



### *Flagship Grant-in-Aid Programs*



**PUSA KRISHI**

**An Agri-Innovation Hub**

ZTM & BPD Unit, ICAR-IARI, New Delhi

# INTRODUCTION

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Pusa Krishi, the innovation and agri-incubation arm of the Indian Agricultural Research Institute (ICAR-IARI), operates under the RKVY-RAFTAAR scheme (Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation) of Ministry of Agriculture & Farmers Welfare. It is dedicated to catalyzing innovation, sustainability, and entrepreneurship in Indian agriculture. With a mission to uplift startups, agripreneurs, and farmers, Pusa Krishi provides end-to-end incubation support — from technology validation to business mentoring and market linkages.

The platform enables agri-innovators to tackle pressing agricultural challenges, such as climate change, soil degradation, and water scarcity, by facilitating the development and adoption of next-generation technologies. Its approach bridges the gap between research and real-world agricultural practices, fostering a robust innovation ecosystem in the sector.

## ARISE PROGRAM OVERVIEW

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The ARISE initiative is a flagship program designed to support students and early-stage agri-startups with high potential, offering grants-in-aid of up to ₹4 lakh for students and up to ₹5 lakh for startups. The program also provides:

-  Business and technology validation
-  Customized mentoring from domain experts
-  Market access and advisory services
-  Opportunities to scale and sustain innovation







ARISE focuses on transforming promising ideas into viable agribusinesses that are scalable, sustainable, and impact-driven

## UPJA PROGRAM OVERVIEW

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UPJA is a key incubation program at Pusa Krishi, uniquely designed to nurture innovators with Minimum Viable Products (MVPs) by providing grants-in-aid of up to ₹25 lakh. It also supports them through:

-  Pilot testing and technology validation
-  Strategic mentorship and networking
-  Go-to-market strategies
-  Industry exposure and partnerships



The program's structure empowers innovators to fine-tune their product, validate its performance, and enter the market with a solid foundation.

## IMPACT STATISTICS (2019-2024)

Year	Applications Received	Startups Incubated & Trained	Startups Recommended for Funding
2019-20	1,040	45	32
2020-21	550	31	18
2021-22	981	56	36
2022-23	566	52	36
2023-24	839	62	34
2024-25	1,337	128	39

These numbers reflect the growing interest and robust pipeline of agricultural innovations being cultivated under the ARISE and UPJA programs.

## TRAINING AND CAPACITY BUILDING

Selected startups undergo an intensive training program designed to enhance their entrepreneurial skills and technical knowledge. The program includes:

- 🧑‍🤝‍🧑 One-on-one mentorship
- 🎨 Design thinking and product development
- ⚖️ IP rights and legal advisory
- 📊 Business planning and finance
- 🧬 Scientific and technical sessions from ICAR-IARI experts
- 🏭 Industrial and market exposure

Every session includes Q&A segments to foster interactive learning and deeper engagement.



## MARKETING AND OUTREACH

To ensure wide reach and participation, a comprehensive month-long promotional campaign was conducted using both online and offline channels:



- 🏠 **Institutional boot camps in Delhi, Haryana & UP:** To directly engage students and innovators
- 📱 **Social media campaigns:** Across Instagram, LinkedIn, Facebook, and YouTube
- 🖨️ **Print advertisements:** In leading newspapers
- 🤝 **Collaborations:** With incubation centers and agri-institutes



## CONCLUSION

The ARISE and UPJA programs of Pusa Krishi stand as transformative platforms that nurture agricultural entrepreneurship and innovation. By supporting early-stage startups with holistic incubation, expert mentorship, and market access, Pusa Krishi is effectively driving progress in the agricultural sector, aligning with the broader goals of RKVY-RAFTAAR to rejuvenate Indian agriculture sustainably.

## SOME GLIMPSE OF ARISE & UPJA ACTIVITIES



**PUSA KRISHI GRANT-IN-AID INCUBATION PROGRAM FOR AGRI STARTUPS**

For idea stage, pre-seed and seed stage startups

- 1 For students w/o legal entity: up to 4 lakhs
- 2 For entrepreneurs with legal entity: up to 25 lakhs
- 3 Other benefits: 1 month business & technical mentoring, Product validation and more

**Application Last date: 30 April 2024**

More details  
www.pusakrishi.in  
8700183709  
9971670243

**Apply Now**

**ARISE** Pre-seed incubation

**UPJA** Seed incubation

India's Most Transformative

**GRANT-IN-AID PROGRAM FOR AGRI STARTUPS**

- Upto 5 Lakhs for Pre-seed startups & 4 Lakhs for students with innovative ideas
- Upto 25 Lakhs grant-in-aid for seed stage startups
- 1 Month of rigorous Business & Technical Mentoring
- Technology Validation Pilot Opportunities & more benefits!

