Ambala, Haryana



Vipin Sarin

Phone:

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Email:

maffickfoods

@gmail.com



- Specific Activity** : Awareness of farmers to form groups in various states of India to create customers for our product to be used.
- Domain Area** : Food processing & Awareness in Sugarcane
- Benefit To Rural Populace** : Created group of farmers to participate as customers in development and trials of the cart. Got all of them certified for street food vending from FSSAI.
- Products** : Frozen Sugarcane Juice, Sugarcane candy, Sugarcane Chutney, Sugarcane tea, Sugarcane jam, etc.
- Marketing** : Temporary stalls and outlet.
- Turnover (In Lacs)** : 1.54
- Employment Generation** : 25
- Age in Incubation Centre** : 2.6 (In Years)
- External Funding (In Lacs)** : 5 Lakh



The Kaithal Mushroom Farmers Producers Company

Kaithal, Haryana



Jagdeep Nayak

Phone:

+91-9991313337

Email:

jagdeepnayak832

@gmail.com



- Specific Activity** : Mushroom Production and Value Addition
- Domain Area** : Mushroom Production and Value Addition
- Benefit To Rural Populace** : The rural unemployed youth/ farmers are getting employment from my entrepreneur.
- Products** : Apple burfi, Banana burfi, Papaya burfi, mushroom candy & namkeen, green chilly powder etc.
- Marketing** : Retail outlets, wholesale market and as per market demand.
- Turnover (In Lacs)** : 3
- Employment Generation** : 25
- Age in Incubation Centre** : 1 (In Years)
- External Funding (In Lacs)** : NIL



Alpha Advantech LLP

Karnal, Haryana



Nitin Lalit

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Email:

alphaadvantechllp@outlook.com

Website:

www.alphaplanters.com



Specific Activity	: Urban & Peri-urban farming
Domain Area	: Horticulture
Benefit To Rural Populace	: Direct monetary benefit through Procurement of Input material such as Vermi-Compost, Seeds, seedlings, neem cake, mustard cake etc.
Products	: Alpha pots and Alpha trench
Marketing	: Website, amazon and through nurseries
Turnover (In Lacs)	: 25
Employment Generation	: 5
Age in Incubation Centre	: 1.3 (In Years)
External Funding (In Lacs)	: 24



Kamboj Honey Bee Farm Private Limited

Yamunanager, Haryana



Subhash Kamboj

Phone:

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Email:

beekamboj@gmail.com

Website:

www.everydayhoney.in



Specific Activity : Honey Products
Domain Area : Honey Processing
Benefit To Rural Populace : Direct monetary benefit through Procurement of Input material
Products : Honey, Bee Pollen, Bee Wax, Bee Propolis, Comb Honey, Honey Gulkand, 8 Types of Honey Murabba, 5 Types of Honey Vinegar
Marketing : Exhibitions, Seminars, Mela, Facebook, Website, India Mart, Dial4trade, Trade India
Turnover (In Lacs) : 200
Employment Generation : 10
Age in Incubation Centre : 0.6 (In Years)
External Funding (In Lacs) : NIL



Sunil Natural Fresh Essence Pvt. Ltd.

Panipat, Haryana



Sunil Kumar

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Email:

cscputhar@gmail.com

Website:

www.snfe.org



Specific Activity	: Aromatic and medicinal essential oil manufacturing
Domain Area	: Agriculture-Production & Value addition
Benefit To Rural Populace	: Very small farmers are getting training about cultivating and oil extraction process of aromatic plants.
Products	: German Chamomile Oil, Lemon Grass Oil, Ocimum Basilicum Oil, Eucalyptus Oil, Basil Floral Water, Palmarosa Floral Water, Lemon Grass Floral Water, Eucalyptus Floral Water
Marketing	: Website, Retail outlets
Turnover (In Lacs)	: 9
Employment Generation	: 6
Age in Incubation Centre	: 1(In Years)
External Funding (In Lacs)	: NIL



Herbchick F&B Private Limited

Hisar, Haryana



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*NUTRITIONAL VALUE	50g	100g
Energy	135.04 Kcal	208.68 Kcal
Carbohydrate	2.86 g	4.89 g
Protein	20 g	30.71 g
Fat	0 g	7.72 g
Sugar	0 g	0.80 g
Saturated Fat	0.2 g	1.85 g
Trans Fat	0 g	0.80 g
MoistA	1.21 g	2.11 g
POFA	2.4 g	3.70 g
Dietary Fiber	1.84 g	1.81 g
Sodium	0.523 g	0.888 g
Calcium	42.24 mg	84.58 mg
Antioxidants	4.7 mg	7.3 mg

