



PUSA KRISHI

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TECHNOLOGY INNOVATION DAY

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1. Technology Innovation Day

ZTM & BPD Unit, ICAR- IARI organized the 'Technology Innovation Day' on 30 August 2019 at IARI,. On this occasion, the unit transferred the new Wheat Variety HD 3226'to 38 Seeds Companies through MoA. Moreover, 'MoA exchange with 18 startups having technologies and innovation that was validated under UPJA incubation program, who are selected for seed-stage grant-in-aid of **Rs. 3.27 Crores**, under **RKVY-RAFTAAR**. The agreement signing ceremony was honoured by the keynote address by Dr. Trilochan Mohapatra (Secretary, DARE & DG, ICAR).



Technology Commercialization

After the validation of technology, the next target is to disseminate the technologies with awareness campaign in applicable mass to boost the economy. In this concern, during the FY 2019-2020, under its 'Lab to Land' Initiative, **six (06) technologies of ICAR-IARI** were transferred to 130 industry partners, resulting in total revenue generation of **Rs. 80,77,000** (Rs. Eighty Lakh and Seventy-Seven Thousand only). These technologies are: Maize Hybrid **Pusa Jawahar Hybrid Maize-1 (PJHM-1)** and also Wheat varieties **HD 3226** and **HD 3086** and Mustard Variety **Pusa Mustard 31**.

S.No	Technology Name	No. of Industry Partner	Total revenue Generated (Rs)
1	PJHM -1	5	17,50,000
2	Wheat HD 3086 (Renewal)	41	10,25,000
3	Wheat HD 3086	10	5,10,000
4	HD 3226	71	36,92,000
5	STFR Meter renewal	2	10,00,000
6	Pusa Mustard 31	1	1,00,000
Total		130	80,77,000



2. IP MANAGEMENT

ZTM & BPD Unit has been playing an active role in Intellectual Property Management of the IARI institute. In the FY 2019-2020, five (5) patents were granted, two (2) new patent applications, fifteen (15)

trademark applications and two (2) copyright applications have been filed. The unit has filed the applications for IARI logo and PUSA well known mark, a notable achievement.

IPRs	Application No./ Registration No./ Grant No.	Name of Innovation/ Technology/ Product/ Variety	Date of Filing/ Registrati on/ Grant	Application Filed/Grant ed/ Registered*
Patent	201911014982	Natural Carrier Based Anthocyanin Formulation For Targeted Release In Git And Process Thereof	April 15, 2019	Filed
	3459/DEL/2005 (296712)	Composition For Early, Profuse Sporulation Under Solid State, Of The Improvised Isolate Of Trichoderma Harzianum And A Process Thereof	May 11, 2019	Granted
	2053/DEL/2011 (313550)	Pigeonpea Pod Stripper	May 30, 2019	Granted
	989/DEL/2014 (316692)	Nanofabrication Of Phosphorus On Kaolin Mineral Receptacles	July 24, 2019	Granted
	3130/DEL/2012 (321722)	Heat Stable Anthocyanin Rich Composition And Process Of Its Preparation	October 08, 2012	Granted
	201911051754	The 3' polymorphic primers for species-specific detection of begomovirus	December 13, 2019	Filed
Copyright	(2395/DEL/2011) (330282)	Digital Soil Test and Fertilizer Recommendation Meter	January 27, 2020	Granted
	15720/2019-CO/SW	InfoCrop v2.1	October 04, 2019	Filed
	18536/2019-CO/SW	Irrigation and Fertigation Scheduler (IFSCHED)	November 21, 2019	Filed
	SW -13196/2020	Irrigation and Fertigation Scheduler (IFSCHED)	January 23, 2020	Registered
Trademark	816491	IARI	December 26, 2019	Filed
	816492	PUSA	December 26, 2019	Filed
	4399016	JALOPCHAR	January 06, 2020	Filed
	4399017			
	4399018			
	4430603	ARISE	February 05, 2020	Filed
	4430604	ARISE	February 05, 2020	Filed
	4430605	ARISE	February 05, 2020	Filed
	4430606	SAMARTH	February 05, 2020	Filed
	4430607	SAMARTH	February 05, 2020	Filed
	4430608	SAMARTH	February 05, 2020	Filed
	4430609	UPIJA	February 05, 2020	Filed
	4430610	UPIJA	February 05, 2020	Filed
	4430611	UPIJA	February 05, 2020	Filed
	4430612	MAITRI	February 05, 2020	Filed
4430613	MAITRI	February 05, 2020	Filed	
4430614	MAITRI	February 05, 2020	Filed	



