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REGISTRATION OF PUSA TAKSAY SOCIETY

ZTM & BPD Unit took a leap forward in the direction of organized business incubation by forming Pusa taksay society under Societies Act, 1860, in June, 2018. Pusa Taksay shall conduct all the activities of agribusiness incubation under its umbrella. The society is responsible

for making and implementing policies for agribusiness incubation in IARI, along with organizing various start-up centric incubation and acceleration programs. With the registration of the society, the incubator was renamed as 'Pusa Krishi Incubator'.

Website: <http://pusakrishi.iari.res.in/>





1. TECHNOLOGY COMMERCIALIZATION

1.1 New technologies

• Pusa Basmati 1718

This variety is resistant to bacterial leaf blight and is suitable for cultivation in Delhi, Punjab and Haryana. The approximate days of harvestable maturity are 136 to 138 days after sowing and 5 kg seed is sufficient for per acre of transplantation. It has an average yield of 18-20 Quintal/ acre. It requires row to row 20 cm and plant to plant 20 cm spacing while transplantation.

• Pusa Basmati 1728

This variety is resistant to bacterial blight disease and is suitable for cultivation in Punjab, Haryana, Delhi, Uttarakhand and Western UP. The crop is recommended for irrigated transplanted conditions and it needs water throughout the growing period. The approximate days of harvestable maturity are 140 to 145 days after sowing and 5 kg seed is

sufficient for per acre of transplantation. The recommended row to row and plant to plant spacing is 20 cm during transplantation. The average yield of the variety is 20-24 Quintal/ acre.

1.2 Technology Transfer

The unit has played a critical role in technology commercialization from IARI. Continuing with the trend, this year, rice varieties namely PB 1718, PB 1728 & PB 1637 were licensed to eighteen (18), sixteen (16) and four (04) industry partners respectively. Additionally five vegetable varieties namely Brinjal –Pusa Uttam, Tomato – Pusa Gaurav, Chilly–Pusa Jwala, Cauliflower –Pusa Sharadand Sponge Gourd – Pusa Sneha were licensed to one (01) industry partner. STFR Meter technology and Compost Inoculant Biofertilizer Technology were also licensed to one (01) industry partner each.

2. IP MANAGEMENT

2.1 IP Filings and Grants

With a proactive role of the ZTMBPD in protecting intellectual property, six patents were

Patents Granted		
S.No	Patents	Date of Grant
1.	Composition for Early, Profuse Sporulation Under Solid State, of The Improvised Isolate of Trichoderma Harzianum and A Process Thereof	May 11, 2018
2.	Fusion Gene Construct For Generation of Cocktail Antiserum For Detection of Potyvirus And Cucumovirus	August 06, 2018
3.	Animal Feed Crusher	August 13, 2018
4.	Amphiphilic Polymers Based Slow Release Nano Formulations of β -Carotene and Method of Preparation thereof	August 20, 2018
5.	Beneficiation of phosphate rock for the segregation of phosphorus containing heavy metal free minerals	September 09, 2018
6.	Powered Animal Feed Mixer	October 31, 2018

2.2 IP Training

In order to create awareness of the step-by-step procedure to protect an idea via appropriate intellectual property filing, a workshop on “Hands-on Training on Prior-Art Search” was conducted from 18 to 20 July, 2018. The training was attended by

granted in the year 2018. In addition to this, six (6) trademarks applications were registered and one (1) PPV&FR application was filed.

Trademarks Registered		
S. No.	Trademark	Date of Registration
1.	PUSA	September 13, 2018
2.	IP Spectra: IP Facilitation Centre for Agro based MSME's (Wordmark)	May 24, 2018
3.	IP Spectra (Logo)	May 25, 2018
4.	IP Spectra: IP Facilitation Centre for Agro based MSME's (Wordmark)	July 02, 2018
5.	IP Spectra: IP Facilitation Centre for Agro based MSME's (Wordmark)	May 25, 2018
6.	IP Spectra (Logo)	July 16, 2018
S.No	PPVFR Application	Date of Filing
1.	Wheat Variety HD 4728 (PUSA MALWI)	September 14, 2018

twenty-one participants including students, industry personnel, scientists, academicians etc. Participants got acquainted to practical aspects of patent drafting, claims and searching.

