



1. Clinched Two National Awards for Leadership in Agricultural Innovation in Incubation Ecosystem

September 2025 marked an exciting month for Pusa Krishi as it received two important awards for its work in supporting agricultural innovation and entrepreneurship.

On 9th September 2025, Pusa Krishi was awarded the **Best Incubator Award (R&D Category)** at the **Social Impact Conference & Awards (SICA'25)** in New Delhi. The award spotlighted Pusa Krishi's pivotal role in driving farmer-first, science-backed entrepreneurship and its contribution to translating public R&D into scalable, impact-driven enterprises aligned with the UN Sustainable Development Goals (SDGs). With a portfolio spanning startups in climate-resilient farming, natural inputs, agri-digitization and circular economy models, Pusa Krishi has stood out for its ability to bridge high-end research with real-world market readiness. The award serves as national validation of its mission to make deep science accessible, investable and farmer-inclusive.



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On 13th September 2025, Pusa Krishi received the **Bharat Incubator Award 2025 at the Bharat Entrepreneurship Summit** in New Delhi. This award recognizes incubators demonstrating ecosystem-wide influence, startup success at scale and capacity to create economic and social value across geographies. Pusa Krishi's efforts in nurturing over 300 agri-startups, enabling technology transfers across 15 states, facilitating ₹25+ crore in cumulative funding and expanding outreach to over 1.2 lakh farmers, exemplify its strategic commitment to inclusive innovation.



The two awards further strengthen Pusa Krishi's role as a national reference point for agricultural incubation, a policy-shaping thought leader in agri business incubation and a bridge between rural Bharat and global innovation trends.

2. MAITRI 2.0

➤ **India-Brazil Innovation Dialogue Scales New Heights with MAITRI 2.0 in collaboration with ICAR-IARI**

In a strategic move to deepen international cooperation in agri-tech innovation, The Indian Council of Agricultural Research (ICAR) together with Pusa Krishi, IARI inaugurated and hosted the second edition of MAITRI from 22nd to 26th September 2025 at the NASC Complex, New Delhi. Titled MAITRI 2.0: India-Brazil Cross-Border Agri-Tech Incubators' Program, the week-long bilateral engagement brought together ecosystem leaders, incubators, startups and policymakers from both countries.



Building on the success of MAITRI 1.0 (2019-2020), which established foundational relationships between Indian and Brazilian institutions, MAITRI 2.0 aimed to move the needle beyond goodwill to institutional action, co-learning and co-development of agri-entrepreneurship models. Unlike conventional trade or diplomacy summits, this initiative zeroed in on agri-incubators: the nerve centres of any innovation-driven startup ecosystem. The program was formally inaugurated by Dr. Mangi Lal Jat, Secretary, DARE and Director General, ICAR, with His Excellency Kenneth Felix Haczynski da Nobrega, Ambassador of Brazil to India, as Chief Guest. Distinguished leaders such as Dr. Ch. Srinivasa Rao (Director, IARI), Dr. Neeru Bhooshan (ADG, IP&TM, ICAR) and Dr. C. Viswanathan (Joint Director, Research, IARI) also shared the dais, underlining the institutional importance of this cross-border engagement. The inaugural session was led by Dr. K. V. Prabhu, renowned geneticist and the former Chairperson of the Protection of Plant Varieties & Farmers' Rights Authority (PPV&FRA), Government of India.



Over the course of six days, MAITRI 2.0 offered a mix of high-level engagement and on-ground exposure designed to foster mutual learning: Peer-to-peer sessions with Indian agri-incubators unpacked incubation models, startup support strategies, IP commercialization and funding architectures.

Startup panels offered candid reflections from Indian agri-tech ventures on challenges and pivots, showcasing innovations in digital farming, bio-inputs and food traceability. Strategic facility tours gave Brazilian delegates direct exposure to India's cutting-edge R&D in agriculture, including: ICAR-NBPGR National Gene Bank; Nanaji Deshmukh Plant Phenomics Centre and Pusa Krishi (Incubation Center) at ZTM-BPD Unit, ICAR-IARI. These visits provided Brazilian delegates with ground-level exposure to India's agricultural R&D infrastructure and startup pipeline, giving them tangible insights into how innovation is being operationalized at the intersection of science, policy and market.

