



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF AGRICULTURE VELLAYANI
AGRICULTURAL COLLEGE ROAD, VELLAYANI, THIRUVANANTHAPURAM, KERALA 695522



E CELL COA VELLAYANI

In Collaboration with



E CELL IIT MADRAS

Proudly Presents

iniziaion

TRANSFORMING AGRICULTURE THROUGH ENTREPRENEURSHIP



21 & 22 FEBRUARY 2025



08.00 AM - 06.00 PM



NEW UG BLOCK
COLLEGE OF AGRICULTURE VELLAYANI

EVENT HIGHLIGHTS

Interactive Boot Camps | Workshops | Networking Opportunities | Founders' Expo |
Entrepreneurial Quiz | Case Study Analysis | Business Plan Competition | Quiz | Article
Writing Competition | Photography Competition | Meme Making Competition |
Cultural Performances | Valedictory Ceremony

Organizing Committee

INIZIARO 2025 is the culmination of a collective effort from dedicated individuals, esteemed faculty members, and enthusiastic students, working together to ensure the success of this transformative event. The organizing committee is composed of the following members:

Core Organizing Members

- **Dr. Roy Stephen**
Dean of Faculty
College of Agriculture
Vellayani
- **Dr. K. N. Anith**
Associate Director,
Regional Agriculture Research Station,
Vellayani
- **Dr. Faizal M. H.**
Research Coordinator & Professor
Department of Agricultural Entomology
College of Agriculture Vellayani
- **Dr. Allan Thomas**
Professor & Head
Department of Agricultural Extension
College of Agriculture Vellayani
- **Dr. Geetha Radhakrishnan**
Faculty Advisor (E Cell CoA Vellayani)
Assistant Professor
Department of Agricultural Statistics
College of Agriculture Vellayani
- **Dr. Safeer M. M.**
Assistant Professor
Instructional Farm, CoA, Vellayani
College of Agriculture Vellayani

Student Organizing Members

- **Mohammed Nabin** - *Overall Coordinator*, E Cell CoA Vellayani
- **T. Thajudeen** - *Overall Coordinator*, E Cell CoA Vellayani
- **Sreehari K.** - *Media and Marketing* - E Cell CoA Vellayani
- **Noor Fidha P. K. V.** - *Event and PR Head* - E Cell CoA Vellayani
- **Keerthana R. F.** - *Innovation, Research & Knowledge Management*, E Cell CoA Vellayani
- **M. Letzamon Haokip** - *Finance and Corporate* - E Cell CoA Vellayani
- **Mohamed Shubin Shaji** - *Design and Documentation*, E Cell CoA Vellayani

Volunteers

The event is supported by:

- 43 dedicated volunteers from E Cell CoA Vellayani
- 25 enthusiastic volunteers from the College of Agriculture Vellayani

Collaboration with E Cell IIT Madras

As part of this initiative, we are proud to collaborate with E Cell IIT Madras, whose insights and expertise play a pivotal role in the organization and execution of INIZIARO 2025.

Together, this diverse and passionate team is working tirelessly to ensure a successful and impactful event, fostering innovation and entrepreneurship in the agricultural sector.



College of Agriculture Vellayani

The College of Agriculture, Vellayani, established in 1955 within the former Travancore State's palace, is now a prominent agricultural institution in India. It transitioned into a key component of Kerala's Agricultural University in 1972, offering undergraduate and postgraduate education. With departments covering agronomy to rural home science, the college prioritizes practical training, exposing students to farm operations.

Its diverse research yields valuable technologies, and extension activities include collaborations with government departments and social organizations. Through initiatives like Village Adoption and N.S.S., the college plays a vital role in developing agricultural technologies, maintaining its commitment to education, research, and community outreach.



E Cell CoA Vellayani

E Cell CoA Vellayani, operating under the name "E Cell CoA Vellayani," serves as a vibrant entrepreneurial hub within the College of Agriculture, Vellayani. Focused on fostering innovation and creativity, we empower undergraduate (UG), postgraduate (PG), and doctoral (PhD) students in agriculture, biotechnology, and allied sciences to ideate and execute entrepreneurial ventures that drive transformative change in these sectors.

Under the expert guidance of our esteemed faculty advisor, Dr. Geetha Radhakrishnan, Assistant Professor (Computer Science) at Kerala Agricultural University, E Cell strives to cultivate an ecosystem where entrepreneurial thinking and sustainable innovation thrive. We serve as a bridge between students, faculty, and industry, equipping the next generation of leaders with the knowledge, mentorship, and opportunities they need to excel.

The vision of E Cell CoA Vellayani is to empower innovators, cultivate entrepreneurs, and transform the future of agriculture and biotechnology. Through its mission, the E Cell aims to foster a culture of innovation, entrepreneurship, and sustainable growth among students. It provides the tools and guidance necessary to nurture visionary leaders who are capable of driving positive changes in these fields.





INIZIARO 2025: Transforming Agriculture Through Entrepreneurship is a flagship agri-entrepreneurship summit organized by the Entrepreneurship Cell of the College of Agriculture, Vellayani, in collaboration with E Cell IIT Madras. Set to take place on the 21st and 22nd of February 2025, this two-day event is a transformative initiative designed to empower farmers, students, and aspiring entrepreneurs by fostering innovative and entrepreneurial thinking in agriculture and allied sectors. INIZIARO 2025 offers a rich array of activities, including expert-led workshops, engaging entrepreneurial boot camps, thought-provoking expert talks, exciting competitions, and interactive networking sessions, creating a vibrant platform for knowledge exchange and collaboration.

A unique highlight of INIZIARO is its strong emphasis on farmer empowerment, with all workshops and sessions being offered free of charge to farmers, ensuring their active participation in shaping the future of agriculture. The summit also welcomes students, innovators, and professionals from diverse disciplines to come together and address real-world challenges, explore groundbreaking solutions, and share visionary ideas. Through its inclusive and impactful agenda, INIZIARO 2025 seeks to inspire a new generation of leaders to transform agriculture, promote sustainability, and drive meaningful progress in creating a resilient and innovative agricultural ecosystem.