- Specific Activity** : World's first chicken bar & vegan bar with 20 g protein and no sugar & no preservatives.
- Domain Area** : Value Addition & Food Processing
- Benefit To Rural Populace** : Extra income to farmer
- Products** : Protein Ready to eat chicken and vegan bar
- Marketing** : Website, amazon, flipkart, social media
- Turnover (In Lacs)** : 15
- Employment Generation** : 12
- Age in Incubation Centre** : 1.3(In Years)
- External Funding (In Lacs)** : 15



NYTO Agrotech Private Limited

Rewari, Haryana



Ompal Singh

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@yahoo.com

Website:

www.nyto.in



Specific Activity : Technical development in fish farming
Domain Area : Fisheries
Benefit To Rural Populace : Increasing fish farmers income, Saving 60% water against traditional fish farming, and waste water from plant used for crop cultivation which increase soil fertility.
Products : RAS fishery system development
Marketing : Retail outlet
Turnover (In Lacs) : 18
Employment Generation : 24
Age in Incubation Centre : 2.6(In Years)
External Funding (In Lacs) : 25



Vasudha Sanrakshan Private Limited

Prayagraj, Uttar Pradesh



**Kunwar Ashish
Pratap Singh**

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singhkunwarupsainian
@gmail.com



Specific Activity : Waste Water Recycling and Management of Solid waste
Domain Area : Waste Management
Benefit To Rural Populace : Provide proper treatment on ponds with bio and phyto-remediation technology and making the water conducive for irrigation
Products : Municipal Waste Water Recycling
Marketing : Online and Offline mode
Turnover (In Lacs) : 135
Employment Generation : 25
Age in Incubation Centre : 3(In Years)
External Funding (In Lacs) : 50 Lac



HABITAT GENOME Primary Producer Company Limited

Hisar, Haryana



Satish Kumar

Phone:
+91-9812064000

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genomehabitat@gmail.com

Website:
www.habitatfpo.org



Our Products



Specific Activity : Bio fertilizer

Domain Area : Agriculture and biological sciences

Benefit To Rural Populace : Encourage farmers to improve their financial Rural gain through consumers, maintain environmental health, and save water by using organic manure and bio fertilizers. 7000 farmers associated with the FPC.

Products : Azotobacter + P.S.B., Bioteeka HT-54, Bioteeka Biomix, Habitat Shield, Crop Care, etc.

Marketing : Website, retail outlets, etc.

Turnover (In Lacs) : 400

Employment Generation : 300

Age in Incubation Centre : 3(In Years)

External Funding (In Lacs) : 25 Lac



Bio Leaf Manufacture Private Limited

Manesar, Haryana



Bhoop Singh

Phone:

+91-9891270936

Email:

bioleafmanufacturing

@gmail.com



- Specific Activity** : Chemical free packaging, No MOQ
- Domain Area** : Packaging
- Benefit To Rural Populace** : Direct monetary benefit through Procurement of Input material such as Maize Powder. And directly supplying packaging boxes to farmers to pack their vegetables and fruits.
- Products** : Primary and secondary packaging material
- Marketing** : Showroom, indiamart.
- Turnover (In Lacs)** : 150
- Employment Generation** : 5
- Age in Incubation Centre** : 1.3(In Years)
- External Funding (In Lacs)** : 10



Poonia & Poonia Agro Industries Private Limited

Hisar, Haryana



**Rajender
Poonia**

Phone:

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+91-9992230963

Email:

singh.rajender3009

@gmail.com



Specific Activity	: Winnowing Machine
Domain Area	: Agri Machinery
Benefit To Rural Populace	: Machinery provides cost-cutting and micro-entrepreneurial work to farmers.
Products	: Winnowing Machine
Marketing	: Own Outlet
Turnover (In Lacs)	: 50
Employment Generation	: 12
Age in Incubation Centre	: 1.3(In Years)
External Funding (In Lacs)	: 25



M/s Ananya Fisheries

Barwala, Haryana



Komal Ahuja

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Email:

ananyafisheries

@gmail.com



Specific Activity : Nursery Raising, Organic/precision farming
Domain Area : Fish Farming at low cost
Benefit To Rural Populace : Production of Fingerlings and then distribution to small scale farmers at low cost for producing fishes and adding it as a source of income is need of the hour.
Products : Fish seeds, Fingerlings, Fishes
Marketing : Own Fam
Turnover (In Lacs) : 1
Employment Generation : 10
Age in Incubation Centre : 2(In Years)
External Funding (In Lacs) : NIL