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2.1 IP Workshop on 'Intellectual Property Rights & Business for SMEs and Start-ups'

On **04 September, 2019**, a workshop was conducted to create awareness of business implications of different types of Intellectual Property Rights. It was participated by industry person, scientists, entrepreneurs etc. from various part of India. The training aimed at introducing participants about 'Creation, Innovation, Protection, Commercialization and Enforcement of IP rights'.

2.2 IP SPECTRA

The Intellectual Property Facilitation Centre i.e. IP Spectra established by M/o MSME at ZTM & BPD Unit, ICAR-IARI has proactively worked on Intellectual Property Protection of the inventions of its Start-ups and other enterprises. Among the various tasks handled by the IP Spectra in terms of providing IP assistance to the third-parties, in the FY 2019-2020, two (2) patent applications and nine (9) trademark applications have been filed.

2.2.1 Awareness Program on IPR & Entrepreneurship

The IP Spectra organised awareness programme for the students of Rajkiya Pratibha Vikas Vidyalaya, New Delhi on October 15 2019 and in National Small Industries Corporation on December 05, 2019 to educate them on the fundamentals of IP management (IPR, patents, trademarks, copyrights, geographical indications and trade secrets and importance of intellectual property rights (IPR).) and prepare for the legal obligations in their ventures ahead.

Another session was organised at NSIC Incubator by Pusa Krishi to create awareness about the significance of IPR and various tools under IP management. The event was attended by about 80 budding entrepreneurs.



2.3. ITMC Meetings

During FY 2019-20, Four (04) Institute Technology Management Committee (ITMC) Meeting were organized by the unit under the chairmanship of the Director, ICAR-IARI. These meetings are organized to evaluate research outcomes of the technologies, management of IPR portfolios, forage the inventions that need to be protected under IPR and to contrive the terms and conditions for commercialization of new varieties and technologies developed by IARI.



3. Incubation Activities

The year of 2019-20 yet again demonstrated the endeavour of ZTM & BPD Unit to amplify its capability and capacity as one of India's lead agribusiness incubator. Also, a new foundation has been laid by coining the name of the incubator as Pusa Krishi, ZTM & BPD Unit, ICAR-IARI. Pusa Krishi has become the 'Knowledge Partner' of RKVY-RAFTAAR Scheme of Ministry of Agriculture & Farmer's Welfare, Govt. of India, and nine (9) RABIs- are working under the Surveillance of Pusa Krishi. The names of nine RABIs are as follows:



S. No.	Name of the RABIs
1	Chaudhary Charan Singh Haryana Agricultural University, Hisar
2	ICAR-IVRI, Bareilly
3	IIM, KASHIPUR
4	IIT (BHU), Varanasi
5	CSK Himachal Pradesh Agriculture University, Palampur
6	Indira Gandhi Krishi Vishwavidyalaya, Raipur
7	Jawahar R-ABI, Institute of Agribusiness Management, JNKVV, Jabalpur
8	Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu, Jammu
9	Skill Development Centre, Punjab Agricultural University, Ludhiana

3.1 Incubation Programs

The unit has launched various programs for the development of the agribusiness incubation ecosystem.

3.1.1 UPJA 2019

Launchpad for Lab-to-Market



UPJA

UPJA is an incubation & business acceleration program to promote innovation and entrepreneurship of India's agri-startups ecosystem. This is a program to scale-up agri-startups that have passed the stage of minimum viable product (MVP) or have a ready prototype. Under this programme 618 applications were received, and finally 30 startups were selected after technical assessment & business viability by Selection committee (RIC).