KERALA AGRICULTURAL UNIVERSITY
 COLLEGE OF AGRICULTURE VELLAYANI
 KERALA AGRICULTURAL COLLEGE VELLAYANI, THIRUVANANTHAPURAM, KERALA, INDIA

E Cell CoA Vellayani & E Cell IIT Madras
Jointly Organize
inizaro
 TRANSFORMING AGRICULTURE THROUGH ENTREPRENEURSHIP

21-22 FEBRUARY 2025
 08:00 AM - 05:30 PM

NEW QR CODE
 FOR MORE DETAILS VISIT QR CODE

Microgreen Workshop
 Entrepreneurial Workshop
 Hydroponics Workshop
 Green String Competition
 Idea Pitching Competition
 Quiz Competition
 Mushroom Cultivation Workshop
 Smart Agriculture Workshop
 Biotechnology Workshop
 Article Writing Competition
 Photography Competition
 Home Making Competition

9895669906, 88482 33236 ecell.coa.vellayani@gmail.com https://coavellayani.kau.in/e-cell

E Cell CoA Vellayani has accomplished several milestones since its inception. Recently, the cell was a finalist in the NEC Advanced Track by IIT Bombay (2025) and emerged as the winner of EDD by IIT Madras (2025). It also secured top performer recognition in the State Entrepreneurship Challenge 2025.

Previously, the E Cell won the National Entrepreneurship Challenge 2023 organized by E-Cell IIT Bombay and performed among the top 30 in the Kerala State Biodiversity Board Ideathon Challenge 2023. It achieved notable recognition in competitions such as the BioVantag Competition by the Goa Institute of Management, Udaan by NIT Kozhikode, and the Case Study competition by the Imperial School of Agri-Business, Greater Noida. Other successes include being finalists in Bizathon by IIT (ISM) Dhanbad, securing 2nd runner-up in the Innovation Arena by Delhi University, and participating in Idea Fest 2023 by Kerala Startup Mission, where the team is currently engaged in the idea acceleration program.

E Cell CoA Vellayani organizes various activities and events to promote entrepreneurship and innovation among its members. These include orientation sessions with experts like Dr. Allen Thomas, workshops on CV building and LinkedIn optimization, and unique programs such as FRESHIE INTRO and Utthaan.

In April 2024, the cell launched its flagship startup, NurtureOn, inaugurated by Anoop Ambika, CEO of Kerala Startup Mission. The creation of the Academic Pinnacle Hub further strengthened its support for students by providing valuable resources. Weekly brainstorming sessions, monthly challenges, and regular campus activities have enriched the entrepreneurial ecosystem within the college.

E Cell members continue to excel, actively participating in national-level business pitching competitions and entrepreneurial challenges. Their consistent performance and innovative spirit have earned them accolades across India. As a leading force in agri-entrepreneurship, E Cell CoA Vellayani remains dedicated to empowering students and fostering sustainable innovations for a brighter future in agriculture and biotechnology.



Vision

To revolutionize agriculture by fostering innovation, empowering farmers, and cultivating entrepreneurial solutions that create a sustainable and resilient agricultural ecosystem for future generations.

Mission

To bridge the gap between innovation and agriculture by providing farmers, students, and professionals with a platform to learn, collaborate, and implement transformative ideas. INIZIARO aims to empower farmers through knowledge-sharing and free access to advanced practices, promote sustainable agricultural solutions, and inspire entrepreneurial ventures that address real-world challenges in agriculture and allied sectors.

Key Highlights of the Event

- Entrepreneurial Boot Camps
- Expert Talks
- Mushroom Cultivation Workshop
- Microgreen Cultivation Workshop
- Hydroponics Workshop
- Smart Agriculture Workshop
- Plant Tissue Culture Workshop
- Quiz Competition
- Case Study Competition
- The Idea Pitching Competition
- Founders' Expo
- Networking Sessions



Programme Schedule

21 – 02 – 2024

Venue 1: New Academic Block, Smart Classroom V, College of Agriculture, Vellayani

09:30 - 10:30	Inaugural Ceremony	
10:45 - 11:00	Tea Break	
11.00 - 11.45	Bootcamp Session 1	Mr. P. Sridharan Nair Director (Organisational Development) Greenvironment Innovation & Marketing India (P) Ltd
11:45 - 12:30	Bootcamp Session 2	Dr. K. P. Sudheer Head RAAFTAR Agribusiness Incubator
12.30 - 13.15	Bootcamp Session 3	Nitheesh Sundaresan Founder VARSYA Varsya Eco Solutions
13.15 - 14.00	Bootcamp Session 4	Mr. Prasanth Rajeev Founder & Director COSMIQ Invotech Private Limited Empaneled Resource Person MNRE Govt. of India
14:00 - 14:30	Lunch break	
14.30 - 16.30	Bootcamp Session 5	Aadam Ahamed Startup Enabler Kerala Startup Mission
16.30 - 16.45	Tea Break	
16.45 - 17.30	Bootcamp Session 6	Sam Thomas Co-founder, Director Finance and Strategy Greenvironmentindia
18:00 - 19:00	Quiz Competition	

21 – 02 – 2024

Venue 2: Department of Molecular Biology and Biotechnology

09:30 - 16:30	Workshop on Tissue Culture and Molecular Biology Techniques
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Venue 3: Mandappam, Near New UG Block

09:30 - 16:00	Founder's Expo
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Venue 3: Smart Classroom, Ground Floor, New UG Block

19.00 - 20.00	Virtual Session Handled by E Cell IIT Madras Representative
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22 – 02 – 2024

Venue 1: New Academic Block, Smart Classroom V, College of Agriculture, Vellayani

09:00 - 13:00	Dr. V. S. Santhosh Mithra Principal Scientist, ICAR-Central Tuber Crops Research Institute, Thiruvananthapuram	Smart Agriculture Workshop
13:00 - 14:00	Lunch break	
14:00 - 17:00	Dr. Safer M. M. Assistant Professor Instructional Farm College of Agriculture, Vellayani	Mushroom Cultivation Techniques and Value Addition Workshop
18:00 - 20:00	Valedictory Function and Cultural Night	