Diem Agro LLP

Gurgaon, Haryana



Mohit Dangi

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Email:

contact

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Website:

www.diemagro.com



Specific Activity : Post-harvest market linkage for Pineapple farmers
Domain Area : Agricultural supply chain
Benefit To Rural Populace : With the use of our neutral and transparent market linkage platform farmers can find buyers in inter-state markets and sell their produce without the help of multiple middlemen.
Products : Pineapple
Marketing : Online App
Turnover (In Lacs) : 1
Employment Generation : 6
Age in Incubation Centre : 1.3(In Years)
External Funding (In Lacs) : 5



M/s Poseidon's Green

Hisar, Haryana



Yogesh Joshi

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@gmail.com



Specific Activity : Hydroponics and Aquaponics
Domain Area : Soilless Farming
Benefit To Rural Populace : Trying to make this technology available to farming Community.
Products : Prototype
Marketing : Under process
Turnover (In Lacs) : NIL
Employment Generation : 3
Age in Incubation Centre : 1.3(In Years)
External Funding (In Lacs) : 5



Jeevnam Eco-Friendly Private Limited

Hisar, Haryana



Anand Kumar

Phone:

+91-9812940065

Email:

dudianand07

@gmail.com

Website:

www.

jeevnamecofriendly

.com



Specific Activity : Fertilizer and Bio Fertilizer

Domain Area : Chemical Free fertilizer

Benefit To Rural Populace : Our chemical-Free product Both land and health get benefits. At the same time, the cost of farming is also reduced.

Products : Npk Micronutrients, Biofertilizers, Multi Micronutrients, Crop Fertilizer, Biojet Plus (all Micronutrients) and Dop Fertilizer 50kg Bag

Marketing : Retail Outlet, indiamart, website

Turnover (In Lacs) : 300

Employment Generation : 37

Age in Incubation Centre : 1.5(In Years)

External Funding (In Lacs) : NIL



Oraplanet foods Private Limited

Jhajjar, Haryana



**Ankit Singh
Ahlawat**

Phone:

+91-7683093443

Email:

oraplanetfoodspvtltd@gmail.com

Website:

www.oraplanet.com



Specific Activity	: Certified Authentic organic food, Health Care& Wellness
Domain Area	: E- Commerce
Benefit To Rural Populace	: To educate & support farmers to do organic farming and help people live a better & healthier life by proving them hassle-free delivery of genuine organic products.
Products	: Cereals, Chana Products, Jaggary products, Honey, Millets, oils, Organic/Natural Vegetables, Pulses, Rice, etc.
Marketing	: Website, social media, and as per market demand
Turnover (In Lacs)	: 23.5
Employment Generation	: 7
Age in Incubation Centre	: 2.6(In Years)
External Funding (In Lacs)	: 5



Sehdaar LLP

Hisar, Haryana



Arjun Mohil

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+91-8527428985

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sehdaar@gmail.com



Specific Activity	: Diversified fish seed production
Domain Area	: Fisheries
Benefit To Rural Populace	: Farmers realize 15-20% faster turnaround me in terms of fish growth, genealogical access to seed purchase, alternate support system apart from the government bodies, on call access to farmer, testing facilities.
Products	: Fish seed
Marketing	: Own Farm
Turnover (In Lacs)	: 12
Employment Generation	: 10
Age in Incubation Centre	: 1.3(In Years)
External Funding (In Lacs)	: 5



हरियाणा कृषि विधि में नवविचार को कैसे एग्री बिजनेस में स्थापित करें, स्टार्टअप ग्रुह ने सुझाए सफलता मन्त्र



रीसाइकिलिंग एक्वाकल्चर, सोलर फेंसिंग बिजनेस मॉडल तैयार कर रहे एचएयू के पहले

हरियाणा कृषि विधि में नवविचार को कैसे एग्री बिजनेस में स्थापित करें, स्टार्टअप ग्रुह ने सुझाए सफलता मन्त्र

एचएयू के एग्रीकल्चर सेंटर के स्टार्टअप ने तैयार किया विशेष भारतीय मॉडल, गर्दिक ब्रेड, आठ दिन तक नहीं खोले छाया

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एग्रीकल्चर के एग्रीकल्चर इन्क्यूबेशन सेंटर में इनोवेटिव एग्रीकल्चर प्रोजेक्ट्स को प्रोत्साहित कर दिया जाएगा



