



1. Pusa Krishi Signed MoU with ACCESS Development Services to Strengthen Startup Ecosystem in Agroecological Value Chains

In a significant step towards fostering innovation and entrepreneurship in Indian agriculture, Pusa Krishi, ICAR–IARI, signed a Memorandum of Understanding (MoU) with ACCESS Development Services on 16th June 2025. This collaboration aims to support startups working across agroecological value chains under the Green and Resilient Agri-Enterprises Platform (GAP) Fund, an initiative supported by the International Fund for Agricultural Development (IFAD).

The MoU was signed by Dr. Viswanathan Chinnusamy, Vice President, Pusa Taksay & Joint Director (Research), ICAR–IARI and Mr. Vivek Sinha, Senior Vice President, ACCESS Development Services, marking the beginning of a meaningful collaboration. This partnership reflects a shared vision to nurture a vibrant ecosystem for sustainable agri-innovation. By leveraging incubation support, technical expertise and financial linkages, the initiative seeks to empower startups to scale responsibly while contributing to climate adaptation,



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- Launch of UPJA & ARISE Incubation Programs
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rural livelihoods, and inclusive value chain development. Following this, a meeting was organized with Access Development Services on 20th June to introduce them to the startups incubated at Pusa Krishi. The session served as a valuable platform for both parties to connect and explore potential collaborations. Access Development Services shared insights about their initiatives and outlined the types of support and opportunities available for agri-startups.



The startups, in turn, found the session highly engaging and informative, gaining clarity on how Access can contribute to their growth journey. Overall, it was a fruitful interaction, paving the way for future partnerships and support mechanisms.

2. IP Management

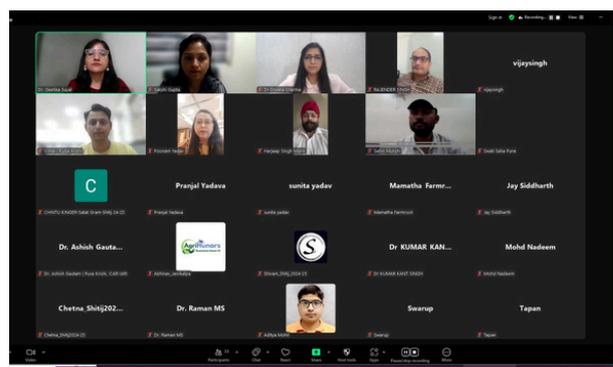
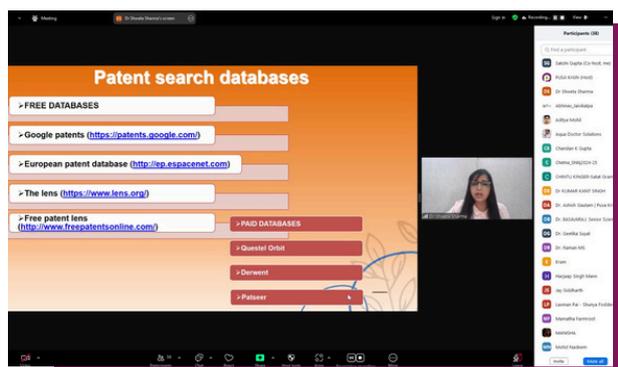
➤ **Pusa Krishi plays an active role in Intellectual Property Management of ICAR-IARI. In the last quarter (April to June 2025), the unit filed 1 patent, 1 trademark and 2 copyrights, the details of which are provided below:**

Name Innovation/ Technology	Details	Status
Agathisflavone-enriched antiviral formulation for begomovirus disease management and method of application thereof	The present invention relates to a novel plant-derived antiviral formulation for the effective management of begomovirus-associated diseases in crops. Begomoviruses, single-stranded DNA viruses transmitted by whiteflies, significantly impact the yield of vegetables, pulses and fibre crops in India.	Patent Filed
Decision Support System on Soil Organic Carbon-based Soil Quality Assessment	Soil quality, a complex functional state, cannot be measured directly and is instead assessed using measurable indicators. Traditionally, numerous physical, chemical and biological parameters are used, but this approach is often time-consuming and resource-intensive. Soil organic matter (SOM) has long been a key indicator due to its influence on soil properties and crop productivity. More recently, focusing on rapidly changing soil organic carbon (SOC) pools such as labile carbon available for microbial activity offers a faster, more practical & cost-effective alternative for assessing soil quality.	Copyright Filed

