



IN ASSOCIATION  
WITH



PRESENTS

# AGRIVATION

Building viable food startups with technology

**PRAKRITI-2022 BRINGS TO YOU AGRIVATION IN ASSOCIATION WITH ABIF-IIT KHARAGPUR. IN THIS EVENT, THE PARTICIPANTS ARE CHALLENGED TO UNDERSTAND INDIA'S PROBLEMS WITH FOOD SECURITY AND COME UP WITH VIABLE STARTUP IDEAS THAT CAN ENSURE FOOD-SECURITY FOR MILLIONS OF INDIANS.**

## About Prakriti

Prakriti is an Agri and Food Innovation Fest organized by the students of the Department of Agricultural and Food Engineering, IIT Kharagpur, targeting the amalgamation of academia and industry associated with the agricultural and food sector.

## About ABIF

IIT Kharagpur's Agricultural Food Engineering (AgFE) division is the only IIT systems division in the country. It houses the NABARD-funded Agribusiness Incubation Center (ABIF) to promote agribusiness.

ABIF aims to foster innovative ideas and create agripreneurs in the fields of agriculture and food technology. It develops, demonstrates and transfers low-cost technologies for sustainable development of agricultural and rural communities.

## Problem Statement

India has a staggering population of 1.3 billion. 14% of Indians are undernourished and around 76% of rural India is yet to get a balanced and nutritious diet. While a population count of 1.64 billion awaits us for 2050, we still stand hopelessly ranking 101 out of 116 countries in the Global Hunger Index. Our current food production and distribution systems are highly fragmented and inefficient. While farmers keep struggling to reap a good harvest, distributors are lacking the frameworks for feeding every corner of the country.

Prakriti 2022 challenges the participating teams to deeply study the above mentioned problem and come up with a startup idea that would ensure Food Security for millions of Indians.

## Evaluation Process

This competition has two rounds:

Round 1:- Business Model Doc Submission (300 points)

Round 2:- Presentation (200 points).

## Report Submission

1. Participants are required to go through the problem statement, come up with a robust business model, and submit a PDF document of it before **28th march, 2022**.
2. The document should be submitted using the following link:  
**<https://forms.gle/wkK3W4FnFcEronNC9>**
3. The document should include the following:
  - Introduction to the problem that you are solving
  - Introduction to the Team
  - Startup Idea (In brief)
  - Business Model (Revenue Model, Marketing Strategy, Partnerships, etc.)
  - Competitor Analysis
  - TAM(Total Addressable Market)
  - Required Initial investment
4. The report should be of maximum 2000 words.
5. The report should be in PDF format, with text size 12 pt and line-spacing of 1.5.
6. Any sort of plagiarism will lead to disqualification.
7. Only the entries sent through the [Google form](#) will be accepted.

## Final Presentation

1. Only teams selected in the first round are eligible for the presentation round
2. Those teams who have cleared the 1st round , are required to demonstrate a presentation in front of the judges on 2nd April 2022.
3. The presentations must be enlisting the key points of their business model.
4. Extra points would be offered to the teams who have a working startup / pilot program / proof of concept
5. The Final presentation should wrap up within 10 minutes followed by Q&A (5min).
6. Exceeding the time limit may lead to point reduction or disqualification

## Things To Note

1. This is a group event.
2. Each group can have a maximum of 5 and a minimum of 2 members.
3. This competition is divided into two stages: Report submission and Final Presentation
4. Groups who are able to present a working startup / pilot program / proof of concept would be given preference.
5. In case two teams have an equal score, the team who submitted their report earlier will be considered on higher priority.
6. Prizes will be given to those participants who will be registering through the Registration portal of Prakriti 2021 or through D2C.
7. The decision of judges is final and binding. Team Prakriti reserves the right to disqualify any team in case of violation of any of the above rules or found doing illicit actions.

**Total Prize Money**  
**INR 20,000**

**Opportunity to receive funding from**  
**ABIF IIT Kharagpur**

**Report Submission Link:**  
**<https://bit.ly/Agrivation-Submissions>**

**Ask Your Queries**

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