Venue 2: Mandapam, College of Agriculture, Vellayani

10:00 - 18:00	Founder's Expo (Farmers, Students, Startups)
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Venue 3: New Academic Block, Smart Classroom VII, College of Agriculture, Vellayani

10:00 - 13:00	Mr. Amal A Ashok Founder Evo X Farm	Hydroponics and Modern Crop Cultivation Techniques Workshop
14:00 - 17:00	Mr. Sholin Saji Founder Pandora Greens	Microgreen and Advanced Technologies of Production Workshop

Venue 4: Seminar Hall, Department of Agricultural Extension Education

10:00 - 13:00	Udhhavan – A Case Study Competition
14:00 - 18:00	Navonmesh – Idea Pitching Competition



Inauguration Ceremony

The grand opening of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship will be graced by the presence of prominent leaders in the fields of agriculture, entrepreneurship, and research. The event will be inaugurated by:

Chief Guest

Dr. P. V. Unnikrishnan

Member Secretary, Kerala Development and Innovation Strategic Council (K-DISC), Trivandrum

A visionary leader driving innovation and entrepreneurship in Kerala, Dr. P. V. Unnikrishnan will officially inaugurate the event and share his inspiring insights with the participants.

Dignitaries in Attendance

● **Dr. Roy Stephen**

Dean of Faculty, College of Agriculture, Vellayani

● **Dr. K. N. Anith**

Associate Director, Regional Agriculture Research Station, Vellayani

● **Dr. Faizal M. H.**

Research Coordinator & Professor, Department of Agricultural Entomology, College of Agriculture, Vellayani

● **Dr. Allan Thomas**

Professor & Head, Department of Agricultural Extension, College of Agriculture, Vellayani

● **Dr. Geetha Radhakrishnan**

Faculty Advisor, E Cell CoA Vellayani, Assistant Professor, Department of Agricultural Statistics, College of Agriculture, Vellayani

● **Dr. Safeer M. M.**

Assistant Professor, Instructional Farm, CoA, Vellayani, College of Agriculture, Vellayani

This inaugural session marks the beginning of a transformative journey, bringing together academia, industry, and farmers to drive innovation and entrepreneurship in agriculture.

Workshops: A Hands-On Learning Experience

The workshops at INIZIARO 2025 are designed to provide in-depth, practical knowledge, catering to various interests and expertise in the field of agriculture and entrepreneurship. These workshops, led by seasoned experts, aim to empower participants with the skills and tools needed to innovate and excel in their respective fields.

All workshops are free for farmers, emphasizing the inclusivity and support for the agricultural community. For other participants, nominal registration fees apply. Certificates will be provided to all registered attendees upon successful completion of their chosen workshops.

Day 1: 21st February 2025

PLANT TISSUE CULTURE WORKSHOP

- Time: 9:00 AM – 5:00 PM
- Overview: This intensive full-day workshop will introduce participants to the fundamentals and advanced techniques of plant tissue culture, including micropropagation, cell culture, and cloning. Ideal for students, researchers, and professionals keen on exploring biotechnological applications in agriculture.
- Fee: ₹1000 for non-farmer participants.
- Venue: College of Agriculture, Vellayani.

Day 2: 22nd February 2025

Workshops on Day 2 will run in parallel, divided into morning and afternoon sessions. Each workshop requires individual registration.

Morning Session Workshops (9:00 AM – 1:00 PM)

HYDROPONICS

- Dive into soilless farming techniques and learn how to grow crops efficiently using nutrient-enriched water systems. This workshop will highlight the basics of hydroponic systems, benefits, and practical implementation strategies.
- Fee: ₹250 for non-farmer participants.

SMART AGRICULTURE

- Discover the potential of technology in agriculture with a focus on IoT, precision farming, and data-driven solutions. Participants will gain insights into optimizing farm productivity and sustainability through smart solutions.
- Fee: ₹250 for non-farmer participants.

Afternoon Session Workshops (2:00 PM – 6:00 PM)

MICROGREEN CULTIVATION

- Learn how to grow nutrient-dense microgreens effectively, exploring various types, growing methods, and their commercial potential. This workshop is perfect for budding entrepreneurs looking to start small-scale ventures.
- Fee: ₹250 for non-farmer participants.

MUSHROOM CULTIVATION AND VALUE ADDITION

- Gain hands-on experience in cultivating mushrooms and learn techniques for value addition, such as creating mushroom-based products. This workshop aims to empower participants to explore sustainable income opportunities.
- Fee: ₹250 for non-farmer participants.

Key Details for Workshops

- **Venue:** College of Agriculture, Vellayani
- **Registration Fee:**
 - Free for farmers.
 - ₹250 per workshop for students and professionals (₹1000 for the Plant Tissue Culture Workshop).
- **Certificates:** Provided to all registered participants.
- For registration or additional queries, please contact:
 - **Keerthana: 82814 67473**
 - **Mohammed Nabin: 98956 65906**
 - **T. Thajudeen: +91 88482 33236**
- These workshops offer an excellent opportunity to gain hands-on knowledge, network with experts, and stay updated on innovative practices in agriculture and related fields. Don't miss the chance to be part of this transformative experience!

Poster and registration Link

<https://forms.office.com/r/9h3EbeKPVk>

E Cell CoA Vellayani
In Collaboration with
E Cell IIT Madras
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inizior
TRADE DRESSING ADDRESS (TDA) THROUGH INIZIOR (TDA)

WORKSHOP

Smart Agriculture

Explore cutting-edge technologies and innovative solutions for a smarter, more sustainable agriculture.

22 FEB, 2025 | 09:00 AM
College of Agriculture Vellayani

REGISTRATION
₹ 250

REGISTER NOW

8281467473, 8848233236 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

- **Venue:** College of Agriculture, Vellayani
- **Registration Fee:**
 - Free for farmers.
 - ₹250 per workshop for students and professionals.
- **Certificates:** Provided to all registered participants.