Name Innovation/ Technology	Details	Status
Decision Support System for Online Assessment of Soil Health	This copyrighted software provides an interactive Decision Support System (DSS) designed for the online assessment of soil health. The system enables farmers to input data and receive recommendations based on real-time soil parameters. It may include modules for soil testing input, automated analysis, visual reporting, and customized advisories based on soil nutrient levels, pH, texture and other fertility factors.	Copyright Filed
DIVINE SILK (Word Mark)	Pearl millet is considered as God's grain because it has all the beneficial nutrients which we required in our balanced diet. In spite of having all the nutrients, it has high glycemic index and low protein quality and is not preferred for large section of the population. We have developed chemical free method for the conversion of starch into resistant starch. Further, we used the resistant starch to formulate Divine Dough under the base of Pearl millet flour with the richness of buckwheat, resistant starch of Taro, Protein of Chick pea and Iron/ Zinc of Barnyard millet.	Trademark granted

➤ Celebrated World Intellectual Property (IP) Day

In recognition of the significance of World Intellectual Property (IP) Day, celebrated on 26th April 2025 to raise awareness about the importance of IP rights in fostering innovation, creativity and economic growth, ZTM & BPD, IARI and IPTM, ICAR conducted a session titled “Innovative Concepts: Transforming Idea into Intellectual Property” by Dr. Shweta Sharma on 2nd May 2025. World IP Day aims to promote a deeper understanding of intellectual property such as patents, trademarks, industrial designs, copyrights and plant varieties and its essential role in supporting innovation and creative industries. Aligning with this objective, Dr. Sharma’s session offered valuable insights into how scientific ideas and innovations can be effectively protected and transformed into intellectual property assets.



3. Technology Commercialization

➤ Technology Commercialization

Tech commercialization plays an important role in making the technologies reach to the end users in an effective and faster way. ICAR-IARI develops technologies with substantial commercial potential that are ready to use by businesses. Under the Lab to Land Initiative, 24 technologies developed by ICAR-IARI were commercialized to 24 industry partners, resulting in a total revenue generation of ₹73.33 Lakh.

S.No	Name Of Technologies	Features
1.	Amaranthus c.v. Pusa Kiran	Amaranthus cultivar 'Pusa Kiran' is a variety of Amaranthus tricolor developed through a natural cross between A. tricolor and A. tristis. It features glossy green leaves with broad, ovate laminae and a leaf-to-stem ratio of 1:4.6. Suited for the kharif season.
2.	Methi c.v. PEB	It is a high-yielding, early-maturing fenugreek variety, producing 700-800 q/ha of flavorful leaves, ideal for year-round cultivation and valued for culinary and medicinal uses.
3.	Onion c.v. Pusa Red	Pusa Red is a high-yielding onion variety with deep red bulbs, excellent storage quality and adaptability, yielding 250-300 q/ha, perfect for diverse regions in India.
4.	Palak c.v All green	All Green is a high-yield spinach variety with vibrant leaves, providing 5-6 cuttings at 15-20-day intervals, and a total leaf yield of 500-600 q/ha, perfect for commercial and home cultivation.
5.	Pusa 1431	Pusa 1431 is a mungbean (<i>Vigna radiata</i>) variety with a maturity period of 56-66 days and yield potential of 12-14 quintals per hectare. This variety is well-suited for cultivation in the National Capital Territory of Delhi, Haryana, Rajasthan, and Uttar Pradesh, particularly during the spring season.
6.	Pusa Arhar 16	Pusa Arhar 16 is an early-maturing, high-yield pigeonpea variety maturing in 120 days, ideal for dense planting and mechanized harvesting.
7.	Pusa Arhar 2017-1	Pusa Arhar 2017-1 is a semi-dwarf, early-maturing pigeonpea (arhar) variety suitable for mechanized harvesting. It matures in approximately 120-130 days, making it ideal for cropping systems that require short-duration legumes.

