



BEEJ

PRE INCUBATION SERIES



PUSA KRISHI

An Agri-Innovation Hub

ZTM & BPD Unit, ICAR-IARI, New Delhi

INTRODUCTION











PUSA Krishi, an initiative dedicated to fostering innovation in agriculture, launched the “BEEJ” online pre-incubation masterclass program to nurture young entrepreneurs in the agricultural sector. Drawing an analogy from the growth of a seed into a fruit-bearing plant, BEEJ aims to sow the seeds of entrepreneurial thinking among youth, providing them with the tools, knowledge, and support needed to cultivate innovative startup ideas.

This 10–15-day program targets aspiring agri-entrepreneurs, equipping them with essential skills to ideate, develop, and scale startups in agriculture. Alongside its core training objectives, BEEJ also serves as a boot camp to raise awareness about PUSA Krishi’s broader initiatives, such as UPJA and ARISE, while highlighting opportunities in agri-entrepreneurship, incubation, and funding.

PROGRAM STRUCTURE AND DELIVERY

The BEEJ program, a two-week initiative by Pusa Krishi, is designed to sensitize early-stage participants to agriculture entrepreneurship through a comprehensive curriculum delivered by domain experts via Zoom.

Spanning topics such as:

-  Innovation in agriculture
-  Startup finance
-  Customers and competition
-  Intellectual property rights
-  Funding and bootstrapping
-  Starting a startup
-  Design thinking
-  Sales and marketing
-  Company formation & legal
-  Becoming a great founder

The program also highlights Pusa Krishi’s flagship programs, ARISE and UPJA along with expert guidance from industry leaders and scientists.

Each two-hour session features structured, expert-led PowerPoint presentations followed by an interactive Q&A, fostering an engaging learning environment. Upon successful completion, participants receive e-certificates, enhancing their professional credentials.







PROGRAM SESSIONS AND PARTICIPATION

Sessions	Session Dates	Participants
BEEJ 1	06–17 December 2021	226
BEEJ 2	12–23 September 2022	45
BEEJ 3	02–12 January 2024	72

These sessions attracted individuals from varied educational and geographical backgrounds, indicating the widespread reach and interest in agri-entrepreneurship.

MARKETING AND OUTREACH

Marketing efforts are robust at the Indian Agricultural Research Institute (IARI), New Delhi, ensuring widespread awareness among the target audience. BEEJ was promoted through:

-  Social media platforms
-  Newspaper advertisements
-  University emails nationwide
-  WhatsApp groups
-  Cold and warm calls
-  Internal promotions within IARI, New Delhi



This multidimensional outreach strategy enabled BEEJ to tap into a wide demographic, especially students and early-stage innovators with a passion for agriculture and sustainability.

TRAINING METHODOLOGY

Participants are trained through a blend of theoretical insights and practical applications. Experts provide in-depth overviews of each topic using PowerPoint presentations, ensuring clarity and structure. The interactive Q&A sessions allow participants to seek clarification, share ideas, and receive personalized feedback, enhancing their understanding.

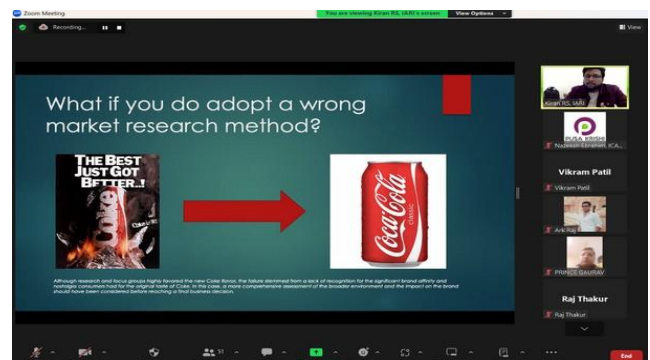
The curriculum emphasizes actionable skills—such as building a Business Model Canvas (BMC), understanding market dynamics, and navigating legal and financial frameworks—tailored to the agriculture sector. This hands-on approach encourages participants to refine their innovative ideas and develop viable startup plans, bridging the gap between concept and execution.

Topic	Key Requirements	Outstanding Area	LLP	Company
Structure	One	Two or more	Two or more	One or more
Registration	Not required	Optional	To be Registered with MCA under LLP Act 2008	To be Registered with MCA under Companies Act 2013
Legal Status	Proprietorship/sole proprietorship	Partnership/sole proprietorship	Responsible entity and Proprietor one and same person. Sole and unlimited liability limited liability	Separate entity and Proprietor one and same person. Sole and unlimited liability limited liability
Annual Meeting and filing	Not required	Not required	Annual Statement need to file apart from income tax and other return	Annual Statement need to file apart from income tax and other return
Tax	DDT, Income Tax, Trade License, Factory Act, P.E. etc.	Partnership, Bank, Charitable etc apply in the all structure		
Banking	Company is the best Option for startup looking to raise fund as it requires flexibility for external investment. Founder Agreement also have clear written document about nature of business, role, responsibilities, operational structure, and exit clause etc.	Shareholder Agreement also have clear understanding between stake holder of the company.		


IMPACT OF THE PROGRAM


The BEEJ program creates a transformative impact by fostering an ecosystem of innovation and collaboration. It sparks a multitude of creative ideas, as participants engage in brainstorming and knowledge exchange during sessions. The interactive format cultivates a networking platform, connecting like-minded individuals who share a passion for agri-entrepreneurship.


By sensitizing participants to opportunities within PUSA Krishi’s ecosystem, including incubation and funding, BEEJ amplifies awareness of resources available to turn ideas into reality. The program’s focus on agriculture-specific challenges ensures that solutions are relevant and impactful, addressing real-world needs in the sector.




BENEFITS FOR PARTICIPANTS


 **Skill Development:** They acquire critical skills in ideation, business planning, marketing, and finance, tailored to agriculture startups.


 **Practical Knowledge:** Exposure to topics like intellectual property rights and bootstrapping equips them to navigate the entrepreneurial landscape effectively.

 **Networking Opportunities:** Interaction with peers and experts fosters valuable connections, potentially leading to collaborations or mentorship.

 **Certification:** E-certificates enhance their resumes, signaling competence and commitment to prospective investors or employers.

 **Access to Resources:** Awareness of PUSA Krishi's incubation and funding opportunities provides a pathway to scale their ventures.

 **Confidence and Inspiration:** The program instills confidence in participants, motivating them to pursue their entrepreneurial aspirations with a clear roadmap.

 **Pipeline for Incubation:** BEEJ served as a feeder for UPJA and ARISE, helping Pusa Krishi identify promising innovators for further incubation.

CONCLUSION

The BEEJ pre-incubation masterclass program stands as a vital initiative by PUSA Krishi to empower young minds in agri-entrepreneurship. Through its structured training, expert-led sessions, and interactive format, it cultivates a fertile ground for innovation, equipping participants with the tools to succeed. The program's impact extends beyond individual growth, contributing to a broader culture of entrepreneurship in agriculture. By delivering tangible benefits—ranging from skill enhancement to networking and resource access—BEEJ ensures that participants are well-prepared to transform their ideas into sustainable startups, ultimately advancing the agricultural sector.

SOME GLIMPSE OF THE PROGRAM