The program concluded with a visit to World Food India 2025, where delegates explored global partnerships focused on food security, value-chain integration and climate-smart agriculture, positioning the Indo-Brazilian dialogue within the broader global context of sustainable food systems. MAITRI 2.0 catalyzed a shift in India-Brazil collaboration: from bilateral engagements to multi-stakeholder incubation partnerships. Key outcomes include:

1. Plans for cross-incubator exchange programs
2. Joint pilots in climate-resilient seed systems, farmer advisory tools and agri-biotech commercialization
3. A dialogue on mutual IP frameworks and research co-validation protocols

By anchoring innovation within diplomacy and diplomacy within innovation, MAITRI 2.0 has established a blueprint for global agri-incubator alliances, with India taking a clear leadership role.



3. IP Management

- **Pusa Krishi plays an active role in Intellectual Property Management of ICAR-IARI. In the last quarter, the unit has filed 5 Patents and 7 Copyrights, the details of which are given below:**

Name Innovation/ Technology	Details	Status
Method for the conversion of starch to resistant starch	The invention relates to a method for modifying native starches to enhance their functional properties, specifically the synthesis of resistant starch (RS) from sweet potato starch for use in health foods, functional foods, dietary fiber enhancement & glycemic index control.	Patent Filed
Sprayable Biopolymeric Nano-Conjugated Double-Stranded RNA Formulation for In-Planta Systemic Protection against Thrips	The present invention develops a novel sprayable biopolymeric nano-conjugated double-stranded RNA (dsRNA) formulation for the sustainable management of thrips.	Patent Filed
A Telerobotic Seed Spices Crop Harvester	The invention relates to a telerobotic seed spices crop harvester equipped with an automatic terrain-adaptable cutting unit, which minimizes drudgery, mitigates musculoskeletal disorders and losses associated with existing harvesting methods, enhances operator safety and comfort.	Patent Filed
Robotic Paddy Transplanter for Root Washed Seedlings	The current invention is a robotic paddy transplanter for root washed seedlings which mitigates the drudgery during the existing method of transplanting operation.	Patent Filed
Smart Phyto Farm System for High Density Crop Cultivation in Controlled Environments	The invention discloses a smart Phyto farm system for resource-efficient, high-density crop cultivation under controlled environmental conditions.	Patent Filed
Computer Software Digital Surveillance System (app) for monitoring leaf curl disease in chili	It is a new technology for instant detection, identification and to quantification of proportion of infection in a large-scale field for real-time surveillance of leaf curl disease in chili.	Copyright Filed
Computer software Weed Indices- An R Package to Calculate 11 Different Weed Indices	Weed Indices-An R package to calculate 11 different weed indices is a Computer Software in R-Language.	Copyright Filed
Computer software NemaOmics	NemaOmics is a scientific database with curated genomic, transcriptomic, proteomic, and metabolomic data on plant-parasitic and beneficial nematodes. It features original annotations, standardized metadata, and integrated analytical tools for research and academic use.	Copyright Filed

Name Innovation/ Technology	Details	Status
Literary Work / कृषि पोषक	The book consists of brief information of 43 nutrition rich (Nutri-dense and biofortified) crops (in Hindi) including cereals, nutri-cereals (sorghum, pearl millet, finger millet, little millet, kodo millet, foxtail millet and barnyard millet), pulses etc.	Copyright Filed
Literary Work Policy Brief: Accelerating Information Dissemination through social media led Multimedia Based Extension	This policy brief presents research on the Indian Extension System in the 21st century, focusing on ICT innovations, the impact of social media & a conceptual framework for developing a multimedia-based Extension model. It also covers the development and analysis of this model.	Copyright Filed
Literary Work Technical Writing and Communication Skills	This is an important course offered by the Division of Agricultural Extension, IARI for M.Sc. and Ph.D. students. Technical writing is a key communication skill involving the creation of clear, concise and precise documents that convey complex information to a specific audience.	Copyright Filed
Literary Work Agri-Nutri Information: A Ready Reference	The book consists of brief information of 43 nutrition rich crops including cereals, nutri-cereals, pulses, oilseeds, vegetables and fruits. The book will be useful to farmers, researchers, nutrition practitioners and policy makers.	Copyright Filed

4. 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. In the past quarter, under the Lab to Land Initiative, 40 technologies developed by ICAR-IARI were commercialized to 40 industry partners.

