

PRESS NOTE:

PUSA Krishi Organizes 'SAMARTH 2024 – Empowering the Incubators' Workshop (20th to 22nd Feb) at NASC Complex

New Delhi, February 20, 2024: PUSA Krishi, IARI, hosted its flagship event, SAMARTH 2024 – Empowering the Incubators, from February 20th to 22nd at NASC Complex, Pusa Campus, New Delhi. The event was inaugurated by Mr. Ashish Srivastava, Joint Secretary of the Ministry of Agriculture & Farmers' welfare, GoI, Dr. Viswanathan Chinnusamy, Joint Director (Research), IARI and Dr. Akriti Sharma, CEO, PUSA Krishi in presence of other dignitaries and participants.

The program began with the welcome address by Dr. Akriti Sharma, wherein she gave a comprehensive overview of SAMARTH '24, emphasizing its goals, objectives and the importance of collaboration in the agricultural startup ecosystem.



Dr. Viswanathan Chinnusamy discussed the significant role of startups and incubation in fostering innovation, emphasizing upon the crucial role that incubators play in nurturing entrepreneurial talent, nurturing innovation and accelerating the growth of agri-startups.

Chief guest, Mr. Ashish Kumar Srivastava, in his speech highlighted government's support for entrepreneurship and innovation in agriculture and encouraged collaboration between stakeholders. He commended PUSA Krishi for successfully orchestrating SAMARTH—an exceptional event that not only imparted knowledge but also facilitated valuable networking opportunities.

The inaugural day featured three insightful sessions. The first, led by Dr. Akriti Sharma, CEO, delved into the 'Best Practices of Incubators.' Following that, a panel discussion on 'Building Collaborations: Govt & Non-Govt' was facilitated by Devasis Padhi (NABARD - ex-CGM), Dr. Chhaya Chauhan (Lead 'Incubation Centers, BIRAC), and Ms. Palak Kaur Bhatia (Startup India) – moderated by Dr. Hulas Pathak, Head & CEO of IGKV RAB, Raipur. The third session, 'Sustainability beyond Govt Grants,' was conducted by Dr. Yamini Bhushan Pandey (MD, IIM-L EIC), Sanchita Chaudhary (SIIC - IIT-Kanpur), Devansh Peshin (Villgro), with moderation by Dr. Dayakar Rao, Principal Scientist & CEO, Nutrihub.



The three-day intensive workshop is designed to empower and enhance the capabilities of the incubation centers. The also program aims to share best practices in managing startups, fostering business and entrepreneurship development, and hosting impactful incubation programs. The goal is to ensure the holistic growth of the 29 KPs & RABs, providing comprehensive mentorship and nurturing for agri-startups across the country.



About SAMARTH

SAMARTH, a pioneering initiative of Pusa Krishi, focuses on nurturing 29 KPs & RABIs, agricultural incubators across India, supported under the Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sectors (RKVY-RAFTAAR) scheme of the Ministry of Agriculture and Farmers' Welfare, Government of India.