एचएयू के साथ-साथ किसान उत्पादक समूह को भी बढ़ावा दे रहा है एबिक

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बिजनेस व अजरा जाहडिया वे, 25 लाख पाजो

बिजनेस व अजरा जाहडिया वे, 25 लाख पाजो

बिजनेस व अजरा जाहडिया वे, 25 लाख पाजो

स्टार्टअप करने वाले ग्राहक की इच्छाओं के अनुरूप बाजार का शोध करें: कुलपति

स्टार्टअप करने वाले ग्राहक की इच्छाओं के अनुरूप बाजार का शोध करें: कुलपति

स्टार्टअप करने वाले ग्राहक की इच्छाओं के अनुरूप बाजार का शोध करें: कुलपति

एचएयू निचले एबिक सेंटर व दस फीस के लैब इन्क्यूबेशन केंद्रों

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हकृषि में रखी उत्तर भारत के पहले इन्क्यूबेशन सेंटर की नींव

हकृषि में रखी उत्तर भारत के पहले इन्क्यूबेशन सेंटर की नींव

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एचएयू ने कृषि क्षेत्र में स्टार्ट-अप को बढ़ावा देने को फोकस रखा है, अब तक 25 हजार नहीं केवल ₹ 500 में कर सकते हैं 20 जनवरी तक 2022

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एचएयू में 12 करोड़ की लागत से बनाए गए एग्री बिजनेस इन्क्यूबेशन सेंटर

एचएयू में 12 करोड़ की लागत से बनाए गए एग्री बिजनेस इन्क्यूबेशन सेंटर

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छात्रों को स्टार्टअप शुरू करने के टिप्स

छात्रों को स्टार्टअप शुरू करने के टिप्स

छात्रों को स्टार्टअप शुरू करने के टिप्स

फसलों की मार्केटिंग न कर पाने वाले किसानों की मदद करेगा एचएयू

फसलों की मार्केटिंग न कर पाने वाले किसानों की मदद करेगा एचएयू

फसलों की मार्केटिंग न कर पाने वाले किसानों की मदद करेगा एचएयू

फिसानों के पास नई छोज और विचार है तो वह इस एबिक सेंटर में कर सकते हैं स्टार्टअप

फिसानों के पास नई छोज और विचार है तो वह इस एबिक सेंटर में कर सकते हैं स्टार्टअप

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एबिक सेंटर शुरू करने को एचएयू की टीम जान रही बारीकियां

एबिक सेंटर शुरू करने को एचएयू की टीम जान रही बारीकियां

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एचएयू निचले एबिक सेंटर व दस फीस के लैब इन्क्यूबेशन केंद्रों

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एचएयू निचले एबिक सेंटर व दस फीस के लैब इन्क्यूबेशन केंद्रों

Nabard chief lays stone of agri business centre in Hisar varsity

Nabard chief lays stone of agri business centre in Hisar varsity

Nabard chief lays stone of agri business centre in Hisar varsity

स्टार्टअप के साथ-साथ किसान उत्पादक समूह को भी बढ़ावा दे रहा है एबिक

स्टार्टअप के साथ-साथ किसान उत्पादक समूह को भी बढ़ावा दे रहा है एबिक

स्टार्टअप के साथ-साथ किसान उत्पादक समूह को भी बढ़ावा दे रहा है एबिक

एचएयू के एबिक को राष्ट्रीय स्तर पर मिला बेस्ट इन्क्यूबेशन सेंटर का अवॉर्ड

एचएयू के एबिक को राष्ट्रीय स्तर पर मिला बेस्ट इन्क्यूबेशन सेंटर का अवॉर्ड

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हकृषि में कृषि क्षेत्र में स्टार्टअप में संभावनाओं पर होगा मंथन

हकृषि में कृषि क्षेत्र में स्टार्टअप में संभावनाओं पर होगा मंथन

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अदरक-मसालूम की ब्रेड से शरीर रहेगा तंदुरुस्त

अदरक-मसालूम की ब्रेड से शरीर रहेगा तंदुरुस्त

अदरक-मसालूम की ब्रेड से शरीर रहेगा तंदुरुस्त

कैथल के युवा किसान जगदीप नायक को रियल हीरो व नेशनल आईकॉन से नवाजा

कैथल के युवा किसान जगदीप नायक को रियल हीरो व नेशनल आईकॉन से नवाजा गया। जगदीप नायक को रियल हीरो व नेशनल आईकॉन से नवाजा गया। जगदीप नायक को रियल हीरो व नेशनल आईकॉन से नवाजा गया।