S.No	Name Of Technologies	Features
1.	Brinjal c.v. Pusa Utta	It is a non-spiny brinjal variety with medium sized fruits (200-250 g), round to slightly oval, glossy and dark purple in colour. Its first harvest can be done in 60 days after transplanting.
2.	Carrot c.v. Pusa Kesa	It is a popular carrot variety with red-coloured roots and a self-coloured (red) core. It is known for tolerating higher temperatures and is suitable for sowing from August to early October. It matures in 90–110 days and has an average yield of 30 t/ha.

S.No	Name Of Technologies	Features
3.	Chilli c.v. Pusa Jwala	It is India's most popular hot pepper variety, known for its high yield of 200 q/ha for green chili and 10-15 q/ha for dry chili, ideal for spicy Indian cuisine.
4.	Cow pea c.v. Pusa Komal	It is a bushy variety of cowpea that is resistant to Bacterial Blight. It produces light green pods and is an early-maturing variety.
5.	Cucumber line DC-44	It is a black-spined, light green fruited inbred line developed from Eastern Indian collections through eight generations of inbreeding. It shows very high resistance to Downy mildew under both field and artificial conditions.
6.	Cucumber line DC-48 (Gynoecious nature with extended shelf life)	It is a natural cucumber variant developed by the ICAR-Indian Agricultural Research Institute. Its main feature is an extended shelf life: the fruits can be stored at room temperature for 10-15 days after harvesting without significant loss of firmness or green color.
7.	Cucumber line DC-61 (Resistant to ToLCNDV)	It is a cucumber genotype that has consistently shown resistance to the Tomato Leaf Curl New Delhi Virus (ToLCNDV).
8.	Dolichus bean c.v. Pusa Garima	It is a pole-type, early-maturing variety, with pods ready for the first harvest in 120-130 days after sowing. The variety shows field resistance to anthracnose, cercospora leaf spot and bean common mosaic virus, and gives an average pod yield of 274.72 q/ha.
9.	HD 3086	It is a high-yielding, semi-dwarf wheat variety ideal for timely sowing in the irrigated regions of the North Western Plains Zone (NWPZ). It boasts excellent grain quality with high protein content and is resistant to rust diseases and lodging, ensuring strong performance under high input conditions.
10.	HD 3385	It is a high-yielding, lodging-tolerant and disease-resistant wheat variety with superior yield and resilience, making it a valuable addition for the Northern Plains.
11.	HD 3386	It is another high-yielding, disease-resistant wheat variety, optimized for the Northern Plains with a potential yield of 62.5 quintal/hectare.
12.	HD 3406	It is a high-yielding, rust-resistant bread wheat variety suitable for timely sown irrigated conditions of the North Western Plain Zone. It shows strong resistance to leaf and stripe rusts, along with good tolerance to wheat blast and Karnal bunt. The variety offers excellent end-product quality with an average yield of 54.73 q/ha.

S.No	Name Of Technologies	Features
13.	HI 1650	It is a bread wheat variety released for timely sown, irrigated conditions of the CZ with average yield is 57.2 q/ha. It is highly resistant to stem and leaf rust and contains high zinc (42.7 ppm) and iron (39.5 ppm) content.
14	HI 1650	It is a high-quality protein maize hybrid developed through the introgression of crtRB1 and lcyE genes. It is nutritionally superior to conventional maize, being rich in provitamin-A (7.02 ppm), lysine (4.59%), and tryptophan (0.85%). The hybrid matures in 90–111 days, depending on the zone, and is suitable for the Kharif season.
15.	HQPM5	It 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
16.	Lentil Crackers	It is a type of functional food or "value-added product" developed by fortifying standard crackers (usually made from wheat flour) with lentil flour. This process increases the protein and mineral (ash) content of the crackers, enhancing their nutritional value.
17.	Lentil variety L-4717	It is a lentil genotype notable as the parent variety for a unique natural mutant (L4717-NM) that produces brown, black and spotted seeds all on a single plant.
18.	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.
19.	Minor millets pasta	It is another value-added food product. The pasta is made by blending traditional wheat flour with the flour of minor millets (such as kodo millet or little millet). This makes the pasta richer in nutrients like fiber and protein and can create gluten-free options.
20.	Onion c.v. Pusa Madhvi	It is a variety of onion characterized by its light red bulbs and good keeping (storage) quality. It has an average yield of 30–40 tonnes per hectare.
21.	Palak c.v. All Green	It 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.

