

## **Pusa Krishi's Startup Accelerator Program Provides Boost to Emerging Agritech Entrepreneurs**

Pusa Krishi- ICAR-IARI, in partnership with HDFC Bank, launched the **Startup Accelerator Program** on 20<sup>th</sup> January 2025, designed to empower high-potential agritech startups. With **CSR funding of Rs. 1.5 crore**, the program offers startups financial support, expert mentorship and valuable networking opportunities to drive innovation in agriculture. Out of 656 applications, 12 startups were shortlisted for evaluation and after a rigorous review, 5 startups were selected for the Cohort 2025, receiving the grant to accelerate their growth.

Following this, Pusa Krishi successfully conducted a three-day **Startup Capacity Building Program** from **17th March to 19th March 2025**. The initiative, supported under the **HDFC Parivartan Grant Program**, aimed to enhance the capabilities of agripreneurs through global networking, industry insights and direct farmer engagement.



The program commenced with the **UK-India Agri-Tech Event** on **17<sup>th</sup> March 2025** at **Shangri-La Hotel, New Delhi**, organized in collaboration with the British High Commission. The event provided a platform for startups to engage with key diplomatic officials, including Mr. Simon McNorton, Head of Science & Technology at the British High Commission. A series of **B2B meetings** were held between five UK-based agri-tech startups and five HDFC-selected Indian startups, fostering international collaborations and knowledge exchange.



On **18<sup>th</sup> March 2025**, the focus shifted to **industry insights and investment strategies** through exclusive sessions at **IARI** with Mr. Ashish Bhargava, Ex-Partner, True North Co.. Startups gained deep insights into market dynamics, fundraising strategies, investor pitching and business scalability, empowering them with essential tools for growth and sustainability.



The program concluded on **19<sup>th</sup> March 2025** with a **Startup-Farmers Meet at Sungarpur**, where entrepreneurs directly engaged with farmers to explore on-ground challenges, technology adoption, and impact-driven solutions. This interaction emphasized practical implementation of agri-tech innovations, bridging the gap between innovation and real-world agricultural practices.

*The Startup Capacity Building Program highlighted Pusa Krishi's commitment to accelerating agricultural innovation through strategic partnerships, industry collaborations, and farmer-centric initiatives, driving the future of Indian agri-entrepreneurship.*