3.1.1.1 Program Activities

During the 2 month residency programme, incubates underwent numerous lectures delivered by the faculty of IARI and industry experts. The sessions provided them a holistic understanding on all operations of an agribusiness, covering business management, technology refinement, market assessment and IP management. They were also facilitated with 94 one-on-one mentoring sessions by the domain experts specific to their needs. Moreover, Visit to IARI facilities, participation in Pusa Krishi Unnati Mela – 2019 to showcasing the innovation / technologies, visit to Startup India team at Vigyan Bhawan for Startups discussed their concerns and how they can leverage Startup India's activities, and organised one day workshop Startup to Corporate with an objective to understand the cores of 'Consumer Behaviour & Developing Markets and Operation Management in agriculture – Towards Entrepreneurship'.

3.1.1.2 Funding & Acceleration

The RKVY-RAFTAAR selection & monitoring committee (RC) meeting was organized at ZTM & BPD unit, ICAR-IARI, New Delhi on 10 June 2019 to evaluate the UPJA startups for Funding. In the meeting, the startups presented their business plans, technologies, work progress and pitched for their requirements of fund to meet their future roadmap. After the rigorous screening the committee recommended to eighteen (18) incubates for grant-in-aid.



3.1.2 ARISE 2019 – Launchpad for Agri-Startups



ARISE 2019, a uniquely designed 2-month in-residency cum incubation program for early-stage agri-startups aimed to provide a platform for budding entrepreneurs with innovative ideas by imparting necessary entrepreneurial skills through mentoring and industry exposure. The program was launched on 1st March, 2019 and last date 6 April, 2019. A total 422 applications were received, and twenty-four (24) startups have been selected by Selection Committee (RIC).

3.1.2.1 Program Activities

Two month residency programme were designed with the motive to provide the understanding on current Agricultural scenario, financial planning, business understating, IP issue to selected startups. Moreover, During the course of the program, incubates underwent 108 Business/financial technical/IP mentoring sessions by various industry, technical, IP experts and financial experts. Each startup was facilitated with one-on-one sessions to help them in learning solutions specific to their needs and build network. Furthermore, Startup Farmers Dialogue were organised at Shikarpur, UP for farmers' feedback on innovation and technologies, Vaad Samvaad - Arise Telecast on DD Kisan to aware the agricultural mass about technologies innovation, and a panel discussion was organized with startups on the nitty-gritty of the agri-startup ecosystem in India under the programme Pusa Momentum Startup etc.

3.1.2.2 Program Graduation and Funding

On 12th July 2019, incubates were awarded with 'Certification of Completion', upon the completion of their two-month of incubation in-residence program by Dr. Neeru Bhooshan (CEO, Pusa Krishi). After the workshop the RIC again re-evaluated the incubates and proposed 15 incubates for the funding to the ministry. Finally RC committee recommended 14 startups for Grant-in-Aid funding.



3.1.2.3 Centre of Excellence (CoE) Incubation Evaluation Meeting

Pusa Krishi, IARI conducted the Centre of Excellence (CoE) Incubation Evaluation Meeting for twelve (12) Raftaar Agribusiness Incubator (RABIs) under the RKVY-RAFTAAR scheme from 27 Feb to 12 March 2020 for final evaluation, selection and recommendation of startups for funding of two incubation programs i.e. “Agripreneurship Orientation Program, a pre-seed funding program with a funding support of upto Rs 5.00 Lakhs for the startups at ideation stage” and “Seed Funding program with a funding support of Rs. 25.00 Lakhs for startups in the pre commercialization stage”. A total of 204 startups were evaluated by committee, and 189 startups were recommended for funding as follows:

Name of RABI	No of Recommended Startups of AOP	No of Recommended Startups of Seed Stage	Total Amount For Funding
CCSHAU, Hisar	11	3	102
CSK, Palampur	9	2	58
IGKV, Raipur	15	14	226
IIM, Kashipur	12	19	295
IIT-BHU, Varanasi	15	13	220
IVRI	6	16	153
JNKVV, Jabalpur	8	7	88.75
PAU, Ludhiana	5	11	186
Sher-e-Kashmir	5	3	56
College of Fisheries, Tripura	4	-	20
College of Veterinary Sciences & Animal Husbandry, Mizoram	7	-	20
College of horticulture and forestry, Arunachal Pradesh	4	-	20
Grand Total	101	88	1444.75

3.1.2.4 Visits to Startups Facilities by Pusa Krishi Team

Pusa Krishi Incubator team visited the facilities i.e. registered office, corporate offices, research and operational of 33 Incubated startups for due diligence and physical verification. The mandate behind undertaking the on-site due diligence was to audit the current status of the startup with respect to its products and services on the ground. This physical verification provided Pusa Krishi Incubator team with a clear view on the startup claims before transfer of grant-in-aid funding by Ministry of Agriculture.

3.1.3 SAMARTH- Innovation and Incubation Induction Program

Samarth is a sector-focused training program for incubator professionals, designed to train Scientists, PIs, Incubator Managers and other professionals from twenty-eight (28) established and new agribusiness incubators supported under RKVY-RAFTAAR schemes of MoA & FW. Under this initiative, a series of four workshops has been conducted that trained 174 Agri-professionals from 23 states. The details of workshops are given below:

3.1.3.1 Phase 1: Innovation and Incubation Induction

The 3-day workshop under Samarth was conducted from 11 to 13 February, 2019. It aimed to provide a comprehensive overview to all principal investigators and Co-PIs of the RABIs about **planning, marketing and management of an Indian agribusiness Incubator** by building a strong foundation of knowledge about the various startup incubation activities and agri-startup ecosystem in India. The visit were schedule at *Jagadguru Sri Shivarathreeshwara Academy of Technical Education, (JSS) Noida & National Institute of Food Technology Entrepreneurship & Management (NIFTEM), Sonapat, Haryana*, to educating and handholding RABIs to connect to different ecosystem partners.



3.1.3.2 Phase 2: Planning and execution of the programme

The workshop focused on the 'Planning and Execution' of an incubation program that could provide a 360-degree support to Indian agri startups. During the workshop, newly appointed RABIs were trained on executing their incubation programs. During the workshop, the unit organised 'Pusa Momentum Startup', a panel discussion with startups on the nitty-gritties of the agri-startup ecosystem in India and how agri-startups are overcoming various stumble-blocks in bringing disruptive solutions to farmers & marketplace. They met the Startup India team to apprise them about the various policies under startup India and how incubators can leverage these benefits for the incubates.

3.1.3.3 Phase 3: Agri Incubator Management Training Program

The phase-3 of Samarth was organised from 12 to 13 September 2019. The workshop trained more than 38 professionals representing the RABIs across 20 states in India, into skilled incubation managers by imparting the best knowledge in incubation and entrepreneurship. The participants got acquainted to various components of running an agribusiness incubator through intensive lectures by Dr. Neeru Bhooshan (CEO, Pusa Krishi Incubator) and eminent industry experts.



3.1.3.3 Phase 3: Agri Incubator Management Training Program

'Samarth Phase- IV: Review & Planning Workshop' was organized from 18-20 November 2019 at NASC Complex, New Delhi. The workshop was organized to review the progress of all RABIs & KPs under RKVY RAFTAAR Project in the last one year and their role in promoting regional agripreneurship through Startup Incubation. The program was attended by all the PI/ Co-PIs/ Incubator managers representing 20 agri-incubators pan India. The participants were also trained on GeM by Mr. S. Aggarwal (Asst. Mgr, GeM) & CSR Funding by Dr. P.D.Singh (Co-Head, Startup India).



