



SAMARTH

Empowering Agribusiness Incubators



PUSA KRISHI

An Agri-Innovation Hub

ZTM & BPD Unit, ICAR-IARI, New Delhi

INTRODUCTION

The SAMARTH Innovation and Incubation Induction Program, initiated by Pusa Krishi Incubator under the Ministry of Agriculture and Farmers' Welfare (MoA & FW), is a pioneering effort to strengthen agribusiness incubation in India. Launched as part of the Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) scheme in 2017-18, SAMARTH addresses the growing need for structured support to agri-startups and incubators. With business incubation recognized globally as a catalyst for economic growth, this program aims to empower incubator managers and foster innovation in the agricultural sector, aligning with the Start-up India initiative.



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PROGRAM OVERVIEW

SAMARTH focuses on training and handholding Agribusiness Incubators (RABIs) established under RKVY-RAFTAAR. The program equips incubator managers with best practices in planning, management, ecosystem building, stakeholder engagement, funding, and policy implementation.

The initiative targets incubator managers and stakeholders, offering workshops, on-site support, and structured programs like business plan competitions and accelerators. A special emphasis is placed on supporting agri-enterprises that enhance the agricultural value chain.



-  To develop an innovation-driven economic process in the agri-sector.
-  To establish a robust network of agri-incubators across India.
-  To ensure the long-term sustainability of agri-incubation programs.
-  To support agri-startups within each incubator.
-  To train a new generation of skilled Agri Business Incubator Managers.



IMPLEMENTATION AND IMPACT

Since its inception, SAMARTH has actively strengthened India's agri-innovation ecosystem through:



13 Workshops

Conducted between **Feb 2019** – **Nov 2024**



Coverage

Participants from:

- **28 RABIs**
- **5 Knowledge Partners**
- **20 States** across India



Workshop Themes

Structuring incubators, financial sustainability, Startup selection processes, Funding strategies, Government policy alignment, Site visits to top incubators, Virtual trainings via Zoom, Addressing climate change & rural livelihoods



Digital Tools Used

SAMARTH **WhatsApp** Group and **MIS Portals** for real-time data tracking

SAMARTH has emerged as India's largest agri-incubator management training program with following impact:

- **28 RABIs Mentored**
- **100+ Professionals Trained** (Incl. PIs, Co-PIs, and Staff)
- **150+ Jobs Created** within RABIs ecosystem
- **1,934 Startups Incubated** (Collectively, IARI, NIAM, MANAGE, AAU, and UAS RABIs)
- **₹21,890 Lakhs** Cumulative RKVY Grant-in-Aid Support
- **59+ Lakhs Farmers** Impacted
- **Ripple Effect Programs** with Pusa Startup Momentum and Master Class Series

MASTER CLASS SERIES

Introduced as a virtual initiative, the Master Class Series targets RABI startups with expert-led sessions on business growth, market strategies, and funding opportunities.

Session Timelines: 12th April – 20th May 2021 | 4th April – 13th May 2022 | 1st – 12th April 2024

These sessions address challenges like:

- Product-Market Fit**
- Digital Marketing**
- Access to Government Funding**
- Government Schemes & Policies**
- GeM Portal Awareness**

CONCLUSION

SAMARTH stands as a transformative platform for agribusiness incubation in India, addressing gaps in leadership, funding, and support systems. By fostering a network of skilled managers and innovative startups, it contributes significantly to agricultural entrepreneurship and economic growth. Its scalable model and focus on sustainability position it as a blueprint for future incubation initiatives, particularly in rural and non-metro regions.

SOME GLIMPSES OF SAMARTH