S.No	Name Of Technologies	Features
8.	Pusa Basmati 1509	Pusa Basmati 1509 is the first early-maturing Basmati variety with a seed-to-seed maturity of 115–120 days. The variety offers high yield, excellent cooked kernel length (18.2 mm), and desirable aroma.
9.	Pusa Basmati 1692	Pusa Basmati 1692 is a semi-dwarf Basmati variety with a seed-to-seed maturity of 110-115 days.
10.	Pusa Basmati 1718	Pusa Basmati 1718 is a high-yielding, bacterial blight-resistant Basmati rice variety developed as a near-isogenic line of Pusa Basmati 1121. With a maturity duration of 130–135 days, it yields 45–50 q/ha, and is suitable for cultivation in Punjab, Haryana, and Delhi.
11.	Pusa Basmati 1847	Pusa Basmati 1847 is a high-yielding, semi-dwarf Basmati rice variety derived from Pusa Basmati 1509, featuring inbuilt resistance to bacterial blight and blast, excellent grain quality, strong aroma.
12.	Pusa Basmati 1882	Pusa Basmati 1882 is a high-yielding, semi-dwarf Basmati rice variety with excellent grain quality and strong resistance to bacterial blight through the xa13 and Xa21 genes. It matures in about 120–125 days, supports sustainable cultivation & is ideal for Basmati-growing regions like Punjab, Haryana, Delhi & Western UP.
13.	Pusa Basmati 1885	Pusa Basmati 1885 is a semi-dwarf, high-yielding Basmati rice variety derived from Pusa Basmati 1121, with built-in resistance to bacterial blight and blast, excellent grain quality, strong aroma.
14.	Pusa Basmati 1979	Pusa Basmati 1979 is a non-GM, herbicide-tolerant Basmati rice variety that matures in approximately 130–133 days and has demonstrated an average yield of 45.77 quintals per hectare under irrigated transplanted conditions.
15.	Pusa Basmati 1985	Pusa Basmati 1985 (IET 28814) is a herbicide-tolerant Basmati rice variety developed through marker-assisted selection from Pusa Basmati 1509. The variety offers high yield potential (up to 4.57 t/ha).

S.No	Name Of Technologies	Features
16.	Pusa Biofortified Maize Hybrid 2	Pusa Biofortified Maize Hybrid-2 is a nutritionally rich maize hybrid containing high levels of provitamin A (5.90 ppm), lysine (3.47%) and tryptophan (0.92%). It is ideal for enhancing nutritional security and offers excellent yield performance across agro-climatic zones.
17.	Pusa Biofortified Maize Hybrid 3	Pusa Biofortified Maize Hybrid 3 is one of the nutrient-rich maize hybrids enriched with essential amino acids, lysine and tryptophan, which are crucial for human nutrition. Additionally, it exhibits enhanced levels of pro-vitamin A, contributing to improved vitamin A intake.
18.	Pusa HQPM 5 Improved	Pusa HQPM5 Improved is a high-yielding, biofortified maize hybrid rich in provitamin A (6.77 ppm), lysine (4.25%) and tryptophan (0.94%). Developed for enhanced nutritional value and productivity, it performs well across multiple zones including NHZ, NWPZ, NEPZ, PZ, and CWZ.
19.	Pusa Jawahar Hybrid Maize-2	Pusa Jawahar Hybrid Maize-2 (AH-4271) is a maize hybrid officially released for cultivation in Madhya Pradesh, India. The average grain yield is reported at 33.34 quintals per hectare, with dry fodder yield reaching up to 70 quintals per hectare.
20.	Pusa Manav	Pusa Manav, also known as Pusa Chana 20211, is a high-yielding chickpea variety that offers significant yield potential, averaging 23.9 quintals per hectare and capable of reaching up to 32.9 quintals per hectare. It is an early maturing variety, suitable for cultivation in Central India.
21.	Pusa Mustard 37	Pusa Mustard 37 is an improved variety of Indian mustard developed for the North-Western Plain Zone (NWPZ). It is known for its high yield, resilience and contribution to sustainable farming.
22.	Pusa Narendra KN 1	Pusa Narendra KN1 is a dwarf rice variety, specifically an improved version of the "Kalanamak" landrace. It is renowned for its strong aroma, reminiscent of desi ghee and possesses a black husk with white rice. This variety is recommended for cultivation in Uttar Pradesh, India.
23.	Pusa TOLCV Tomato Hybrid 8	Pusa TOLCV Tomato Hybrid 8, which shows strong resistance to ToLCV and is being licensed for wider use.

