



### Who Should Participate

1. Agri and Food Startups
2. Agribusiness Professionals and Companies
3. Technology Institutions
4. Training and Academic Institutions
5. Banks, Financial Institutions and VCs
6. Innovative Farmers
7. Development Agencies
8. Entrepreneurs and Youths with Ideas
9. Digital Marketing and Retailing Agencies
10. Government Officials

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भारतीय कृषि एवं खाद्य परिषद्  
**INDIAN COUNCIL OF FOOD AND AGRICULTURE**



# ALL INDIA Agri Startups CONVENTION 2018 and Agri Startup Awards 2018

February 21–22, 2018 | Constitution Club | New Delhi

TECHNOLOGY PARTNER



CO-ORGANISERS



India is predominantly an agrarian economy with 55% population driving its livelihood from agriculture. In the last two decades, powered by the Government policies and strong engagement of the industry and institutions, agriculture is rapidly evolving into agribusiness in terms of approach and structure. However, in the last one decade, the sector has been thronged by the stream of educated youth, fired by the ideas, passion and innovations to launch newer kinds of technology and business models to lift the face of agriculture from primitive to hi-tech one. These start-ups are providing missing links in the agri value chain and delivering efficient products, technologies and services to the farmers on one hand and the consumers on the other hand. From ICT apps to farm automation and from weather forecasting to drones and from inputs retailing and equipment renting to online vegetable marketing, and from smart poultry and dairy ventures to smart agriculture and from protected cultivation to innovative food processing and packaging, it's proliferation of all innovations and technology driven startups set to revolutionize the food and agriculture sector.

Government has also ably supported these startups with programs like Skilled India, Start Up India, Stand Up India, MUDRA to ACABC scheme and Udaan to help budding entrepreneurs start and scale new ventures. However, many of the existing agri- enterprises, despite savoring initial success, are facing difficulties to scale and expand. They are looking for ideas, inspirations and support to scale to newer heights. In this context, ICFA is convening 1st All India Agri Startups Conclave 2018 with the aim to bring all the startups in food and agri space on single platform for sharing of success stories and exploring business and marketing linkages, technology and financial tie-ups and partnership opportunities. The participation of Governments officials and institutions like NABARD, SIDBI, NSDC, SFAC, ICAR, CSIR, UNIDO, IFAD, banks and industry will help Startups and potential agri-entrepreneurs with desired policy changes, programs, business modelling and financial participation. The conclave envisages to provide a platform for experience and knowledge sharing, synergies, connects and partnerships, collective and creative thinking to create pro-startups environment for ensuring success and sustainability of upcoming startups and attracting youth towards entrepreneurship in food and agri sectors.

## OBJECTIVES

1. To serve as national platform for sharing of the startups success stories in food and agri sector by entrepreneurs
2. To discuss the scope and opportunities in major sub-sectors and how to unleash the potential for Startups
3. To identify the issues and challenges faced by the agri-food Startups and preparing action plan to support them
4. To discuss the policy support needed and the convergence of schemes and programs to best support the Startups
5. To bring all key stake-holders on one platform to discuss, share and network with one another for best synergies
6. To offer opportunity for face to face meetings with policy makers to suggest any policy changes for Startups
7. To provide platform to the Startups and potential entrepreneurs to connect with the Government schemes, technology bodies, industry, financial institutions, venture capitals, marketing agencies etc..



## SESSIONS

### Day 1 (Feb 21, 2018)

1. Inaugural Session	09.30 am – 10.30 am
<b>Tea Break</b>	<b>10.30 am – 11.00 am</b>
2. Agri Startups Potential and National Outlook	11.00 am – 12.15 pm
3. Experience Sharing by Agri Startups	12.15 am – 01.30 pm
<b>Lunch Break</b>	<b>01.30 pm – 02.15 pm</b>
4. Experience Sharing by Food Startups	02.15 pm – 03.30 pm
5. Sharing of Experiences by Technology Startups	03.30 pm – 04.45 pm
<b>Tea Break</b>	<b>04.45 pm – 05.15 pm</b>
6. Marketing Challenge: Connecting with Digital Platforms	05.15 pm – 06.30 pm
7. CEOs Panel on Challenge of Scaling	06.30 pm – 07.30 pm
Cultural Program and Dinner	07.30 pm – 09.30 pm

