

# AGRI UDAAN



**Project aldea as a responsible entity which intends to bring about a change in the agriculture sector by promoting the young entrepreneurs & Agri start – up sector - a-IDEA**

(Association for Innovation Development of Entrepreneurship in Agriculture) is a Technology Business Incubator (TBI). It is hosted by ICAR-National Academy of Agricultural Research Management (NAARM), Hyderabad & Department of Science & Technology, Govt. of India. AgriUdaan – Food and Agri-business Accelerator 2.0 is a unique initiative to boost up Agriculture based entrepreneurship in India.

## SITUATION:

In the Second edition of Agri Udaan, the major task was to create awareness about the initiative, how it will help the agri start-ups and landscape of modern agriculture in India. The main objective was to garner maximum media visibility which will help the client to increase the footfall for road shows all over India.

## KEY CHALLENGES:

- No understanding of media functioning & modalities of the a-idea team
- Lack of awareness about the initiative amongst the target audiences
- No clear messaging & positioning amongst target audiences
- Limited access and availability of spokesperson for media

## OBJECTIVES:

- Highlight unique & key features of a-Idea & NAARM
- Create buzz amongst the media about the Agri Udaan road shows
- Assist to get maximum number of registrations in each city
- Create awareness about challenges faced by agriculture start ups
- Educate media about the role of agri incubator & process of incubation in start-up eco-system

## STRATEGY:

- Based on the research and objectives the strategy was aimed at creating awareness and credibility and aggressively building up reputation to maximize its visibility among the media fraternity
- For Smooth execution of the mandate we recommended a two- pronged approach with a three phased execution strategy
  - PRE-EVENT BUZZ
  - EVENT ACTIVATION
  - POST-EVENT OUTREACH

## EXECUTION:

- In-depth researched on client, industry, competition, TG, Objectives and key USPs
  - Media Training & Media Advocacy for spokesperson
  - Focused media interaction with defined key messages & headlines
  - Preplanning for targeting dedicated startup columns for bigger spreads
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## RESULTS & IMPACT:

- More than 90 media hits in top mainline, regional & financial publications with expected key messages & headlines
- More than 40 media hits in electronic media with expected key messages & headlines
- 2.5 crore worth of PR value generated and 62 lakh worth of Advertisement Cost Equivalent coverage garnered