➤ Organized Cucumber Field Day to Showcase IARI's Latest Innovations, Benefitting Farmers & Agri-Industry Stakeholders

The Division of Vegetable Science, in collaboration with the Zonal Technology Management and Business Planning and Development (ZTM & BPD) Unit, successfully organized Cucumber Field Day on 21st April 2025 (Monday) in IARI Campus, New Delhi. The event drew wide participation from researchers, entrepreneurs, progressive farmers and private sector stakeholders. Attendees witnessed live demonstrations of IARI-developed elite cucumber lines and hybrids, showcasing their superior performance in both open field and protected cultivation systems. Meanwhile expert interactions provided valuable insights into the latest advancements in vegetable science, while networking opportunities helped strengthen ties between researchers, growers and agribusiness professionals. The event also featured an exhibition of ongoing research in other important vegetable crops such as bitter gourd, bottle gourd and pumpkin.



➤ ITMC Meetings

The Institute Technology Management Committee (ITMC) meetings are organized to evaluate research outcomes, manage intellectual property portfolios, identify inventions that require protection under intellectual property rights (IPR) and set terms and conditions for the commercialization of new technologies as well as varieties developed by IARI. In the past three months, two ITMC meetings were held on 01st May 2025 and 06th May 2025, wherein 23 technologies for IP Protection, 21 technologies for commercialization and 18 technologies for ICAR Certification were approved to move forward.



➤ Corporate Membership

Corporate membership is a way through which we associate with industry to provide them member privileges related to single window clearance, early and quick seed lifting without licensing for established

varieties and sharing of our regular information related to innovative technologies. In the last quarter, the Unit enrolled 09 new industry partners for membership and renewed the membership of 26 existing industry partners.

4. Incubation Activities

➤ Launch of UPJA & ARISE 2025-26

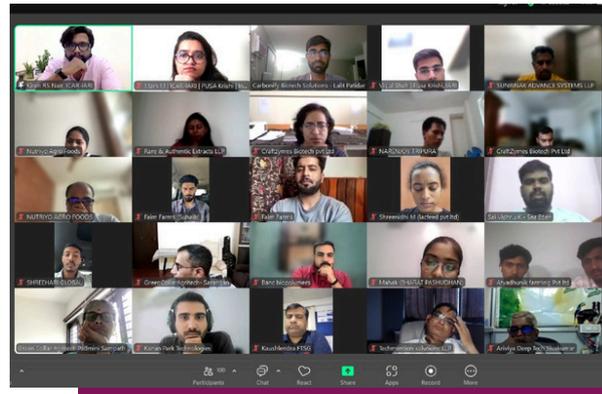
Pusa Krishi, ICAR-IARI, launched its flagship startup incubation programs - UPJA and ARISE on April 1, 2025. These initiatives are designed to empower aspiring entrepreneurs with essential resources, mentorship, funding and guidance to transform innovative ideas into viable ventures. Under UPJA, startups can receive funding up to ₹25 lakhs, while ARISE offers up to ₹5 lakhs. Additionally, since last year, selected entrepreneurship-driven students have been supported with ₹4 lakhs to develop their products. These programs are open to candidates from diverse educational backgrounds, not limited to agriculture, provided their innovations are relevant to the sector.

To create a more engaging and personalized experience for prospective entrepreneurs, boot camps were organized in Delhi and North India. These sessions aimed to actively involve entrepreneurs by providing in-depth insights into PUSA Krishi's comprehensive incubation programs. These boot camps not only served as a learning platform but also play a crucial role in nurturing and accelerating the growth of the Agri Startup Ecosystem in India. By directly engaging with young innovators, these touchpoints help foster a deeper connection that can inspire a new wave of agri-entrepreneurship across the country.

