



Catalyzing the Agri-Startup Revolution in India

Innovating Agriculture | Empowering Agri Startups | Enabling Farmers

Pusa Krishi, ZTM & BPD Unit, ICAR-IARI, New Delhi

INTRODUCTION

At the heart of India's green revolution epicentre—**ICAR-IARI, New Delhi**—a silent yet powerful innovation movement is transforming agriculture, one startup at a time.

This is the story of **Pusa Krishi**, a pioneering **agri-innovation hub** that is:

- Nurturing agri-preneurs 🚀
- Fueling grassroots innovations 🌱
- Empowering millions of farmers 👨🌾

🔬 From Lab to Land: The Genesis of a National Incubation Force

Founded within the renowned Zonal Technology Management & Business Planning and Development (ZTM & BPD) Unit of ICAR-IARI, Pusa Krishi has emerged as one of India's most influential agri-startup incubators. Rooted in a vision to translate research into scalable agribusiness solutions, Pusa Krishi has created an ecosystem that bridges innovators, academia, startups, and farmers.

It began with a simple idea: agriculture is not just a tradition—it's a domain ripe for innovation. Over the past few years, Pusa Krishi has become the launchpad for a new wave of agri-preneurs who are solving complex challenges like climate resilience, post-harvest losses, soil degradation, and price realization through cutting-edge technologies and business models.

THE NUMBERS THAT SPEAK VOLUMES

Pusa Krishi impact snapshots since 2019:

🚀 **442+ startups nurtured**

Provided with handholding, infrastructure, mentorship & visibility

💰 **₹500 Cr+ cumulative startup revenue,**

Reflects economic viability & strong market traction

💡 **₹2906 Lakhs + in grant-in-aid to 205**

startups *For product development, testing & market access*

👤 **20,972+ jobs created**

Empowering youth & professionals in rural and urban India

🧪 **392+ products launched**

Innovative solutions reaching the market

🌸 **59 women-led startups supported,**

Fostering inclusive, gender-equal innovation ecosystems

🌱 **37+ lakh farmers impacted**

Directly & indirectly benefitted by innovative agri-tech solutions

🔒 **144 IP-protected technologies**

Promoting innovation ownership & value creation

THE INCUBATION ENGINE: TAILORED PROGRAMS FOR EVERY STAGE

Pusa Krishi's multi-tiered incubation architecture includes:

- 💡 **BEEJ** – Ideation bootcamp for budding innovators
- 🌸 **HER HARVEST** – Leadership & training for women founders
- 🌱 **ARISE** – Pre-seed support (funding up to ₹5 lakh)
- 🏠 **UPJA** – MVP-stage support (funding up to ₹25 lakh)
- 📅 **SHITIJ** – One-year deep incubation program
- 🌐 **MAITRI** – Indo-Brazil cross-border agri-tech exchange
- 🎓 **SAMARTH** – Training platform for incubator managers & academia

THE POWER OF PARTNERSHIPS

Pusa Krishi understands that innovation thrives in collaboration. Over the years, it has built a vast network of national and global partners:

- 🔗 **Public-Private Collaborations:** MoUs with Yamaha Motors Solutions, HDFC Bank, and Social Alpha have opened new avenues for CSR funding, pilot deployments, and technology co-creation.
- 🏛️ **Academic Alliances:** Strategic partnerships with IIT Kanpur, BITS Pilani, and SIIC foster cross-disciplinary innovation.
- 🌐 **Global Incubation:** The MAITRI Program, in collaboration with the Brazilian Embassy and DST, is India's first structured cross-border agri-tech incubator initiative.
- 📄 **Policy and Network Engagement:** As a nodal center for the RKVY-RAFTAAR scheme, Pusa Krishi has mentored and hand-held 29 agri-incubators across India, ensuring a ripple effect in the startup ecosystem.



TRANSFORMING FARMERS' FUTURES

Beyond boardrooms and labs, Pusa Krishi's impact reaches India's farmlands. From climate-smart irrigation systems and biofertilizers to IoT-based pest detection and AI-driven market linkages, startups under Pusa Krishi have changed how Indian farmers grow, protect, and sell their produce.

- 👤 **37.29 lakh+ farmers** positively impacted through products/services developed under incubation programs.
- The focus remains clear: 🌱 **Bringing science to soil – in Affordable, Scalable & Sustainable ways**

THE ROAD AHEAD: SCALING TO 1000+ STARTUPS

🌐 Future goals of Pusa Krishi:

- ☒ Support **1,000+ startups by FY 2027** through expanded infrastructure and mentorship bandwidth.
- ☒ Deepen **CSR engagement** by becoming a preferred platform for corporate-backed innovation in agriculture.
- ☒ Strengthen **global collaborations** with diplomatic missions and foreign institutes for knowledge transfer and joint programs.
- ☒ Launch a **dedicated seed fund** to unlock early-stage capital for agri-tech ventures.
- ☒ Build stronger ties with **agricultural universities**, fostering a pan-India agri-innovation ecosystem.

CONCLUSION: A NEW DAWN FOR INDIAN AGRICULTURE

Pusa Krishi is more than an incubator—it's a movement that's breathing new life into Indian agriculture. It's where an idea in a classroom becomes a product in the market. Where a young innovator becomes a job creator. Where a farmer in a remote village gets access to cutting-edge technology that transforms his yield and income.

It is the embodiment of what India's future-ready agriculture looks like—innovative, inclusive, impactful.

SOME GLIMPSE OF INCUBATOR ACTIVITIES