कैथल के युवा किसान जगदीप नायक को रियल हीरो व नेशनल आईकॉन से नवाजा गया।

Glimpses of ABIC Incubatee's

इंजीनियर ने ई-रस मशीन से तैयार कर केमिकल प्री मात्रे का प्लेक्टर्ड जूस बेचना किया शुरू



इंजीनियर ने ई-रस मशीन से तैयार कर केमिकल प्री मात्रे का प्लेक्टर्ड जूस बेचना किया शुरू।

एवायू के एबिक सेंटर के स्टार्टअप ने तैयार किए विशेष मल्टीग्रेन, गार्लिक ब्रेड, आठ दिन तक नहीं होंगे बराब

एवायू के एबिक सेंटर के स्टार्टअप ने तैयार किए विशेष मल्टीग्रेन, गार्लिक ब्रेड, आठ दिन तक नहीं होंगे बराब।

मधुमक्खी के छत्ते से प्रेरित हो बनाए गमले में उगा रहे सब्जी



मधुमक्खी के छत्ते से प्रेरित हो बनाए गमले में उगा रहे सब्जी।

मल्टीपरपज फूड प्रोसेसिंग यूनिट से 12 लाख प्रति माह कमा रहा प्रिंस

मल्टीपरपज फूड प्रोसेसिंग यूनिट से 12 लाख प्रति माह कमा रहा प्रिंस।

एवायू के इंव्यूवर्टी विराट ने ₹45 हजार में तैयार किया मिर्ची वॉटरलेट

एवायू के इंव्यूवर्टी विराट ने ₹45 हजार में तैयार किया मिर्ची वॉटरलेट।

मैले में स्टार्टअप की राक 30 प्रतिशत से ज्यादा, युवाओं ने मैले के लिए विश्वास अंतराई

मैले में स्टार्टअप की राक 30 प्रतिशत से ज्यादा, युवाओं ने मैले के लिए विश्वास अंतराई।

मैले में स्टार्टअप की राक 30 प्रतिशत से ज्यादा, युवाओं ने मैले के लिए विश्वास अंतराई

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मंडे कॉजिटिव दूर-दूर पर चौड़को देना की पहल, भयात से अधिक मोतहों का कर रहे पालन सातरोड कलां के नरेश ने 300 से ज्यादा घायल भोवंश की बचाई जान, दूध न देने वाली गाय के मूत्र व गोबर से प्रोडक्ट बना प्रति माह कमा रहे 80 हजार

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ABIC Incubatee's Awards



Best Start up “Plutus Plus” in Waste to Wealth by Hon'ble Agriculture Minister Bihar Sh. Amrendra Pratap Singh Ji



National Icon Award 2021- Jagdeep Nayak in the field of Mushroom Production and Value Addition



First Prize in Kisan Mela for Honey Processing 2021 (State Level)- Subhash Kamboj



ABIC website Launch by Hon'ble Justice Surya Kant Judge-Supreme Court in the August Presence of Prof. B.R. Kamboj Vice Chancellor, CCS HAU Hisar on 20th December 2021



**Sh. Prahalad Singh Patel, Minister – MoFPI, GoI Awarded ABIC, Hisar
as No. 1 Agri Business Incubation Centre for Excellence in Multiple Incubation Centres
Agri Food Awards: 12th Nov 2021**

ABIC Office Bearers



Prof. B.R. Kamboj
Vice Chancellor, CCS HAU Cum President, ABIC



Prof. Atul Dhingra
Director, ABIC



Dr. Rajesh Gera
Nodal Officer, ABIC
cum PI, R-ABI



Dr. Ravi Gupta
Co-PI, R-ABI, ABIC



Mr. Rajeev Kumar
Treasurer, ABIC



Ms. Manisha Mani
Chief Executive
Officer, ABIC



Er. Arpit Taneja
Technical
Business Incubator
Manager, ABIC



Dr. Nisha Malik Fogat
Administrative
Business Incubator
Manager, ABIC



Ms. Twinkle Mangal
Customer Care
Manager, ABIC



Mr. Vikram Sindhu
Business Manager
R-ABI, ABIC



Mr. Rahul Duhan
Business Executive
R-ABI, ABIC



**Hon'ble Member of State Petition Committee of Haryana Vidhan Sabha
visiting ABIC on 30th July 2021.**



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