Poster and registration Link

<https://forms.office.com/r/9h3EbeKPVk>

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LEARNING AND GROWING TOGETHER

WORKSHOP
Microgreen Cultivation

Learn how to grow nutrient-packed microgreens for health-conscious consumers and profitable farming

22 FEB, 2025 | 02:00 PM
College of Agriculture Vellayani

REGISTER NOW

REGISTRATION
₹ 250

8281467473, 8848233236 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

- **Venue:** College of Agriculture, Vellayani
- **Registration Fee:**
 - Free for farmers.
 - ₹250 per workshop for students and professionals (₹1000 for the Plant Tissue Culture Workshop).
- **Certificates:** Provided to all registered participants.

Poster and registration Link

<https://forms.office.com/r/9h3EbeKPVk>



E Cell CoA Vellayani

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in:izio
INTEGRATING KNOWLEDGE, SKILLS & ATTITUDE

WORKSHOP

Mushroom Cultivation

Master the art of cultivating mushrooms and creating high-value products from this sustainable crop

22 FEB, 2025 | 02:00 PM
College of Agriculture Vellayani

REGISTRATION
₹ 250

REGISTER NOW

8281467473, 8848233236 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

- **Venue:** College of Agriculture, Vellayani
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 - Free for farmers.
 - ₹250 per workshop for students and professionals (₹1000 for the Plant Tissue Culture Workshop).
- **Certificates:** Provided to all registered participants.

Poster and registration Link

<https://forms.office.com/r/9h3EbeKPVk>

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Hydroponics | Aquaponics | Vertical Farming

WORKSHOP Hydroponics

Discover the future of soil-less farming and grow more with less water, space, and effort.

22 FEB, 2025 | 02:00 PM
College of Agriculture Vellayani

REGISTER NOW

REGISTRATION
₹ 250

8281467473, 8848233236 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

- **Venue:** College of Agriculture, Vellayani
- **Registration Fee:**
 - Free for farmers.
 - ₹250 per workshop for students and professionals.
- **Certificates:** Provided to all registered participants.

Poster and registration Link

<https://forms.office.com/r/9h3EbeKPVk>

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FROM SEEDS TO BETTER LIFE THROUGH INNOVATION

WORKSHOP

Plant Tissue Culture

Unlock the secrets of plant propagation and learn advanced tissue culture techniques to revolutionize agriculture.

22 FEB, 2025 | 02:00 PM
College of Agriculture Vellayani

REGISTRATION
₹ 250

REGISTER NOW

8281467473, 8848233236 | e-cell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

- **Venue:** College of Agriculture, Vellayani
- **Registration Fee:**
 - Free for farmers.
 - ₹1000 per workshop for students and professionals.
- **Certificates:** Provided to all registered participants.

Entrepreneurial Boot Camp

The Entrepreneurial Boot Camp at INIZIARO 2025 is designed to ignite the entrepreneurial spirit among participants, equipping them with the tools, knowledge, and inspiration needed to embark on transformative journeys in agriculture and agribusiness. This highly interactive and impactful session is open to all, with free entry for farmers to ensure maximum inclusivity and empowerment. Other participants can register for a nominal fee, with certificates awarded to all registered attendees.

The Boot Camp features four engaging sessions led by renowned experts from diverse fields, providing participants with valuable insights into various aspects of entrepreneurship, agribusiness, and innovation.

The first session, led by Dr. K. P. Sudheer, Head of the RAAFTAR Agribusiness Incubator, takes place from 11:00 AM to 12:30 PM. Dr. Sudheer will explore the intricacies of agribusiness incubation, offering valuable guidance on turning innovative ideas into scalable ventures. His session will emphasize the critical role of entrepreneurship in driving growth and sustainability within the agricultural sector. Following a lunch break from 12:30 PM to 1:30 PM, the second session, from 1:30 PM to 3:00 PM, will feature a speaker specializing in agri-value addition startups. This session will focus on innovative approaches to adding value to agricultural produce, creating profitable business models, and bridging the gap between farmers and markets.

After a short tea break from 3:00 PM to 3:15 PM, the third session, held from 3:15 PM to 4:45 PM, will be conducted by Aadam Ahamed, a Startup Enabler with the Kerala Startup Mission. Aadam will share his experiences in navigating the challenges of the entrepreneurial ecosystem and provide practical insights on leveraging resources to build successful startups.

The final session, scheduled from 4:45 PM to 6:00 PM, will be led by an expert speaker from IIT Madras. This session will explore innovation-driven entrepreneurship, showcasing cutting-edge ideas and pathways to integrate technology into agriculture for maximum impact and sustainability.

The boot camp is free for farmers, ensuring inclusivity and empowerment, while other participants can register for a nominal fee (Rs. 500/-). Certificates will be provided to all registered attendees. This boot camp is a stepping stone for aspiring entrepreneurs, farmers, and professionals, equipping them to contribute meaningfully to the transformation of agriculture through innovation, value addition, and sustainable practices.

Poster and registration Link

<https://forms.office.com/r/9h3EbeKPVk>



The poster features a dark blue background with white and yellow text. At the top left is the E-Cell IIT Madras logo with the tagline 'Powering Entrepreneurship at IITM'. At the top right is the logo of the Government of Karnataka, Department of Agriculture. The main title 'E Cell CoA Vellayani' is in large white font, followed by 'In Collaboration with E Cell IIT Madras' and 'Proudly Presents' in smaller white text. The 'inizio' logo is centered below. The main title 'Entrepreneurial BOOT CAMP' is written in a large, stylized font, with 'Entrepreneurial' in yellow and 'BOOT CAMP' in white. Below this, a white text box describes the bootcamp as a hands-on, dynamic one-day event. The dates '21 & 22 FEBRUARY 2025' and time '08.00 AM - 06.00 PM' are displayed in white. A calendar icon is next to the time. A location pin icon points to 'College of Agriculture Vellayani'. A 'REGISTER NOW' button is above a QR code. On the left, a white silhouette of a person in a suit holding a tablet is surrounded by icons of a bar chart, gears, and a network diagram. At the bottom, a white banner contains the text 'Take the first step towards transforming your ideas into reality!'. The footer contains contact information: a phone icon with the number 8281467473, 8848233236; an email icon with the address ecell.coa.vellayani@gmail.com; and a globe icon with the URL https://coavellayani.kau.in/e-cell.