BOOTCAMP

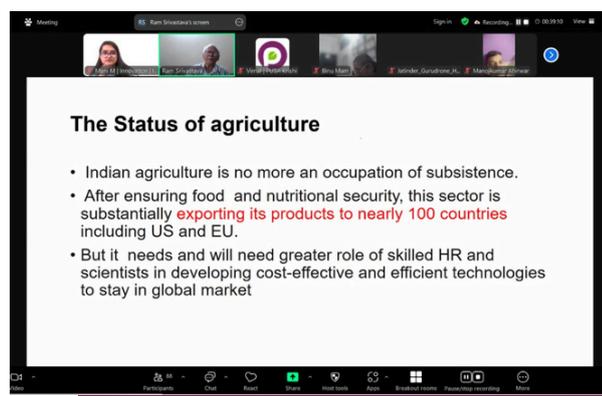


This year, Pusa Krishi received 1,606 applications, out of which 114 applicants were shortlisted by the pre-selection committee for a one-month online training and mentoring program, running from June 16 to July 16, 2025. The training offers expert guidance in technical validation, product-market fit, financial management, IP, team building, business mentoring, industry connects, pilot opportunities and investment facilitation, laying a solid foundation for building sustainable agri-startups.



➤ Successfully Hosted Masterclass Series to Empower RABI's Startups

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 ten-day intensive virtual workshop was specially curated for SIC-recommended startups (pre-seed and seed stage) incubated under nine RAFTAAR Agri Business Incubators (RABIs) of North zone.



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. The 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 & investment preparedness and regulatory compliance and intellectual property protection. 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.

➤ Startup Success: Shhroomi Farms Launched its Mushroom Products at Pusa Campus

Our incubatee, Shhroomi Farms, officially launched its range of innovative mushroom products on 24th April 2025 at the World Technology Center, Pusa Campus. The launch event witnessed enthusiastic participation from over 80 attendees, including a Church Pastor, an IAS officer, IARI scientists, students, Pusa Krishi staff, among others. The occasion marked a significant milestone in the startup's journey, highlighting their commitment to sustainable and healthy food alternatives. The gathering provided a

vibrant platform for networking, appreciation and community engagement.



5. Visits

➤ Strengthening Global Ties: African Delegation Visits Pusa Krishi Under South-South Collaboration Initiative

On 14 April 2025, a 10-member African delegation visited Pusa Krishi, New Delhi, as part of a South-South Collaboration initiative facilitated by Michigan State University. The visit aimed to foster international cooperation and knowledge exchange in the field of sustainable agriculture. Dr. Akriti Sharma, Scientist (SS) and CEO of Pusa Krishi, welcomed the delegation and provided a comprehensive overview of IARI's rich legacy, scientific excellence and its pivotal role in transforming Indian agriculture. She emphasized the institute's contributions in agri-research, innovation and capacity building. Dr. Sharma also highlighted Pusa Krishi's leadership in agricultural incubation, technology commercialization and intellectual property (IP) management, showcasing it as a model for promoting agripreneurship and innovation-driven growth in agriculture. The interaction served as a dynamic platform for dialogue on shared agricultural challenges and opportunities, reinforcing the commitment to building resilient food systems through collaborative international efforts.



6. Engagements & Representation

➤ Invited as Panelist at Bharatpreneur 2025: Empowering Agri-Startups through Sustainable Growth

Bharatpreneur 2025, organized by HBF Direct Limited, was held on 27th June 2025 at The Leela Ambience Convention Hotel, Delhi. The event convened industry professionals, MSME owners, investors and sectoral leaders to exchange ideas, build networks and explore collaborative opportunities. Dr. Akriti Sharma, CEO of Pusa Krishi, was invited as a panelist for the session on “Incubation & Growth,” where she shared key insights on sustainable scaling strategies for startups and highlighted the role of incubators in nurturing agri-entrepreneurship and early-stage innovation.



