Taksay
Taknique se Vyavsay

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1. Startup-Farmer Connect: Bridging Innovation with Farms

Pusa Krishi organized 'Startup-Farmer Connect' event on 7th November 2025 at Majra Village, Jhajjar, Haryana, bringing together agricultural innovators and farmers on a common platform to exchange ideas, experiences and technological insights. The event saw active participation from more than 75 farmers of the village, who engaged in an interactive session with startups from the UPJA and ARISE 2025-26 cohorts. These startups showcased a wide range of cutting-edge solutions spanning precision farming tools, post-harvest technologies, food processing and value addition, supply chain innovations and agricultural logistics. The demonstrations and discussions focused on improving farm productivity, operational efficiency and long-term sustainability. The event also facilitated direct feedback from farmers, enabling startups to better understand ground-level challenges and refine their solutions accordingly. Overall, the initiative strengthened industry-farmer linkages and promoted the adoption of innovative technologies at the grassroots level.

PUSA KRISHI

In This Issue
HIGHLIGHTS

2. IP Management

In the last quarter, the unit filed 4 patents and 4 copyrights, the details of which are provided below:

Name Innovation/ Technology	Details	Status
Method For Preparing Soil Conditioner Compositions Through Microbial & Mineral Valorization	The present invention relates to the treatment of steel slag through a microbial process to enhance the soil quality and reduce toxic materials. The steel slag is rich in calcium-bearing silicates and free lime, along with metallic iron.	Patent Filed
Silica Enriched Agri-Residue & Steel Slag Based Soil Conditioners & Method of Preparation	The present invention relates to the development of eco-friendly, silica-rich soil conditioning compositions derived from steel slag and enriched with organic amendments and microbial consortia. environmentally responsible agriculture.	Patent Filed
Steel Slag-Based Soil Conditioner Compositions for Acidic Soil Reclamation & Heavy-Metal	The present invention relates to a soil improvement material using steelmaking (LD) slag, which specifically reduces the toxicity of harmful substances such as toxic heavy metals, including total Cr and hexavalent chromium, by the reduction effect of steelmaking slag and can effectively improve the environmental safety of soil.	Patent Filed
Low Calories Ultrasonicated Aonla Candy & Method of Preparation Thereof	The invention aims to develop a low-calorie aonla candy from natural fruit segments (without pulping) using an innovative/ specific combination of Maltitol and Xylitol as sweeteners, identified as the best formulation after multiple trials with various combinations of polyols.	Patent Filed
Agri - Nutri Meter	It is a tool that facilitates understanding of proper nutrition intake from common food sources. It enables user to know nutrient and micronutrient details (source, quantity, season of availability, etc.) easily. The tool will help raise awareness about a healthy diet, which will ultimately lead to nutritional security & increased nutrition awareness.	Copyright Filed
IPantESdb: Plant Environment Stress-responsive Gene Database	Plant Environment Stress-responsive Gene Database (IPantESdb) hosts experimentally validated stress-responsive genes from the model plants Arabidopsis thaliana and maize. The database provides detailed information about stress-responsive genes, including the experiment, the linked publication and the stress conditions.	Copyright Filed

Name Innovation/ Technology	Details	Status
SeedliMorphX: Image Based Seedling Morphometric Analysis Tool (v1.0.0)	It is an original computer software developed for image-based morphometric analysis of seedlings. The software enables users to perform pixel-to-millimetre calibration, trace curved seedling structures (such as roots, shoots, mesocotyls, coleoptiles, epicotyls, hypocotyls and seedlings) and extract accurate morphometric measurements from digital images.	Copyright Filed
Agri Nutri Pocket Diary	The 'Agri-nutri pocket diary' consists of brief and significant information on 7 types of crops, viz. Bajra, Soybean, Mushroom, Drumstick, Baby corn, Oats and Tomato. The information in the diary includes steps from production to consumption of each crop, along with its nutritional qualities and value-added products.	Copyright Filed

3. Technology Commercialization

Technology Commercialization

Technology 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, **25 technologies** developed by ICAR-IARI were commercialized to **61 industry partners**, resulting in a total revenue generation of **₹59.32 lakhs**.

S.No	Name Of Technologies	Features
1.	Cucumber line DG-303 (Gynoecious)	It is a gynoecious line developed through marker-assisted back-crossing for the F locus. This line has light-green cylindrical fruits, with a length of 15-17 cm. It is partially parthenocarpic in nature and the fruits possess a white spine. This inbred is highly suitable for cultivation during the Spring-Summer season.
2.	Cucumber line DC-48 (Gynoecious nature with extended shelf life)	It is a natural cucumber variant with 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 colour.