S.No	Name Of Technologies	Features
22.	PJHM 1	It is a maize hybrid that exhibits dark green foliage, slightly upright leaves and semi-dent, orange-coloured kernels. It has an average grain yield of 6.5 tons per hectare, with a potential yield reaching up to 10.2 tons per hectare.
23.	Pusa Mustard 32	It is a high-yielding, early-maturing variety suited for a range of agro-climatic conditions. Maturing in 125-130 days, it is resistant to diseases like white rust and alternaria blight. With high-quality seeds and excellent oil content, it is an ideal choice for oilseed production.
24.	Pusa 1641	It is a Moong (Green Gram) variety known for its early maturity (62–64 days) and high yield. It is also resistant to the Yellow Mosaic Virus (MYMV) and is well-suited for summer cultivation.
25.	Pusa Arhar 16	It is an early-maturing, high-yield pigeon pea variety maturing in 120 days, ideal for dense planting and mechanized harvesting.
26.	Pusa Basmati 1979	It is a high-yielding, herbicide-tolerant rice variety derived from Pusa Basmati 1121, with enhanced weed resistance and premium grain quality.
27.	Pusa Basmati 1985	It is a high-yield, herbicide-tolerant variety designed for efficient, cost-effective weed management in dry direct-seeded and transplanted rice cultivation, with quality traits akin to Pusa Basmati 1509.
28.	Pusa Biofortified Maize Hybrid	It 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.
29.	Pusa Biofortified Maize Hybrid 3	It 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.
30.	Pusa Chickpea 4035 (BG 4035)	It is a Kabuli chickpea variety (also known as 'Double Dollar Chana'). Suited for Central India, it matures in about 115 days and produces large, attractive grains (58 g per 100 seeds). The variety is resistant to Fusarium wilt and has an average yield of 16 quintals per hectare.

S.No	Name Of Technologies	Features
31.	Pusa Decomposer Wettable Powder	It is a microbial product, popularly known as the Pusa Bio-Decomposer. It consists of a consortium of fungi that rapidly decompose crop residue. It is sprayed on stubble (like rice straw) in the field, turning it into organic manure in 15–20 days, thereby helping to prevent stubble burning and improving soil health.
32.	Pusa Deepshikha	It is a mango variety known for its high-quality, fibreless, grafted variety introduced by IARI, Pusa, New Delhi.
33.	Pusa Jawahar Hybrid Maize 2	It 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.
34.	Pusa Krishna (DBR 03)	It is a variety developed through hybridization followed by selection by ICAR–Indian Agricultural Research Institute, New Delhi. It is recommended for Zone VII (Madhya Pradesh & Maharashtra) and is suitable for Kharif season cultivation. The plants bear round, shiny purple fruits with an average yield of 395 q/ha and a potential yield of 490 q/ha.
35.	Pusa Manav	It is also known as Pusa Chana 20211 and 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.
36.	Pusa Manohari	It is a mango variety that produces medium to large fruits (250–350 g) with a smooth, bright yellow skin and a reddish blush. The flesh is golden yellow, tender, juicy and nearly fiberless, with a high sweetness (19–22% TSS).
37.	Pusa Mustard 27	It 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.
38.	Pusa Super Sweet Corn-1	It is a high-sugar-content sweet corn hybrid that carries the recessive shrunken-2 (sh2) gene, which enhances sweetness up to 15.9° Brix. It offers excellent eating quality, making it ideal for fresh consumption, processing and the food industry.

S.No	Name Of Technologies	Features
39.	Sponge gourd c.v. Pusa Sneh	It produces medium-long, smooth, dark green fruits with blackish-green stripes. The variety is noted for its resistance to high temperatures, and harvesting can begin 45–50 days after sowing.
40.	Tomato c.v. Pusa Ruby	It is an indeterminate tomato variety suitable for both irrigated and rainfed cultivation. The fruits are medium-sized, flat with 7–8 furrows, and turn a capsicum-red colour when ripe. The average yield is about 25–30 tonnes per hectare.