### Day 2 (Feb 22, 2018)

8. Government Programs & Policy Support for Startups	09.30 am – 10.30 am
<b>Tea Break</b>	<b>10.30 am – 11.00 am</b>
9. Financing of Startups: Connecting with Banks, Fls and Vcs	11.00 am – 12.15 pm
10. Innovations in Startups and Technology Support	12.15 am – 01.30 pm
<b>Lunch Break</b>	<b>01.30 pm – 02.15 pm</b>
11. Growing through Partnering with Industry and Farmers	02.15 pm – 03.30 pm
<b>Presentation of Agri Startup Awards 2018</b>	<b>03.45 pm – 04.45 pm</b>
<b>Concluding High Tea</b>	

## SPONSORSHIPS

### Partner Organisation (INR 10.0 Lacs)

- Official status of the Partner Organisation of the event ([single organisation](#)).
- Name and logos to appear along with the organizers in all the promotional materials.
- Name and logo to appear in all advertisements and social media.
- Sharing of inaugural dais with the VVIPs and speaking at the inaugural function.
- Back cover page advertisement in souvenir.
- Logo to be prominently displayed in the backdrop and standees.
- Ten minutes slot for organizational film to be run in the lunch time.
- Products brochures to be placed in the main kit.
- Lifetime ICFA Corporate Membership.

### Main Sponsors (INR 5.0 Lacs)

- Official status of Main Sponsors to the event.
- Name and logo to appear in all the promotional materials and panels.
- Name and logo to appear in all advertisements and social media, on-site standees.
- Sharing of the concluding dais and addressing the function.
- Speaking slot in one of the relevant sessions.
- Inside cover page advertisement in souvenir.
- Products brochures will be displayed on the registration table.
- Lifetime ICFA Associate Corporate Membership.

### Promoting Your Startup (INR 60,000)

- Speaking slot in one of the relevant sessions with presentation.
- Logo on Standees (3).
- Leaflets at registration counter and in delegate kit.

### Awards Title Partner (INR 10.0 Lacs)

- Official status of the Partner to the “Agri Startups Awards” ([Single organization](#)).
- Name and logos to appear along with the organizers in all the promotional materials.
- Name and logo to appear in all advertisements and social media.
- Sharing of the Award Dais with the VVIPs and speaking at the Award function.
- Speaking slot in one of the sessions at the convention.
- One page advertisement in souvenir.
- Five minutes time for organization film to be shown during lunch time.
- Products brochures will be placed in the main kit.

### Co-Sponsors ( INR 3.00 Lacs)

- Official status of Co- Sponsors to the event.
- Name and logo to appear in all the promotional materials and panels.
- Special acknowledgment during inaugural and concluding functions.
- Name and logo to appear in all advertisements and site panel etc.
- Speaker slot in one of the relevant sessions.
- Advertisement in the souvenir.

### Lunch Sponsors (INR 2.0 Lacs)

- Official status of Lunch Sponsor.
- Name and logo to appear in all the promotional materials and panels.
- Special acknowledgment during concluding function.
- Name and logo to appear in all advertisements and site panel etc.
- Advertisement in the souvenir.
- Three banners or standees can be put up inside the food venue.
- Lifetime ICFA Associate Corporate Membership.



ALL INDIA  
**Agri Startups**  
CONVENTION 2018  
and  
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## For Sponsorship

### 1. Name and address of the Organization

### Details of the Contact Person

Name .....

Designation.....

Phone.....

Fax.....

E-mail:.....

### 2. Sponsorship Category

- I.  Partner Organisation (INR 10.0 Lacs)
- II.  Awards Title Partner (INR 10.0 Lacs)
- III.  Main Sponsors (INR 5.0 Lacs)
- IV.  Co-Sponsors (INR 3.00 Lacs)
- V.  Lunch Sponsors (INR 2.0 Lacs)
- VI.  Promoting Your Startup (INR 60,000)

**All payments should be made in advance through RTGS/ NEFT or Demand Draft in favor of "Indian Council of Food and Agriculture", payable at New Delhi. Please add 18% as statutory GST.**

### Payment Details

Demand Draft no. ....dated.....drawn on .....amount  
Rs..... in favor of Indian Council of Food and Agriculture, payable at New Delhi.

Date .....

Name .....

Place .....

Designation .....

Signature (with seal) .....

### Indian Council of Food and Agriculture account detail for online payments

<b>Beneficiary Name</b>	INDIAN COUNCIL OF FOOD AND AGRICULTURE	<b>Beneficiary A/C No</b>	50200009753362
<b>Beneficiary Bank</b>	HDFC Bank	<b>Beneficiary Branch</b>	KAILASH BUILDING, KG MARG, ND-1
<b>IFSC Code</b>	HDFC0000003	<b>MICR Code</b>	110240001
<b>GST No</b>	07AADCI8466N1ZW		