E Cell CoA Vellayani
In Collaboration with
E Cell IIT Madras
Proudly Presents

inizio
Powering Entrepreneurship at IITM

**Entrepreneurial
BOOT CAMP**

Unlock the secrets of entrepreneurship and innovation with a hands-on, dynamic one-day bootcamp designed to ignite your entrepreneurial journey!

21 & 22 FEBRUARY 2025
08.00 AM - 06.00 PM

College of Agriculture Vellayani

REGISTER NOW

Take the first step towards transforming your ideas into reality!

8281467473, 8848233236 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

Udbhavan

Case Study Competition

As part of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship, the Entrepreneurship Cell of the College of Agriculture, Vellayani, in collaboration with E Cell IIT Madras, is proud to present Udbhavan: The Case Study Competition. This exciting and intellectually stimulating competition aims to challenge participants to devise innovative and practical solutions to real-world agricultural and entrepreneurial challenges. Udbhavan offers participants a unique opportunity to hone their problem-solving skills, gain recognition, and compete for cash prizes and certificates.

Competition Guidelines

1. Team Composition:

- Teams must consist of 2 to 4 members.
- All members should belong to the same college, but inter-year teams are allowed.

2. Registration:

- Registration must be completed on the Unstoppable platform.
- The last date for registration is 5th January 2025.

3. Problem Statement & Submission:

- The problem statement will be made available on the Unstoppable platform post-registration.
- Teams must submit their case study solutions by 10th February 2025.

4. Solution Format:

- Submissions must be in the form of a 5-slide PowerPoint presentation (PPT), excluding the cover slide and appendix.
- AI-generated solutions will result in disqualification.

5. Evaluation & Results:

- The evaluation process will assess creativity, feasibility, and practicality of the solutions.
- Results will be announced on 12th February 2025, and selected participants will be notified on the same date.

6. Event Schedule:

- The final presentation round of the competition will be held on 22nd February 2025, during INIZIARO 2025.

7. Prizes & Recognition:

- Winners will receive cash prizes and certificates.
- Participants will also get an opportunity to showcase their innovative ideas to industry experts and mentors, providing a platform for future growth.

Why Participate?

1. Develop and demonstrate your problem-solving skills.
2. Gain valuable insights into real-world agricultural challenges.
3. Network with industry leaders, mentors, and like-minded peers.
4. Earn recognition and compete for exciting cash prizes.

Contact for Queries

For any questions or clarifications regarding the Case Study Competition, feel free to reach out to:

- Noor Fidha P. K. V.: +91 94971 41763
- Mohammed Nabin: +91 98956 65906
- T. Thajudeen: +91 88482 33236

Unleash your creativity, showcase your analytical skills, and become a changemaker in agriculture! Don't miss this opportunity to make your mark at Udbhavan: The Case Study Competition.

Registration Link

<https://forms.office.com/r/0xhrc9zUEy>





E Cell CoA Vellayani

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E Cell IIT Madras

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Udbhavan CASE STUDY COMPETITION

Join Udbhavan: The Case Study Competition, a flagship event of INIZIARO 2025, where young innovators tackle real-world challenges in agriculture and entrepreneurship to shape a sustainable future!

Important Dates

- ✓ Registration Deadline: **5th February 2025**
- ✓ Solution Submission Deadline: **10th February 2025**
- ✓ Final Presentation Round: **22nd February 2025**

College of Agriculture Vellayani

REGISTER NOW >



Be part of the change, redefine agriculture, and innovate for the future!



9497141763, 7902405447



ecell.coa.vellayani@gmail.com



https://coavellayani.kau.in/e-cell

navonmesh

The Idea Pitching Competition

Embark on a transformative journey of creativity, innovation, and collaboration with Navonmesh: The Idea Pitching Competition, a premier event under the banner of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship. Organized by the Entrepreneurship Cell of the College of Agriculture, Vellayani, in collaboration with E Cell IIT Madras, this competition aims to bring together dynamic minds from across the country to redefine agricultural and entrepreneurial solutions.

Unlike traditional competitions, Navonmesh thrives on diversity and innovation. It encourages participants from different colleges, streams, and academic years to unite, collaborate, and develop impactful solutions. The unique three-stage format—combining quiz rounds, ideation, and pitching—challenges participants to think critically, work as a team, and innovate boldly while addressing real-world challenges in agriculture and business.

Join us on 22nd February 2025 at the College of Agriculture, Vellayani, for an opportunity to compete, collaborate, and turn your groundbreaking ideas into reality. With cash prizes and certificates on the line, Navonmesh is not just a competition—it's a celebration of ingenuity and entrepreneurial spirit!

Team Formation

- Teams can consist of 1 to 4 members.
- Members can be from the same or different colleges.
- Interdisciplinary teams (from different streams or academic years) are highly encouraged.

Event Date and Venue

- **Date:** 22nd February 2025
- **Venue:** College of Agriculture, Vellayani

Competition Format

Stage 1: Quiz Rounds

- Teams will participate in three quizzes covering topics such as entrepreneurship, marketing, business, startups, and agriculture.
- After each round, teams will be ranked, and based on their rank, they will select one keyword from a pool of 30.
- By the end of this stage, each team will have three keywords to use in the next round.

Stage 2: Ideation and PPT Creation

- Teams will have three hours to develop an innovative idea using their selected keywords.
- The idea must be presented in a PowerPoint presentation (PPT) format.
- Judging criteria include creativity, feasibility, and alignment with the event themes.

Stage 3: Pitching

- Teams will present their ideas to a panel of expert judges in a 5-minute pitch, followed by a 3-minute Q&A session.
- Judges will evaluate based on innovation, clarity, practicality, and impact.

Why Participate?

- Test your entrepreneurial skills in a dynamic, competitive environment.
- Collaborate with like-minded individuals from diverse academic backgrounds.
- Gain exposure to real-world challenges in agriculture and business.
- Compete for cash prizes and certificates, and showcase your ideas to a panel of experts.

Are You Ready?

Are you prepared to test your entrepreneurial mettle, push the boundaries of innovation, and create impactful solutions? Join Navonmesh and embark on a journey where your ideas turn into opportunities!