➤ 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 3 new industry partners for membership and renewed the membership of 9 existing industry partners.

5. Agripreneurship Development Programs (ADP)

Over the past three months, Pusa Krishi (ZTM & BPD Unit), in collaboration with key divisions of ICAR-IARI, has conducted a series of targeted Agripreneurship Development Programs (ADPs) focused on hands-on training, innovation exposure and enterprise creation. These curated programs address critical agribusiness areas such as soil health, water quality, mushroom cultivation and food processing, paving the way for next-generation agri-entrepreneurs to build viable, tech-enabled and sustainable ventures.

➤ ADP on Soil Testing and Water Quality Assessment

ZTM & BPD, in collaboration with the Division of Soil Science and Agricultural Chemistry, ICAR–Indian Agricultural Research Institute (IARI), New Delhi, successfully organized an Agripreneurship Development Program (ADP) on “Soil Testing and Water Quality Assessment” from 2nd to 9th July 2025.



The week-long training aimed to enhance awareness and technical proficiency among participants in modern soil and water testing techniques, with a strong focus on entrepreneurship development. Throughout the eight-day schedule, participants were immersed in both theoretical and practical sessions led by eminent scientists and technical experts. Topics of discussion included soil sampling methods, determination of pH, EC, organic carbon, available nutrients (N, P, K, S), micronutrients (DTPA-extractable) and assessment of irrigation water quality.



One of the key highlights was a hands-on exercise session that allowed participants to directly engage with advanced analytical instruments and lab techniques. Moreover, visits to the Bio-fertilizer Production Unit and Biomass Utilization Unit provided useful information on allied agribusiness opportunities.

➤ Mushroom Cultivation for Sustainable Agribusiness

The ZTM & BPD Unit, together with the Division of Plant Pathology, ICAR-Indian Agricultural Research Institute (IARI), successfully conducted a five-days training programme on “Mushroom Cultivation for Sustainable Agribusiness” from August 25 to 29, 2025. The event brought together students, farmers, women entrepreneurs and government officials from across the country. The programme covered a wide range of topics such as an introduction to mushroom production, cultivation techniques for *Agaricus bitorquis*, compost preparation methods, spawn production and spawning techniques and the cultivation of various mushroom species including Shiitake, Paddy Straw, Cordyceps, Oyster, White Button & Milky mushrooms. Other important sessions focused on the therapeutic and nutritional benefits of mushrooms, postharvest processing, recycling of agricultural waste, enterprise development, government schemes and funding opportunities, cost-benefit analysis and startup prospects in the mushroom sector. A key feature of the programme was a field visit to a progressive mushroom farm in Sonipat, where participants gained hands-on exposure to real-world cultivation and processing practices.



➤ Recent Avenues in Food Processing for Agritech Startups

ZTM & BPD and the Division of FS & PHT at ICAR-IARI conducted ADP on "Recent Avenues in Food Processing for Agritech Startups" from 8th to 13th September 2025. The program aimed to expose aspiring entrepreneurs and agritech startups to the latest food processing technologies and strengthen their skills in processing techniques that meet current market demands. The 6-day program was designed to cater to the needs of the new generation of food entrepreneurs, providing them with a comprehensive and practical understanding of cutting-edge food processing technologies. It aimed to equip participants with the skills necessary to navigate emerging trends and technologies that are transforming the food processing industry. Topics covered included innovative food processing techniques, market-driven product development, Good Manufacturing and Handling Practices (GMHP) and the role of Artificial Intelligence (AI) in optimizing food production processes.



➤ From Seed to Storage: Ensuring Quality in Field and Vegetable Crops

ZTM & BPD Unit, in association with the Division of Seed Science and Technology, ICAR-Indian Agricultural Research Institute (IARI), successfully organized a six-days ADP titled "From Seed to Storage: Ensuring Quality in Field and Vegetable Crops" from 22nd to 27th September 2025. The program aimed to provide participants with in-depth knowledge and skills essential for seed quality assurance, a crucial element in enhancing agricultural productivity. The ADP covered a wide range of topics related to seed quality assurance. Key subjects included the principles of quality seed production in lentil, seed supply systems in India, hybrid seed production in field crops and procedures for physical purity testing. Additionally, the program explored cutting-edge topics such as seed quality improvement through new technologies, diagnostic techniques for seed-borne pathogens and the recent advances in root vegetable seed production. A significant portion of the curriculum also focused on the post-harvest handling and safe storage of seeds, which is vital for ensuring seed longevity and quality. The program also included field visits and industrial tour, offering participants a hands-on understanding of seed production from both academic and commercial perspectives.