Her participation further reinforced Pusa Krishi’s commitment to building a robust and inclusive agri-startup ecosystem at the national level.

➤ Showcased Agri-Tech Innovations at Startup Mahakumbh 2025

Pusa Krishi participated in the second edition of Startup Mahakumbh 2025, held from April 3rd to 5th at Bharat Mandapam, New Delhi. Organized by leading startup bodies like FICCI, ASSOCHAM and NASSCOM, with support from DPIIT, Startup India and the National Startup Advisory Council (NSAC), the event showcased sector-specific pavilions in AgriTech, AI, Biotech, FinTech and more. Pusa Krishi, ICAR-IARI, highlighted innovations from its incubated startups under the RKVY RAFTAAR program, including Areete Business Solutions, Krishigati, Saurabhprasad Agro Innovations, Aaral Exports and Temperate Technologies. The event offered a platform for global exposure, networking, pitching and learning through exhibitions, roundtables and masterclasses



➤ Participated in Strategic Discussion on BioE3 Centers

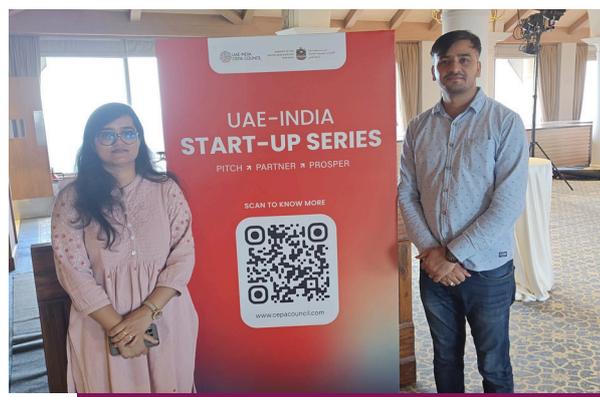
Pusa Krishi had the opportunity to participate in a Strategic Discussion Meeting organized by DBT India and BIRAC on 12th June 2025 in New Delhi.

The meeting was co-chaired by Dr. Alka Sharma, Senior Adviser/Sci 'H', DBT and Dr. Jitendra Kumar, MD, BIRAC and brought together key stakeholders to discuss the modalities and roadmap for establishing Bio-E3 Centers in alignment with India's visionary BioE3 Policy. The BioE3 Policy aims to position India as a global hub for high-performance biomanufacturing in the coming years. The proposed Bio-E3 Centers aim to drive innovation in biomanufacturing by fostering strong academia–industry linkages, supporting startups & spin-offs and creating specialized infrastructure for advanced biomanufacturing.



➤ Highlighted Innovations at UAE-India Startup Series 2025

Pusa Krishi team participated in the UAE-India Start-up Series, a flagship initiative of the UAE-India CEPA Council aimed at promoting and connecting high-potential Indian start-ups with opportunities in the UAE and global markets. The event was launched on 24th June 2025 in New Delhi and witnessed participation from over 100 stakeholders across the start-up, investment, policy and media ecosystem. It served as a dynamic platform for fostering international collaborations and showcasing India's innovation potential. Pusa Krishi's presence highlighted its commitment to enabling global exposure for agri-startups.



➤ Engaged Directly with Farmers under Government's Viksit Krishi Sankalp Abhiyaan

Dr. Akriti Sharma, Scientist (SS) & CEO of Pusa Krishi, ICAR- IARI along with fellow scientists from Indian Agricultural Research Institute (IARI), visited many villages in Haryana, as part of the Government's Viksit Krishi Sankalp Abhiyaan. They engaged directly with local farmers, sharing the latest agri-technologies designed to boost crop productivity and farmers' income. A step forward in transforming Indian agriculture.



7. Inside Pusa Krishi

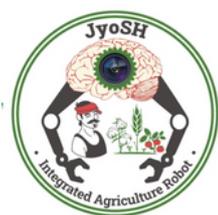
➤ Farewell Moments

After 1.5 years of dedicated service, our colleague Mr. Faisal Afridi concluded his term at Pusa Krishi on 31st May 2025. Faisal has been an invaluable member of our team - smart, committed and always willing to go the extra mile. His contributions have left a lasting impact and he will be greatly missed. We extend our heartfelt thanks to Faisal and wish him all the very best in his future endeavors.