The program received an overwhelming response from the participants and its sessions



3. AGRIBUSINESS INCUBATION

2018 was a golden year with respect to agribusiness incubation. The unit was bestowed with the responsibility to act as a Knowledge Partner in implementing the activities of innovation & entrepreneurship Cell, of 'Rashtriya Krishi Vikas Yojana Remunerative Approaches for Agri and Allied Sector Rejuvenation' (RKVY-RAFTAAR). There were three programs launched under the new project of RKVY-RAFTAAR, funded by Ministry of Agriculture & Farmers Welfare:

- a) 'SAMARTH' for Strengthening of existing agribusiness incubators as well as establishment of new R-ABIs (RKVY-RAFTAAR AgriBusiness Incubators).
- b) 'UPJA', an agribusiness incubation program for seed stage funding of startups at the MVP (Minimum Viable Product) stage.
- c) 'ARISE', an agripreneurship orientation program for startups developing an idea to MVP (Minimum Viable Product).

3.1 SAMARTH: INNOVATION & INCUBATION PROGRAMME

Samarth was launched on 11 Feb, 2019 to handhold 24 (Twenty Four) RAFTAAR AgriBusiness Incubators (RABIs) and other Knowledge Partners to impart best practices in innovation, incubation and entrepreneurship

development. The purpose of Samarth is to provide training and a holistic overview of agribusiness incubation ecosystem practices to all RABIs & knowledge partners.

Under samarth, a series of workshops and trainings are being conducted for the capacity building of agribusiness incubators.

The programme will help in generating a new breed of agri-incubator professionals in India.

3.1.1 Samarth Induction Workshop

The unit has organized a three day workshop under samarth from 11 to 13 February, 2019. The inaugural session of samarth was marked with the opening remarks from Ms. Chhavi Jha, Joint Secretary, RKVY, DAC & FW. The phase- 1 of samarth aims on training the principal investigators and Co-PIs in planning and marketing of an incubator, managing the ecosystem stakeholders, funding avenues, by considering IARI as a case study.

3.1.2 Visit to JSS Academy of Technical Education, Noida & NIFTEM

On a gracious culmination of the SAMARTH workshop, all R-ABIs participated in an enriching visit to Jagadguru Sri Shivarathreeshwara Academy of Technical



Education, (JSS) Noida & National Institute of Food Technology Entrepreneurship & Management (NIFTEM), Sonapat, Haryana, for a practical demonstration of their respective

pilot plant facilities and activities as incubators. The visit added to our mission of educating and handholding RABIs to connect to different ecosystem partners.

3.2 UPJA: LAUNCHPAD FOR LAB TO MARKET



Pusa Krishi Incubator had launched UPJA, its first agribusiness incubation program powered by RKVY-RAFTAAR on 24 December 2018. UPJA focused to hand-hold agri-startups which are at the stage of minimum viable product (MVP). The program is structured in two phases. Phase-I is a two-month “In-residency program” and Phase-II is “Business acceleration & Funding support”. Out of 618 applications received, 30 start-ups were selected for the two months in-residency program from 25 February to 24 April, 2019. During these two months, the startups underwent an intense training which

was a mix of expert lectures, business and technical mentoring sessions. The start-ups were facilitated with 78 one-on-one mentoring sessions with industry & technical experts to refine their offerings. They were also facilitated with a marketing platform in ‘Krishi Unnati - 2019, for three days where they have conducted market survey and collected customer feedback. An interactive session was organised of ‘Startup India’ team at Vigyan Bhawan. Startups discussed their concerns and how they can leverage Startup India’s activities and policies in overcoming the obstacles they are facing in their respective domains.



Eight weeks of residency program



Extensive mentoring from experts.



Technical and business support



Long term incubation and infrastructure facilities.



Grand up to 25 lakhs to selected startups

3.3 ARISE: LAUNCHPAD FOR AGRI STARTUPS



In our endeavor to provide a platform for budding entrepreneurs with innovative ideas, Pusa Krishi Incubator launched a uniquely designed incubation program for early-stage agri-startups. The program was launched on 1 March, 2019 under which the

received applications will be scrutinized and selected based upon their presentations. The selected participants will attend the two months in-residency program where they will be acquainted with a 360-degree view of agripreneurship and business development.