6. Incubation Activities

➤ UPJA & ARISE 2025: Catalyzing India's Next Wave of Agri-Startups

Under the ongoing efforts of Pusa Krishi to nurture early-stage agripreneurs across the country, the 2025 cohorts of UPJA (Seed Stage) and ARISE (Pre-Seed Stage) programs were launched in April 2025 under the RKVY-RAFTAAR scheme. These flagship incubation pipelines are designed to identify, fund and accelerate high-potential startups working across agriculture, allied sectors and rural innovation.

Selection Process: A Two-Stage Filtration for Funding-Ready Ventures-

Following the launch, a rigorous selection process was conducted in two phases: Firstly, the RAFTAAR Incubation Committee (RIC) met between 24th to 31st July 2025 to evaluate startup applications and shortlist candidates for the final funding round. Later, the Selection & Investment Committee (SIC) convened from 11th to 14th August 2025 to assess investor-readiness, founder capability and technical-commercial feasibility.

As a result, 45 startups including 3 student-led ventures were selected for pre-seed and seed-stage grant support. These startups span diverse domains such as bio-inputs, precision farming, farm mechanization, post-harvest technologies, digital advisory and climate-smart solutions

Startup Due Diligence: Field-Verified, Founder-Driven

To ensure funding is directed only to scalable, execution-ready ventures, Pusa Krishi's core team initiated a nationwide startup due diligence exercise in September 2025. Unlike desk-based reviews, this phase involved;

1. On-site visits to startup offices, manufacturing facilities, farms and pilot locations.
2. Detailed document verification, covering legal, financial, operational and compliance aspects
3. Real-time founder interaction to assess clarity of vision, operational preparedness and impact potential

Unlike conventional funding programs, UPJA and ARISE integrate multi-tier screening with hands-on due diligence, ensuring that financial support is not just sanctioned but strategically invested. By conducting physical visits to startup sites across India, Pusa Krishi has operationalized a model of ecosystem accountability, where every rupee of public incubation funding is tied to ground-level readiness and long-term scalability. This model not only filters out non-viable applicants but also builds trust among stakeholders i.e. the founders, investors, ministries and partner institutions. It reinforces Pusa Krishi's position as a national benchmark for transparent, outcome-linked agri-startup support, setting a replicable standard for other incubators working in the public innovation ecosystem.

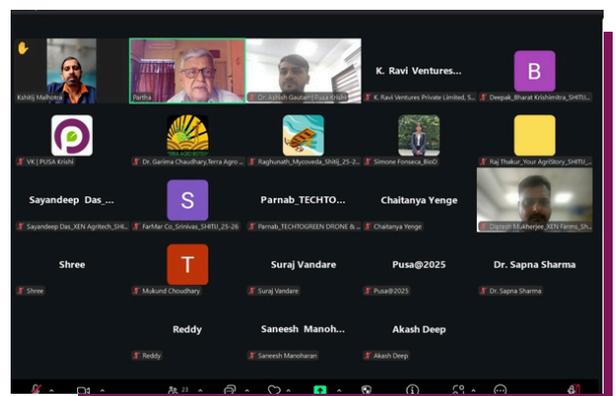
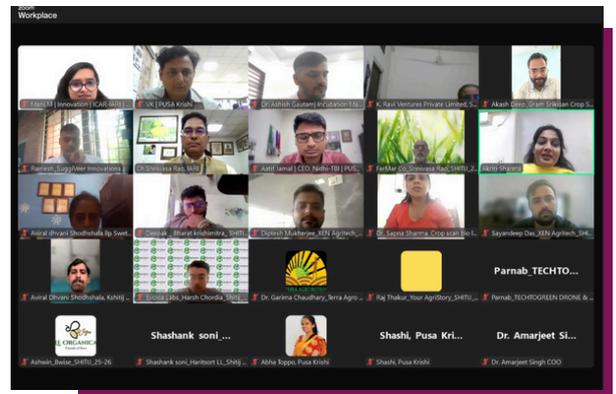




➤ SHITIJ 2025-26: Empowering Agri-Startups for Agricultural Transformation

SHITIJ 2025-26, an innovative year-long incubation program, was launched on 29 August 2025 with the aim of transforming Indian agriculture and fostering startup engagement in the sector. The initiative received a remarkable 65 applications, out of which 47 startups were shortlisted for Phase 1 training, which began on 29 September 2025. The training is designed to equip participants with essential knowledge and skills to thrive in the agriculture and allied sectors.

