

Fueling AgriTech Dreams: Pusa Krishi Launches Startup Accelerator Program

Pusa Krishi- ICAR-IARI, in partnership with HDFC Bank, launched the Startup Accelerator Program on 20th 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 17th 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 18th 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 19th 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.