Take the stage, showcase your creativity, and leave your mark on the world of agri-entrepreneurship at Navonmesh: The Idea Pitching Competition!

Contact for Queries

For any questions or clarifications regarding the Case Study Competition, feel free to reach out to:

- Noor Fidha P. K. V.: +91 94971 41763
- Mohammed Nabin: +91 98956 65906
- T. Thajudeen: +91 88482 33236

Registration Link

<https://forms.office.com/r/0xhrc9zUFy>

Poster

E Cell CoA Vellayani
In Collaboration with

E Cell IIT Madras
Proudly Presents

Iniziar

navonmesh
THE IDEA PITCHING COMPETITION

Join **Navonmesh**, an extraordinary competition that challenges your creativity, innovation, and entrepreneurial spirit! Hosted by E Cell CoA Vellayani in collaboration with E Cell IIT Madras, this is your chance to redefine entrepreneurial solutions.

21 & 22 FEBRUARY 2025
08.00 AM - 06.00 PM

College of Agriculture Vellayani

REGISTER NOW

ENTER TO WIN PRIZES

Register Now and Turn Ideas into Opportunities!

9497141763, 7902405447 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

Quiz Competition

Test Your Knowledge and Win Big!

As part of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship, we are thrilled to announce the Quiz Competition, a dynamic contest designed to challenge your intellect and broaden your knowledge across a diverse range of topics.

This competition promises an exciting blend of learning, competition, and rewards, making it a must-attend event for knowledge enthusiasts and curious minds alike!

Competition Details

- **Date:** 21st February 2025
- **Format:** Offline event
- **Topics Covered:**
 - Entrepreneurship
 - Business and Startups
 - Innovation
 - Agriculture and Sustainability
 - Indian Startups and Entrepreneurs
- **Question Types:** Multiple-choice questions, figure-based questions, and more.
- **Participation:** This is an individual competition. Compete solo and showcase your expertise!

Important Guidelines

- All participants must bring their mobile phones to the event.
- Registration Deadline: 18th February 2025

Prizes and Certificates

- **Cash Prizes:** Winners will be awarded exciting cash prizes!
- **Certificates of Achievement:** Top performers will receive certificates recognizing their success.
- **Participation Certificates:** All participants will be awarded participation certificates as a token of appreciation for their efforts.

Why Participate?

- Showcase your knowledge and test your skills in a competitive yet fun environment.
- Expand your understanding of entrepreneurship, innovation, and sustainability.
- Compete with some of the brightest minds and gain recognition.

Contact for Queries

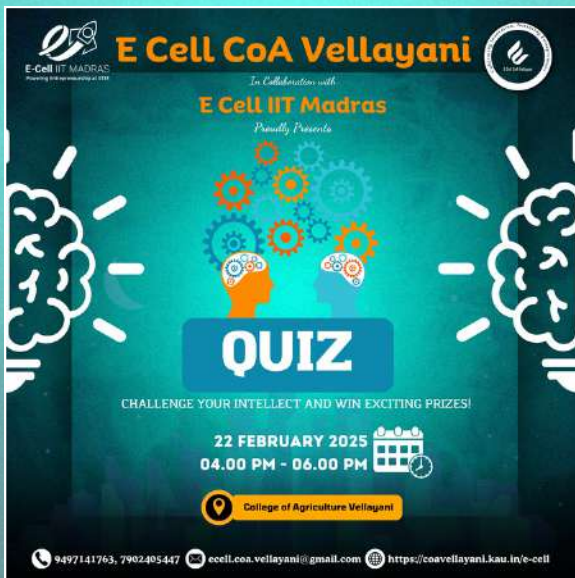
For any questions or clarifications regarding the Case Study Competition, feel free to reach out to:

- Noor Fidha P. K. V.: +91 94971 41763
- Mohammed Nabin: +91 98956 65906
- T. Thajudeen: +91 88482 33236

Registration Link

<https://forms.office.com/r/0xhrc9zUEy>

Poster



The poster is for a quiz competition. At the top left is the E-Cell IIT Madras logo with the text 'E-Cell IIT MADRAS Promoting Entrepreneurship at IIT Madras'. At the top right is the logo of the College of Agriculture Vellayani. The main title is 'E Cell CoA Vellayani' in large orange letters. Below it, in smaller text, is 'In Collaboration with E Cell IIT Madras Proudly Presents'. The central graphic features two stylized human heads in profile, one orange and one blue, with gears of various colors (orange, blue, green) floating above them. The word 'QUIZ' is written in large white letters on a blue rectangular background. Below this, it says 'CHALLENGE YOUR INTELLECT AND WIN EXCITING PRIZES!'. The date and time are '22 FEBRUARY 2025 04.00 PM - 06.00 PM', with a calendar icon. At the bottom, a location pin icon is followed by 'College of Agriculture Vellayani'. The footer contains contact information: a phone icon with '9497141763, 7902405447', an email icon with 'ecell.coa.vellayani@gmail.com', and a website icon with 'https://coavellayani.kau.in/e-cell'.

E Cell CoA Vellayani
In Collaboration with
E Cell IIT Madras
Proudly Presents

QUIZ

CHALLENGE YOUR INTELLECT AND WIN EXCITING PRIZES!

22 FEBRUARY 2025
04.00 PM - 06.00 PM

College of Agriculture Vellayani

9497141763, 7902405447 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

Article Writing Competition

Pen Your Vision, Inspire Change!

As part of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship, we are thrilled to announce the Quiz Competition, a dynamic contest designed to challenge your intellect and broaden your knowledge across a diverse range of topics. Pen your thoughts and share your insights about the journey and evolution of agri-entrepreneurship. Let your words inspire innovation and growth!

Competition Details

- **Registration Deadline:** 15th February 2025
- **Submission Deadline:** 18th February 2025
- **Entry Fee:** Free
- **Eligibility:** Open to all
- **Topic:** Agri-Entrepreneurship – Past, Present, and Future

Instructions

- Articles must be original and written in English.
- Word limit: 800–1200 words.
- The article must reflect the topic and offer insights into the evolution, challenges, and opportunities in agri-entrepreneurship.
- Plagiarized content will lead to disqualification.
- Proper citations/references must be included if required.