3.1.4 MAITRI – Indo-Brazil Agritech Cross Border Incubation Program



This year, taking a leap in its incubation activities, Pusa Krishi in collaboration with Embassy of Brazil, New Delhi and ICAR-IIMR, Hyderabad organised Maitri - Indo Brazil Agri-Tech Cross Border Incubation Program with support from Department of Science and Technology (DST), Govt. of India. The objective of the program was to provide soft-landing platform for selected Indo-Brazil startups and familiarise them on innovation and trade related aspects in both the countries. The program was also designed to help startups to explore new markets, create collaborative cross border partnerships thus boosting trade and startup technology transfer. The program is divided into 'Phase 1 in India' & 'Phase 2 in Brazil'. Phase 1 included visit of Brazilian start-up to Delhi and Hyderabad.

Maitri was launched on December 09, 2019 at NASC Complex, New Delhi. The programme was designed to give Brazilian and Indian agri-startups an overview of India and Brazil Agri-Tech Innovation scenario. The startups got engaged in numerous activities for a variety of experience and knowledge-building on latest agricultural trends. Some of the activities are follows:

Interactive mentoring sessions with industry experts and faculty of IARI on various agribusiness topics like ' Smart Agriculture, Agri-Fintech scenario of India, Regulatory and Compliances, various Govt initiatives etc.

Visit to ICAR-IARI facilities to showcase latest trend and technologies of IARI innovation and research facilities A visit to NDRI Karnal to have a dialogue with a local farmer's community.

One-on-one mentoring session with from corporate like UPL, Mahindra, Coromandel International, Amul etc. It helped them to build network and gain various pilot trials.

Interactive sessions with prominent agri-tech startups, for expanding their network and leveraging from the expertise of one another.

Industrial visits to various farm fields, National Dairy Research Institute (Karnal) and local a biogas production unit. The visit enriched them with hands-on experience & critical feedback of the farmers & scientists which helped them to develop cognizance of the Indian Agricultural sector



3.1.5. Handholding of RABIs in selection and mentoring of startups

The team of Pusa Krishi Incubator visited all of the RABIS to discuss the progress of their incubation programs and suggest on the key areas of improvement. The team also served as part of RIC - 1 meetings for the selection of startups under their incubation programs and helped the staff of RABIs in organizing the bootcamps intended for their respective incubation programs. Moreover, mentoring sessions for the startups under the incubation programs were also conducted by the team



3.1.6 Events Organised and Participation

3.1.6.1 Marketing Platform

Pusa Krishi provided a platform for its incubates to showcase their range of innovations and products at Pusa Krishi Unnati Mela' held from 1 to 3 March, 2020, Arise Innovation Demo Day organized by NITI Aayog on February 05, 2020, and, IARI India International Trade Fair 2019, Pragati Maidan and Foundation Day on 16 July 2019

3.1.6.2 Beej Workshop: IHBT, Palampur and Sher-e-Kashmir University, Jammu

Team Pusa Krishi conducted Beej, a sensitization program to apprise the emerging startups and entrepreneurs about the incubation and entrepreneurship opportunities under RKVY-RAFAAR. Beej boot camp was organised at incubation centres of IHBT Palampur on 21 June 2019 and Shere-Kashmir University, Jammu on 1 July 2019



3.1.6.3 Delegation visit by Participants from Incubator management training program by IC2 institute (Austin) and Nexus (US Embassy, India)

Pusa Krishi hosted the participants of incubator management training program organised by the IC2 Institute (Austin) and Nexus (US Embassy, India), at the ZTM & BPD unit, IARI. Dr. Neeru Bhooshan apprised the delegation about Pusa Krishi activities & other Initiatives under RKVY-RAFTAAR.



3.1.6.4 Pusa Krishi -ICAR- IARI strengthening NCR Science Start-up Ecosystem

Mr. Rajneesh Kumar (COO, Pusa Krishi incubator) participated in a panel discussion on the initiatives for strengthening life science startup ecosystem in the NCR region, organized by FITT-IIT Delhi. The networking meet held at IIT Delhi, also discussed on the elements of a winning a start-up proposal & elevator pitch – for early stage entrepreneurs and academic start-ups



