

HULT PRIZE IMPACT SUMMIT

DAY 2

Name of event: Hult Prize Impact Summit Kolkata 2021

Date : 6th March 2021

Venue: Virtual Meet (Live Stream from Jadavpur University Entrepreneurship Cell Youtube channel)

JUDGES

- Sayeda Nabila Mahabub - VICE PRESIDENT & Head of Marketing | Pathao
- Tasneema Omar Ava - CEO | Synergy.com
- Manish Ranjan - CEO & Co-Founder | Nanohealth
- Sayatan (Cyan) Mookherjee - Founder | 221B Baker ST
- Jatin Kataria - Founder & CEO | InMesta & We Group - Volcano of GloCal Solutions
- Sanjeev Sharma- Director- Global Programs, ITes 360 | Microsoft
- Kamaldeep Singh - President - Food & FMCC | Future Retail Limited
- Nalin Agarwal- Director of Acceleration | Climate Collective- New Energy Nexus
- P. Rajan Mathews - Chief Brand Mentor | NEXT Food & Beverage Brand
- Fahad ifaz - CEO | iFarmer

Brief description of the events

Morning Event: The Day 2 events started with Introduction where participants were familiarized with the set of rules for the pitching and everything concerned. Judges gave introductory speeches after which teams were assigned meeting links of different Pitch rooms, closed room pitching took place and teams were selected by the respected judges. Thereafter, lunch break happened for 1 hour.

Afternoon event: After the break, the session proceeded with the selected teams assigned for 2nd round of closed room pitching through the meeting links shared by the Co-ordinators. Among them, top 6 teams- with their pitching ideas- made it to the finals.

Final Event:

The Opening ceremony has been conducted smoothly by the Coordinators after which

1) Sayatan Mookherjee introduce the first team among the 6-

Food for Good: - it aims to feed the wasted food items to bsf (Black soldier fly) larvae and nurture it to adulthood so that it can be used for therapeutic purposes and can be used as consumables by the poultry animals.

Jatin Kataria to Food for Good –how bsf is produced and what is the lifespan of bsf?

Food for Good - Rotten food beside the jungle leads to hatching of larvae of Bsf and 45 days is the lifespan.

P. Rajan Mathews to Food for Good– Percentage of protein of poultry feed by this method? How is it cost effective?

Food for Good - 40% lipid 35% protein 15% chitosan. It is 20 – 30% cheaper than usual poultry feed.

This is followed by **2) Fahad ifaz** introducing **Team Fiesta** – its aim is to grow crops-utilising urban rooftops and unused lands in countryside-they take care of hassles of growing crops- partnership with landowners and rooftop owners.

Sanjeev Sharma to Fiesta- How many unused lands will be available for this farming?

Fiesta– Out of 130 people in Dhaka, 15 % has unused land.

Cyan to Fiesta- What is your customer acquisition plan?

Fiesta - Attractive offer to landowners, transparent market process.

3) Tasneem Omar Ava introduces **Sabzi.org**- It produces organic vegetables to the consumers, supplied from farms.

Cyan to Sabzi.org- What are your plans for the transition period?

Sabzi.org- Initially, encouraging Farmers to do organic farming in a small part of their land. If it turns out successful, then the scale of farming can be increased.

4)Sanjeev Sharma introduces Team Cold- Link- It has invented a portable evaporative air cooler for the storage of Fresh food items by indirect cooling unlike conventional direct cooling storage method- by large refrigerants or trucks that is highly energy dependent.

Fahad ifaz to Cold- Link - Who are your target customers?

Cold-Link- We have two scale business models- one is small scale- meant for farmers and other local customers. Other is big scale- meant for large outsourcing companies.

Nabila Mahabub to Cold-Link - What is the storage capacity?

Cold-Link- 500 litres for the bigger scale. 100 litres for domestic scale.

Jatin Kataria to Cold- Link- What is the operating temperature of this cooler?

Cold-Link- It is 0-8 degree Celsius.

5)Nabila Mahabub presents Diet Mama – a food based business that prepares and delivers healthy & nutritious DIET MEAL by housewives backed by Green Business Concept.

Manish Ranjan to Diet Mama- How do you ensure the food quality across different cooks?

Diet Mama - We have chefs and nutritionists to train the housewives.

6)Manish Ranjan presents Godam – It focuses on post harvest services- commodity storage, finance and sales of produce.

Cyan to Godam – How are you going for an offline model of marketing?

Godam- We've already associated with 4 farmers and 1 warehouse. Main focus is standardizing warehouses. We reached out physically for the first stage. Many NGOs are there whom we're talking with. They'd also help us associate with more farmers.

After the end of 6 fantastic and innovative presentations, a musical break was the need of hour to relax the virtual audience and Coordinators took care of that excellently.

The event turned towards the Winner announcement. The Judges expressed their deep fascination and dilemma towards selecting the top 3 pitches. But following the competition need, it had to be done so the list goes here on-

2nd Runner up - Food for Good, University of Rajshahi, Bangladesh

1st Runner up - Cold-Link , Jadavpur University, India

WINNER - Godam, BITS Pilani, India

Valuable pieces of Advice by the Judges before the ending ceremony:

- Life is a marathon- we need to go over the same thing again and again.
- Take the failure with the right spirit - keep nurturing yourself and never stop.
- Work on 10,000 hour rule- we need to devote so much time and effort to our work that it is fine tuned to near perfection. That's how we got Sachin Tendulkar.

The event of two day Impact Summit Kolkata 2021 is then concluded with a closing speech by Hamdi Ben Elmi- Head of Global Programs | Hult Prize Foundation.

Collecting BSF-

BSF will lay eggs

Spatter some rotten food beside a jungle

Basically, it's not difficult at all to collect larvae

Only in just 7 days larvae can be collected for farming.

The number can reach 5 million in just a month.

Farming



Agri Marketing Liberalization Era

Warehouses Declared as Sub-Market Yard (Fee to (APMC as per law), can be integrated with MSP system)

Warehouses Integrated to eNAM (Can be integrated with PDS)

Farmers will prefer to go to a place where both market and storage are available

uni:korn.org
STORIES OF IMPACT

A grid of Zoom meeting participants, including:

- Dhruv Taneja
- Startup Lead
- DIET MAMA_NA...
- DIET MAMA_Sh...
- To Change Fiesta_Sakib S...
- 2021 To Change Fiesta_Rahma...
- To Change Food for Good...
- Fiesta_Jakia Al...
- Diet Mama_Raf...
- Arpan Mukherj...
- Ujjwal
- Mahin Khan Ro...
- To Change godam_sainy...
- Abhishek Gupt...
- Sk Shahnawaz ...
- Aditya Das-Kol...
- Arghadeep Sa...
- Sanjeev Sharm...
- Cyan Mookher j...
- Shahriar Ornob
- PRIYANKA KUN...
- Jatin Kataria
- Kamaldeep
- Food Provider ...
- zoom Tech Community Uni...