Important Guidelines

- Submit entries to: iniziarioarticle@gmail.com
- File format: PDF/Word Document.
- Subject: Iniziario – Article Writing Competition – Full Name
- Name the file as: Name_Topic_ArticleCompetition

Prizes and Certificates

- **Cash Prizes:** Winners will be awarded exciting cash prizes!
- **Certificates of Achievement:** Top performers will receive certificates recognizing their success.
- **Participation Certificates:** All participants will be awarded participation certificates as a token of appreciation for their efforts.

Why Participate?

- Express your creativity and showcase your writing skills on a prominent platform.
- Dive deep into topics of agriculture, entrepreneurship, and innovation while expanding your knowledge.

Contact for Queries

For any questions or clarifications regarding the Article Writing Competition, feel free to reach out to:

- Noor Fidha P. K. V.: +91 94971 41763
- Mohammed Nabin: +91 98956 65906
- T. Thajudeen: +91 88482 33236

Registration Link

<https://forms.office.com/r/0xhrc9zUEy>

Poster

E CELL COA VELLAYANI & E CELL IIT MADRAS
Partners in Progress

ARTICLE WRITING COMPETITION

Express your thoughts on Agri-Entrepreneurship - Past, Present, and Future by participating in the Article Writing Competition at INZIAR@-2025!

THEME: AGRI-ENTREPRENEURSHIP - PAST, PRESENT, AND FUTURE

REGISTRATION DEADLINE: 15TH FEBRUARY 2025

REGISTER NOW

How to Participate?

- Registration Deadline: 15th February 2025
- Fill out the registration form at QR Code
- Submit original articles that inspire innovation and creativity through our official Email ID.

Your words could shape the future of agriculture!

9863707035, 7902405447 | ecell.coa.vellayani@gmail.com | <https://coovellayani.kaua.in/e-cell/>

Founder's Expo: **Showcasing Innovation and Entrepreneurship**

As part of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship, we proudly present the Founder's Expo, a dynamic platform where students, startups, and farmers can come together to showcase their innovative ideas and products. This two-day event, scheduled for 21st and 22nd February 2025 at the College of Agriculture, Vellayani, offers an exceptional opportunity to gain visibility, network with industry experts, and promote entrepreneurial ventures in the agricultural sector. The expo is designed to bridge the gap between entrepreneurs and potential investors, collaborators, and customers.

This year, the Founder's Expo will be open to a diverse range of participants, including students, startups, and farmers. Farmers can exhibit their agricultural products and innovations completely free of charge, providing them with a valuable opportunity to gain recognition and connect directly with the entrepreneurial community. Students with innovative product ideas or startup concepts, as well as early-stage or established startups, can also participate and promote their ventures.

By participating in the Founder's Expo, you can showcase your innovation, engage with like-minded individuals, and network with industry professionals. This event offers an excellent opportunity to gain valuable market exposure and receive constructive feedback on your product or startup. Additionally, all participants will be awarded a Certificate of Appreciation recognizing their contributions to innovation in agriculture and entrepreneurship.

The Registration Fee for students is ₹100, and for startups, it is ₹500. The registration deadline is 15th February 2025, so make sure to register early to secure your space. Participants are encouraged to arrange any materials or displays required for their stall and be prepared to explain their products or ideas to attendees.

For further inquiries or assistance regarding registration, feel free to contact the following:

- Keerthana: 8281467473
- Mohammed Nabin: 9895665906
- T. Thajudeen: 8848233236

Celebrate innovation, connect with pioneers, and take your ideas to new heights at the Founder's Expo!

Poster and registration Link

<https://forms.office.com/r/XnCsMdASbA>

E Cell CoA Vellayani
In Collaboration with
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Proudly Presents

iniziar

FOUNDER'S EXPO

SHOWCASING INNOVATION AND ENTREPRENEURSHIP

21 & 22 FEBRUARY 2025
08.00 AM - 06.00 PM

College of Agriculture Vellayani

WHY PARTICIPATE?

- Present your product or startup idea.
- Receive a certificate of appreciation.
- Connect with mentors, investors, and peers.
- Share ideas with like-minded innovators.
- Promote your idea and gain feedback.
- Explore partnerships and growth avenues.

Celebrate Innovation, Network with Pioneers, and Take Your Ideas to the Next Level!

8590832179, 9895665906 | ecell.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

Meme Creation Competition

Create, Laugh, Inspire Change!

As part of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship, we are excited to announce the Meme-Making Competition, a creative contest designed to combine humour and intellect while addressing topics related to agriculture and entrepreneurship. Unleash your creativity and humor by creating memes that reflect the entrepreneurial journey!

Competition Details

- **Registration Deadline:** 15th February 2025
- **Submission Deadline:** 18th February 2025
- **Entry Fee:** Free
- **Eligibility:** Open to all

Instructions

- Memes should revolve around entrepreneurship, including challenges, innovations, or humorous tasks.
- Memes can be in English or Malayalam.
- Only original memes will be accepted. Copied content will lead to disqualification.
- Offensive or inappropriate memes will not be considered.
- Each participant can submit up to 3 memes.

Submission Guidelines

- Submit entries to: ecell.coa.velayani@gmail.com
- File format: JPEG/PNG.
- Name the file as: Name_Topic_MemeCompetition
- Subject: Iniziaro – Photography Competition – Full Name

Prizes and Certificates

- **Cash Prizes:** Winners will be awarded exciting cash prizes!
- **Certificates of Achievement:** Top performers will receive certificates recognizing their success.
- **Participation Certificates:** All participants will be awarded participation certificates as a token of appreciation for their efforts.

Why Participate?

- Unleash your creativity and craft memes that captivate and entertain.
- Explore the world of agriculture, entrepreneurship, and innovation through humor, while broadening your understanding of the field.