Grant-in Aid
up to ₹5-25 Lacs



8 weeks
Workshop



Mentorship from
Experts



World class
Research Labs



Workshop Stipend
₹10,000 per month



4. MARKETING AND NETWORKING

4.1 14th Indian Agricultural Science Congress

Pusa Krishi Incubator showcased an impressive range of innovations and products of its start-ups to visitors & dignitaries, in a three day exhibition from 20-23 February 2019, at 14th Indian Agricultural Science Congress organized at NAAS Complex, PUSA Campus, New Delhi.

4.2 Pusa Krishi Unnati Mela, ICAR-IARI

During IARI's Pusa Krishi Unnati Mela held from 5 to 7 March, 2019, startups under UPJA program, were showcased with the key objective of providing one-to-one interaction with potential clients and live demonstration of their technologies to agro-Industry's who's who. The event provided startups with a practical

experience while engaging with farmers and helped them in developing a network of academicians and Industry experts. The event was honored by the chief guest Dr.T Mohapatra, Secretary, DARE and DG, ICAR & Dr. A. K. Singh, Director, IARI.

4.3 Startup to Corporate Workshop

Held on 14 March, the purpose of the event was to facilitate a dialogue between corporate pundits in agricultural sciences with the startup companies, to synergies the endeavors of startups & corporate. The workshop had lectures by Mr. Siraj Choudhary (Adviser, Cargill India) & Mr. Sandeep Gupta (Business Head, CNH International) as they talked about the mega trends and opportunities in the Indian agribusiness sector that startups can benefit from. The session also talked about sales & distribution of farm machineries and products, various marketing methods and blitzes used in building of a brand, and how agri-startups can leverage trends and opportunities in corporate world.

4.4 Vaad-Samvaad, DD Kisan program

In light of Government of India's priority

initiatives in agriculture, DD Kisan organized their flagship programme waad-samwad that was telecasted on 17 January and 20 March 2019. In the first program rural youth and entrepreneurship aspirants were made aware about the need of agripreneurship in the country and how IARI can support them through incubation programs. In the second program, Dr. Neeru Bhooshan, Incharge, ZTM & BPD Unit, mentioned how incubation program 'UPJA' is helping agri start-ups to scale-up and how the benefits of the same are reaching to farmers. The startups were also been given the opportunity to speak about the solutions they are developing to solve farmer's problems.

5. CORPORATE MEMBERSHIP

The unit is always keen on building long-term relationships with the private companies, FPOs, farmers and other stakeholders in agricultural and allied sectors, to bring in their experience on board. In the current year, a total of 167 corporate members have been enrolled, including the renewing of 88 corporate members. The total revenue generated from corporate membership is of Rs. 8,41,500 only.



From the Editor's Desk

Welcome to the new edition of Taksay – *Taknique se Vyavsay*. I take this immense pleasure to share with you on how we have metamorphized into a leading agribusiness incubator through our journey of activities and achievements at ICAR-IARI.

During this period, the unit has catapulted its incubation and acceleration operations to new heights. As we strive to take the next leap in Prime Ministers Initiative of 'Startup India', Pusa Krishi Incubator has been bestowed with the responsibility to act as a leading Knowledge Partner under RKVY-RAFTAAR program of Ministry of Agriculture & Farmer's Welfare (MoA&FW). We have initiated a one-of-its-kind national-level incubator management

training program 'samarth' to train more than 50 professionals as incubator managers from 28 selected agribusiness incubators across the country. In addition, we have launched two new agri-startup incubation programs – UPJA 2019 & ARISE 2019. These programs have provided a holistic platform to the country's emerging agri-startup & entrepreneurial talent, by providing curated advanced edge training, mentoring and funding support.

We have also taken footsteps in the areas of IP management, technology commercialization and agripreneurship development in an organic way. To conclude, this edition demonstrates our painstaking efforts in becoming a beacon of excellence in the field of agribusiness incubation in India.

Dr. Neeru Bhooshan

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