8. Startup News & Awards

➤ JyoSH AI



JyoSH AI won India's first International Agriculture Hackathon, held in Pune, Maharashtra from 1–3 June 2025, in the AI for Agriculture category. The award was presented by Hon. Chief Minister Devendra Fadnavis, in the presence of Deputy Chief Minister Ajit Dada Pawar, Union Agriculture Minister Shivaraj Ji Chauhan, and State Agriculture Minister Manikrao Kokateji.



➤ Sustainable Living Lab India Pvt. Ltd



In the same event, Sustainable Living Lab India Pvt. Ltd. was recognized as the runner-up in the 'Artificial Intelligence in Agriculture' category for its product 'True Rice' - An AI powered Rice grain quality analyzer.



➤ Aqua Doctor Solutions



founder, Dr. Debtanu Barman received the prestigious Swami Vivekananda Global Peace Award 2025 at the Mission Vishwa Guru Bharat National Conference held in Kolkata for his outstanding contributions in the field of Fisheries and Aquaculture.

Agriculture' category for its product 'True Rice' - An AI powered Rice grain quality analyzer.



➤ Bee Basket



In the latest episode of Mann Ki Baat, Prime Minister Narendra Modi commended Amit Godse, affectionately known as “Bee-Man” and founder of Bee Basket, for his groundbreaking and environmentally conscious approach to

relocating beehives. Godse’s innovative method not only safeguards the vital bee populations but also supports a greener, more sustainable future - highlighting the

important role of bees in our ecosystem and inspiring eco-friendly entrepreneurship across the nation.



PUSA KRISHI
ZTM&BPD UNIT
ICAR-IARI

From the Editor's Desk

The period from April to June 2025 has been a remarkable one for Pusa Krishi, as it continues to make significant strides in driving innovation, commercialization and global collaboration within India's agri-tech ecosystem. From strategic partnerships to groundbreaking innovations, this quarter has been a testament to the growing impact of startups and research in shaping the future of agriculture.

A key highlight came on June 16th, with the signing of an MoU between Pusa Krishi and ACCESS Development Services. This partnership aims to strengthen the agroecological value chain under the Green and Resilient Agri-Enterprises Platform (GAP) Fund. By supporting startups that address climate change and rural livelihoods, this collaboration plays a crucial role in building sustainable, inclusive agricultural solutions.

In line with its focus on innovation, Pusa Krishi has continued its leadership in Intellectual Property (IP) management, filing multiple patents, trademarks and copyrights.

The World IP Day session led by Dr. Shweta Sharma in May emphasized the importance of protecting and commercializing agricultural innovations, helping entrepreneurs safeguard their ideas and move them to market.

Technology commercialization also took center stage this quarter. The successful Cucumber Field Day event in April showcased IARI's latest cucumber hybrids, while the licensing agreement with Somani Kanak Seedz Pvt. Ltd. for the Pusa TOLCV Tomato Hybrid 8 marks a breakthrough in addressing the Tomato Leaf Curl Virus (TOLCV). These milestones reflect Pusa Krishi's commitment to translating research into real-world applications that benefit farmers and the agribusiness sector.

Pusa Krishi's incubation programs, UPJA and ARISE, were launched in April, offering essential support to agri-entrepreneurs. With funding, mentorship and resources, these programs have already attracted 1,606 applications, indicating the growing interest in agri-tech innovation. Additionally, the Masterclass Series for RABI startups, held in April, provided valuable training to early-stage entrepreneurs, helping them scale their businesses and navigate the complexities of the agri-business landscape.

On the global front, a 10-member African delegation visited Pusa Krishi in April as part of the South-South Collaboration initiative, strengthening international ties and knowledge exchange in sustainable agriculture.

As we look forward, the achievements of this quarter lay a strong foundation for even greater innovations and collaborations in the months ahead. Pusa Krishi continues to be at the forefront of transforming agriculture through technology, innovation and entrepreneurial growth.



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