3.1.6.5 Participation in Nutri-Cereals Conclave by Nutrihub- ICAR- IIMR

Dr. Neeru Bhooshan (CEO, Pusa Krishi Incubator) was invited as a guest speaker at the Nutrihub Conclave 2.0 at Technology Business Incubator (ICAR– ICAR - Indian Institute of Millets Research, Hyderabad). She apprised the participants about the Rashtriya Krishi Vikas Yojana - RKVY-RAFTAAR scheme & investments in emerging businesses in Agri/Nutri/Food Tech ecosystem. Nutri-Cereals conclave version 2.0 is a National level annual event organized for creating and spreading awareness about millets and other Nutri-Cereals on 29th and 30th November 2019 @HICC, Hyderabad, Telangana.



4.0 Agripreneurship Development Program Training (ADPs)

Three (3) Agripreneurship Development Program' on the themes namely "Intellectual Property Rights & Business for SMEs and Startups", 'Valorisation of Horticultural and Arable Crops' and 'Integrated Approach For Diagnostics and Management of Insect Pest, Vectors and Natural Enemy has been conducted'. There were thirty-nine (39) participants in these programs from Pan India. The details of the ADPs are as follows:

S.No.	Name of training Programme	Date	No. of Trainee(s)
1	Intellectual Property Rights & Business for SMEs and Startups	Sept 04-06, 2019	09
2	Valorization of Horticultural and Arable Crops	Dec 02-07, 2019	16
3	ADP on Integrated Approach for Diagnostics and Management of Insect Pest, Vectors and Natural Enemy	Jan 20-24, 2020	14

5.0 Corporate Membership

Corporate membership allows Industry partners and NGOs direct access to breeder seeds developed by IARI and its regional stations for further multiplication the founder (F1) and truthful seed (TL), and with opportunities to interact with the Scientist regarding the package and practices of the seeds, ongoing seed program and new innovation in seeds. In the year of 2019-20, 191 new industry partners have been associated with IARI and 135 Industry Partners were repetitive. As it can be seen from the table that total 326 industry associated for breeder seed lifting and multiplying the seeds to provide to the end farmers.

Membership	No.	Amount Received (Rs)
Corporate Member New	191	73100
Corporate Member Renew	135	671500
Total	326	1402500



6.0 Awards and recognitions to Pusa Krishi startups

6.1 A2P Energy: Startup Launchpad

The startup won the ASSOCHAM India's 'Startup Launchpad' in Chandigarh round. The initiative by ASSOCHAM India is a mega opportunity to connect with the industry's best business leaders for mentorship/network & avail funding of Rs. 1Crore



6.3 Sickle Innovations: National Entrepreneurship Award

The startup won the 'National Entrepreneurship Award' by the Ministry of Skill Development & Entrepreneurship. An award of INR 5 Lakh was also presented by the Hon'ble Cabinet Minister Dr. Mahender Nath Pandey in New Delhi.



6.2 Balasore Agro Pvt Ltd: Award by Government of Odisha

Balasore Agro Pvt Ltd was awarded by Odisha Govt. for developing an innovative Single-Row Multicrop Seed drill for the marginal farmer. It was validated with field trials in the presence of farmers & Deputy Director of Balasore.



6.4 AgSmartic Technologies: Women Transforming India Award

Ms. Rashi Verma of Agsmartic was shortlisted among 130 women entrepreneurs across



India for the Jury Round of the 'Women Transforming India Awards' organized by NITI Aayog and United Nations



6.5 Takachar: Echoing Green Fellowship & 4th Mission Innovation Ministerial

The startup has won 'Echoing Green Fellowship by Echoing Green', a global non-profit organization that provides funding, and strategic support. They were also awarded a \$90K grant. The startup also represented India in Canada at 4th Mission Innovation Ministerial under the theme 'Accelerating Progress Towards a Clean Energy Future'



6.6 DissolvedOxygen: Inc42's initiative BIGShift

A next-gen innovator in aquaculture was selected among 400+ applicants and was runners up at the BIG Shift-an Inc42's initiative to enable, engage & empower startups in India's tier-2 cities



6.7 Leaf Era: Food Diplomacy Program (US Consulate)

The founders of nutritional herbal tea Leaf Era participated in 'Food Diplomacy Program' by the US Consulate in Kolkata in May 2019. Workshop was attended by 22 budding food entrepreneurs from East India, Nepal, and Sri Lanka at the American Centre and a one-day expo at the J. W. Marriott Hotel in Kolkata to connect food entrepreneurs with food industry professionals and investors.