Phase 1 training covered a comprehensive range of topics, including the landscape of Indian agriculture, government schemes and the registration process for startups and MSMEs. Startups gained insights into intellectual property as a key growth driver, the startup ecosystem in agriculture and effective pitch deck presentations. Other key areas included money management, scaling up, business valuation, the role of technology in agriculture, design thinking, marketing strategy, compliance and investor perspectives on startup funding. The program also addressed challenges and opportunities in agri-input innovation, regulatory compliance and the growing importance of precision agriculture in shaping future business opportunities in India. Through SHITIJ, startups acquired valuable tools to innovate and scale within the dynamic agricultural landscape.



7. Visits

➤ BIRAC MD Visits Pusa Krishi to Explore Agri-Innovation Synergies

On 24th July 2025, Dr. Jitendra Kumar, Managing Director, Biotechnology Industry Research Assistance Council (BIRAC), visited Pusa Krishi, ICAR-ARI to explore deeper institutional linkages and better understand the functioning of India's leading agri-business incubation ecosystem. During the visit, Dr. Jitendra held a detailed interaction with Dr. Akriti Sharma, CEO, Pusa Krishi, who walked him through the centre's incubation model, startup pipeline and funding mechanisms. The discussion



focused on building convergence between agri-innovation and biotech-driven entrepreneurship and the need for stronger institutional frameworks to support cross-sector incubation. Dr. Jitendra also engaged directly with several incubated startups to understand their innovations, business models and impact on farmers and value chains. The visit concluded with a meeting with Dr. Ch. Srinivasa Rao, Director, ICAR-IARI, where both institutions explored potential avenues for collaboration between BIRAC and IARI, particularly around deep-tech validation, pilot funding and scaling up of lab-to-land technologies.

8. Inside PUSA Krishi

➤ Recognized as a Great Place to Work®

We are proud to announce that Pusa Krishi has been officially certified as a Great Place to Work® by the Great Place to Work® Institute, a globally respected authority on workplace culture. This milestone underscores our commitment to building an environment that not only drives innovation but also values people at its core. The certification process involved a detailed evaluation of our organizational culture, leadership credibility, trust quotient, fairness and inclusivity practices. Earning this recognition reaffirms what we have always believed: that a high-performing startup ecosystem can only be built within a high-trust workplace. At Pusa Krishi, we've intentionally cultivated a space where collaboration, purpose and experimentation thrive, not just among startups we support, but within our internal teams. Our lean yet agile structure allows every individual to contribute meaningfully across strategy, execution and stakeholder engagement.



➤ 79th Independence Day: Celebrating Progress with Purpose

The 79th Independence Day of India was celebrated with patriotic spirit at the Pusa Krishi office. The event brought together all team members in a vibrant display of unity, cultural pride and shared commitment to national development. Beyond the ceremonial gathering, the celebration served as a moment of reflection on how agri-entrepreneurship can become a true force for self-reliance and rural empowerment, echoing the spirit of India's independence movement in today's innovation era.



➤ 10,000+ Strong on LinkedIn: Celebrating Digital Impact

Pusa Krishi recently crossed a significant digital milestone: 10,000 followers on LinkedIn. To mark the occasion, the team gathered for a celebratory cake-cutting ceremony at the office, symbolizing not just numbers but a growing community of innovators, partners, policymakers and ecosystem stakeholders who believe in the vision of agri-innovation for public good. This milestone reflects the collective effort behind our communications, thought leadership and the increasing resonance of our work across the national and global startup landscape. As we continue to scale impact on-ground, we're equally committed to building digital visibility and engagement that amplifies our story, partners and the startups we serve.



