## PUSA Krishi Masterclass Series - 3<sup>rd</sup> to 16<sup>th</sup> April 2025

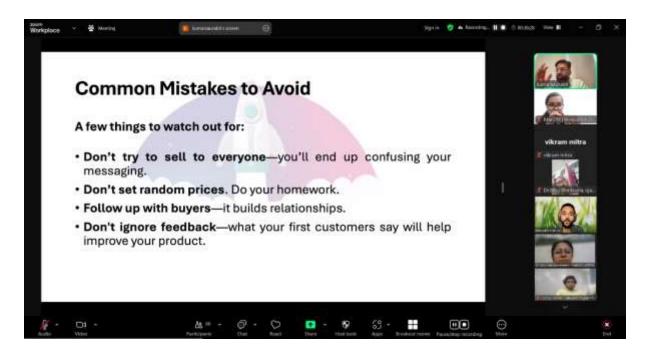
The PUSA Krishi Masterclass Series for RABI Startups, organized under the RKVY-RAFTAAR scheme of the Ministry of Agriculture & Farmers' Welfare, was conducted online from 3rd to 16th April 2025. This tenday intensive virtual workshop was specially curated for CIC-recommended startups (pre-seed and seed stage) incubated under the RAFTAAR Agri Business Incubators (RABIs).



The initiative marked a key milestone in fostering innovation, business preparedness and entrepreneurial growth within the agri-startup ecosystem. Designed as a focused three-week program, the Masterclass series aimed to empower early-stage startups with strategic knowledge, actionable insights and expert mentorship essential for scaling sustainable agri-businesses.

The primary goal of the series was to provide startups with a strong foundation across essential domains for success in modern agriculture. Sessions were tailored to address key themes, including:

- The evolving agricultural landscape and innovation opportunities
- Articulating technology effectively for market acceptance
- Crafting robust go-to-market strategies
- Utilizing digital marketing and branding effectively
- Financial planning, funding avenues, and investment preparedness
- Regulatory compliance and intellectual property protection



Spanning 12 curated sessions over 10 days, the series brought together a wide array of experts, investors, mentors and industry leaders to share practical knowledge and insights. A total of 83 startups from across nine RABIs mentored under PUSA Krishi, ICAR-IARI, actively participated, engaging deeply with seasoned professionals from diverse sectors.