

## 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 3<sup>rd</sup> to 16<sup>th</sup> April 2025. This ten-day 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

The image shows a Zoom meeting interface. The main window displays a presentation slide with the title "Common Mistakes to Avoid" and a list of four bullet points. The slide has a background image of a person holding a large umbrella. The Zoom toolbar at the bottom includes icons for Audio, Video, Participants, Chat, Reactions, Share, Stop video, Apps, Breakout rooms, Polls/quizzes, More, and End. On the right side, a vertical list of participants is visible, with "vikram mitra" highlighted.

## Common Mistakes to Avoid

A few things to watch out for:

- **Don't try to sell to everyone**—you'll end up confusing your messaging.
- **Don't set random prices.** Do your homework.
- **Follow up with buyers**—it builds relationships.
- **Don't ignore feedback**—what your first customers say will help improve your product.

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.