6.8 Delmos Research: Award and cash prize, FSSAI

The incubate won 'EAT RIGHT STARTUP AWARD' & cash prize of ₹50,000 in the 'Food Testing' category, organized by FSSAI under 'Food Innovators Network'. The initiative, aims to boost the Eat Right India movement. This startup offers advanced, rapid & easy-to-use testing strip for a household consumer to test milk for adulteration, anywhere and anytime.



6.9 Aegipan Animal Biocare: ICC Startup Pad Agriculture Award 2019

The startup won ICC Startup Pad Agriculture Award 2019, organized by Indian Chamber Of Commerce on 22Aug 2019. Aegipan Animal Biocare strives to improve the goat's inbreeding problem in India by artificial insemination.



7.0 Awards

Dr. Neeru Bhooshan, CEO Pusa Krishi and Incharge, ZTM & BPD Unit, IARI, New Delhi received Rashtriya Icon Award in recognition of her contribution towards the growth of MSME sector and Agri incubation in the India.



6.10 Neer Agri Ventures: NASSCOM Design4India Awards 2019

In collaboration with ISRO, the incubate has developed a smart, low-cost & compact sensor for hydrology & land application, that measures soil moisture/temperature, electrical conductivity & dielectric permittivity. The startup won 'NASSCOM Design4India Awards 2019' under the category 'Digital Ergonomic Product'. The contest had received thousands of applications across India.





From the Editor's Desk

Greetings!

It is my pleasure to apprise our readers to the achievements of Team Pusa Krishi Incubator in FY 2019-20. The year of a rolling success in incubation and tech-commercialisation. The year marked a new beginning in the journey of PUSA KRISHI with the launch of Pusa Taksay society.



As a leading knowledge partner to strengthen the competence of agri-incubators under the RKVY-RAFTAAR scheme, Pusa Krishi launched its flagship program '**SAMARTH**' – a national-level incubation cum Induction training program that imparted best knowledge-based expertise to its 28 RABI partners across India in agri-startup incubation and entrepreneurship development. The program was divided into 4 phases that trained more than a hundred professionals over the year. This year, the unit also took a leap forward in agribusiness incubation activities through its 2-month in-residence programs **UPJA** (seed-stage) and **ARISE** (idea-stage). Together, the programs provided a holistic incubation to forty-two emerging agri-startup of the country by providing comprehensive mentoring and training, along with funding support. In the last quarter, Pusa Krishi proudly organised '**MAITRI – Indo Brazil Agri-Tech Cross Border Incubation Program**' in collaboration with the Embassy of Brazil, New Delhi, and ICAR-IIMR, Hyderabad. The objective was to provide a soft-landing platform for Indian and Brazilian agri-startup and familiarise them on Innovation and trade-related aspects in both the countries. The initiative also helped them to explore new markets, create collaborative cross border partnerships. It is important to mention that in the changing circumstance due to COVID-19, we have geared new measures to maintain our support to the Indian agri-startups and aspiring agripreneurs, without compromising the standard of our incubation activities. Meanwhile, our existing incubates are also mentored by industry experts through e-learning. This FY has also been very engaging for ZTM & BPD Unit with the transfer of six IARI technologies to as many as 130 industry partners under our '**Lab to Land**' Initiative. Also, 191 new industry partners have been associated with IARI with the assistance of the unit.

This annual edition of Taksay is description of our continuous success in inspiring, mentoring, and supporting the agri-startups and various incubators under RKVY-RFTAAR. At Pusa Krishi Incubator, we shall continue creating opportunities of agripreneurship through our industry leadership and alliance of our partners. Wishes to the Indian agribusiness fraternity!

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