9. Startup Corner

Awards & Achievements

➤ Chimertech Private Limited



been recognized with the Bharat Entrepreneur Award at the 4th Bharath Entrepreneurship Summit, hosted by the Entrepreneurs Association of India - EAI. This award is a reflection of Chimertech's commitment, vision and contribution to the entrepreneurial landscape of India.



➤ Ecosight Technologies Private Limited



was also honored with the Bharat Entrepreneur Award at the same summit for its flagship brand 'Soil Doctor.'

This recognition highlights Ecosight's innovative approach and impactful solutions in the agricultural sector, underscoring its dedication to driving positive change in farming practices.



➤ Fruvetech



won TATA Social Enterprise Challenge 2025! Fruvetech impressed the jury with its novel, innovative, and cost-effective technology for fruit and vegetable storage. Their patented, gel-based

organic formulation is a true game-changer, addressing the critical global challenge of post-harvest loss that impacts farmers' livelihoods and food security.



Startup News

➤ Occamy BioScience Pvt Ltd



has signed an MoU with Uttar Pradesh Pandit Deen Dayal Upadhyaya Pashu Chikitsa Vigyan Vishwavidyalaya, U.P., to collaborate on research, field validation and product development. This industry-academia partnership aims to create practical, innovative solutions while providing students with opportunities to explore ideas and foster an entrepreneurial spirit.



➤ UKHI



partners with DCGpac to drive sustainable packaging across India. This collaboration combines Ukhi's expertise

in biodegradable materials with DCGpac's leadership in packaging innovation and distribution. Vishal Vivek, Co-founder & CEO of Ukhi and Suresh Bansal, Founder & CEO of DCGpac, are working together to empower businesses to transition to eco-friendly, ethically sourced packaging solutions.



From the Editor's Desk

As we look back at the remarkable strides made between July and September 2025, the past quarter has been a transformative period for Pusa Krishi, ICAR-IARI and its dynamic initiatives. From national recognition to international collaborations, the achievements highlight our strong commitment to fostering innovation, entrepreneurship and sustainable practices in the agricultural sector.

One of the standout milestones this quarter was receiving the Bharat Incubator Award 2025 from the Entrepreneurs Association of India. This prestigious award, presented at the 4th Bharat Entrepreneurship Summit in New Delhi, underscores Pusa Krishi's pioneering role in nurturing agri-startups and advancing agricultural innovation. The recognition is a testament to our continued efforts in driving technology-driven solutions that support farming communities across the country.

Dr. Akriti Sharma
CEO, PUSA Krishi, ICAR-IARI

Further adding to our accolades, Pusa Krishi was honored with the Best Incubator Award 2025 at the SICA'25 - Social Impact Conference & Awards. This award celebrated our dedication to sustainable development, startup incubation and impactful solutions in the agri-tech space, solidifying our position as a key player in shaping India's agricultural future.

International collaboration took center stage with the successful launch of MAITRI 2.0, the India-Brazil Cross-Border Agri-Tech Incubator Program. Held at the NASC Complex in New Delhi, this event has set the stage for stronger India-Brazil cooperation in agricultural innovation. The program, spanning five days, facilitated an exchange of ideas and best practices between Indian and Brazilian agri-tech innovators, driving the conversation on global agricultural challenges and solutions.

In terms of Intellectual Property (IP), Pusa Krishi made notable strides with the filing of 5 patents and 7 copyrights. This includes groundbreaking innovations in sustainable farming, from resistant starch production to telerobotic crop harvesters, contributing significantly to the future of agri-tech. Additionally, through the Lab to Land Initiative, 40 cutting-edge technologies developed by ICAR-IARI were successfully commercialized to 40 industry partners, generating a total revenue of ₹66.12 lakh. This initiative not only bridges the gap between research and industry but also amplifies the impact of ICAR-IARI's innovations in the real world, driving economic growth and advancing agricultural practices.

Equally noteworthy were four Agripreneurship Development Programs (ADPs) held over the past three months covering topics like soil testing, mushroom cultivation and food processing, empowered participants by equipping them with the technical skills and knowledge required to thrive in a competitive agri-business landscape. Additionally, the SHITIJ 2025-26 incubation program has seen strong participation, with 47 startups shortlisted for phase-1 training, further bolstering the startup ecosystem in agriculture.



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