Contact for Queries

For any questions or clarifications regarding the Meme Creation Competition, feel free to reach out to:

- Noor Fidha P. K. V.: +91 94971 41763
- Mohammed Nabin: +91 98956 65906
- T. Thajudeen: +91 88482 33236

Registration Link

<https://forms.office.com/r/0xhrc9zUEy>

Poster



The poster is yellow with black and red text. At the top left is the logo for E-Cell IIT Madras. At the top right is a circular seal with the text 'IIT Madras' and 'E-Cell'. The main title 'MEME CREATION COMPETITION' is in large, bold, black letters. Below it, a red banner says 'MAKE 'EM LAUGH AT INIZIARO 2025!'. In the center, there are two golden trophies flanking a pair of black sunglasses with a white and black checkered pattern. Below the sunglasses, the text reads 'THEMES: WORLD OF ENTREPRENEURSHIP'. A red circle with a white exclamation mark and the word 'DEADLINE' is positioned above the date '15 FEBRUARY 2025'. At the bottom, two cartoon drawings of a man's face are shown. The text between them says 'Join the fun at INIZIARO 2025 by participating in the Meme Creation Competition! Let your creativity bring smiles and spark conversations!'. At the very bottom, there are icons for a phone, an email, and a globe, followed by the contact information: '9863707935, 7902405447', 'ecell.coa.veellayani@gmail.com', and 'https://coaveellayani.kau.in/e-cell'.

MEME CREATION COMPETITION
MAKE 'EM LAUGH AT INIZIARO 2025!

THEMES:
WORLD OF ENTREPRENEURSHIP

DEADLINE
15 FEBRUARY 2025

Join the fun at INIZIARO 2025 by participating in the Meme Creation Competition!
Let your creativity bring smiles and spark conversations!

9863707935, 7902405447 | ecell.coa.veellayani@gmail.com | <https://coaveellayani.kau.in/e-cell>

Photography Competition

Showcase your creativity through the lens!

Bring your creativity to life! The Photography Competition is your opportunity to showcase the spirit of agriculture, biotechnology, or entrepreneurship through captivating visuals. Highlight the themes of innovation, sustainability, and transformation with your unique perspective.

Competition Details

- **Registration Deadline:** 15th February 2025
- **Submission Deadline:** 18th February 2025
- **Entry Fee:** Free
- **Eligibility:** Open to all

Instructions

- Submit original photographs that align with the given topics.
- Photos can be taken using any device (camera or smartphone).
- Light editing (adjustments to brightness, contrast, cropping, etc.) is allowed, but excessive manipulation may result in disqualification.
- Each participant can submit up to two entries.

Submission Guidelines

- Email Entries To: ecell.coa.vellayani@gmail.com
- File Format: JPEG or PNG (minimum resolution: 300 dpi)
- File Naming Format: Name_PhotographyCompetition
- Email Subject: Iniziario – Photography Competition – Full Name
- Description: Include a brief description (30–50 words) of your photo and how it connects to the topic.

Prizes and Certificates

- **Cash Prizes:** Winners will be awarded exciting cash prizes!
- **Certificates of Achievement:** Top performers will receive certificates recognizing their success.
- **Participation Certificates:** All participants will be awarded participation certificates as a token of appreciation for their efforts.

Contact for Queries

For any questions or clarifications regarding the Meme Creation Competition, feel free to reach out to:

- Noor Fidha P. K. V.: +91 94971 41763
- Mohammed Nabin: +91 98956 65906
- T. Thajudeen: +91 88482 33236

Registration Link

<https://forms.office.com/r/0xhrc9zUEy>

Poster



The poster features a central image of a hand holding a vintage camera against a dark blue background. At the top left is the E-Cell logo with the text 'E-Cell IIT MADRAS'. At the top right is a circular seal. The main title 'PHOTOGRAPHY COMPETITION' is in large white letters, with a red banner below it reading 'UNLEASH YOUR LENS AT INIZIARO 2025!'. On the left, under 'THEMES:', are 'AGRICULTURE', 'BIOTECHNOLOGY', and 'ENTREPRENEURSHIP'. On the right, a red 'DEADLINE' button is above the date '15 FEBRUARY 2025'. At the bottom left is a gift icon and the text 'Register Now! Let your photographs tell a story and capture the essence of innovation!'. At the bottom right is a purple 'ENTER TO WIN PRIZES' button. The footer contains contact information: phone number 9497141763, 7902405447; email eccl.coa.vellayani@gmail.com; and website https://coavellayani.kau.in/e-cell.

**PHOTOGRAPHY
COMPETITION**

UNLEASH YOUR LENS AT INIZIARO 2025!

THEMES:

- AGRICULTURE
- BIOTECHNOLOGY
- ENTREPRENEURSHIP

DEADLINE

15 FEBRUARY 2025

Register Now! Let your photographs tell a story and capture the essence of innovation!

ENTER TO WIN PRIZES

9497141763, 7902405447 | eccl.coa.vellayani@gmail.com | <https://coavellayani.kau.in/e-cell>

key Note Speakers



Dr. P. V. Unnikrishnan
Head, Secretary
K-DISC



Dr. Sudheer K. P.
Head
RAFTAAR Agribusiness Incubator



Mr. P. Sridharan Nair
Director (Organisational Development)
Greenvironment Innovation



Dr. V. S. Santhosh Mithra
Principal Scientist
ICAR-(CTCRI), Kerala



Aadam Ahamed
Startup Enabler
Kerala Startup Mission



Mr. Sam Thomas
Co-founder, Director Finance and Strategy
GreenvironmentIndia



Nitheesh Sundaresan
Founder
Varsya Eco Solutions



Mr. Prasanth Rajeev
Founder & Director
COSMIQ Invotech Private Limited



Mr. Amal A. Ashok
Founder
Evo X Farm



Dr. Heera G.
Assistant Professor
College of Agriculture, Vellayani



Dr. Safeer M.M.
Assistant Professor
Instructional Farm, Vellayani



Mr. Ajith Gopalakrishnan
Entrepreneur
Kallyoor Greens

Get in touch with us



<https://coavellayani.kau.in/e-cell>



ecell.coa.vellayani@gmail.com



Vellayani, Trivandrum, Kerala



9895665906, 8848233236



E CELL COA VELLAYANI





E Cell CoA Vellayani

College of Agriculture Vellayani

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Thiruvananthapuram.

Kerala - 695522