S.No	Name Of Technologies	Features
3.	Cucumber line DPaC-41	All cucumber cultivars grown under protected conditions are gynoecious & parthenocarpic in nature. The inbred line DPaC-41 is a stable gynoecious, parthenocarpic line with a multiple-pistillate habit. It produces fruits with an average weight of 111 g and a length of 15–17 cm.
4.	Cucumber line DPaC-43	The inbred, DPaC-43 is a stable gynoecious parthenocapic inbred with multiple pistillate in nature. It has average size of 107 g with a fruit length of 15-18 cm. This inbred can be used as variety as such or as a parental line in development of F1 hybrids got protected cultivation.
5.	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.
6.	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.
7.	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.
8.	HD 3388	It is a biofortified wheat variety with high protein content (11.47%), excellent chapati-making quality (score 8.0) and high heat tolerance (HSI: 0.89). It is resistant to major wheat diseases, including all three rusts (yellow, brown, black) and Karnal Bunt, making it a reliable choice for farmers.
9.	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.
10.	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.
11.	HQPM5 Improved	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.

S.No	Name Of Technologies	Features
12.	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.
13.	Onion c.v. Pusa Red	It 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.
14.	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.
15.	Pusa Biofortified Maize Hybrid 2	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.
16.	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.
17.	Pusa chickpea 4035 (BG 4035)	It is a newly developed, high-yielding Kabuli chickpea variety known as the "Double Dollar Chana," suitable for central India (MP, Maharashtra, Gujarat, South Rajasthan). Key features include large, attractive seeds, maturity in 115 days, resistance to Fusarium wilt and potential for higher market prices.
18.	Pusa Manav	It is a high-yielding chickpea variety also known as Pusa Chana 20211 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.
19.	Pusa Mustard 27	It is a short-duration, early-maturing, brown-seeded mustard variety. It is tolerant to high temperature stress during the germination stage, which makes it suitable for early sowing under diverse climatic conditions. The variety produces an average yield of about 15.35 quintals per hectare (q/ha).
20.	Pusa Mustard 37	It is high yielding Indian mustard variety with stable performance, wide adaptability, bold seeds and good oil content. It is tolerant to major biotic stresses and suitable for timely sowing under both irrigated & rainfed conditions, offering strong commercial potential. The variety produces an average yield of about 26.4 quintals per hectare (q/ha).

S.No	Name Of Technologies	Features
21.	PUSA Parthenocarpic Cucumber Hybrid 2	The hybrid is the first multi-pistillate F_1 parthenocarpic gynoecious cucumber developed specifically for cultivation under protected conditions. Each node bears 3-4 female buds and produces at least 2 fruits per node, ensuring high productivity. The crop is early, with fruits ready for first harvest within 35–40 days after sowing under both polyhouse and insect-proof net house conditions.
22.	Radish c.v. Pusa Chetki	It is a unique heat-tolerant radish variety engineered for spring and summer sowing (mid-March to mid-August), unlike standard varieties that require cool weather. It resists bolting (premature flowering) under high temperatures, allowing for cultivation when other radishes fail.
23.	Sprayable biopolymeric nano-conjugated double-stranded RNA formulation for in-planta systemic protection against thrips	It is a cutting-edge "green" bio-pesticide utilizing RNA interference (RNAi) technology to specifically target Thrips. It encapsulates double-stranded RNA (dsRNA) in a biodegradable shell that protects it until ingested by the pest. It provides systemic protection and is safe for humans and beneficial insects, offering a sustainable alternative to chemical sprays.
24.	Vegetable Seedline Cucumber line, DPaC-48	Vegetable Seedline Cucumber Line, DPaC-48 "DPaC" denotes Delhi Parthenocarpic Cucumber, a specialized breeding line used to develop high-performance hybrids for protected environments. It carries essential traits like gynoecious flowering and parthenocarpy, ensuring fruit set without pollinators.
25.	Vegetable Seedline Pusa Parthenocarpic, Cucumber-6	It is a high-yielding "extra-early" hybrid designed specifically for protected cultivation (polyhouses). It features gynoecious (mostly female) flowering and parthenocarpy, meaning it sets fruit naturally without pollination, crucial for enclosed greenhouses. It offers exceptional productivity, often exceeding 125 tonnes/ha, making it highly profitable for off-season farming.

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 28 new industry partners for membership and renewed the membership of 86 existing industry partners.

ITMC

In the past quarter, one ITMC meeting was held on 21st November, 2025, wherein 06 (six) technologies for IP Protection and 33 (Thirty-three) technologies for commercialization were approved to take forward.

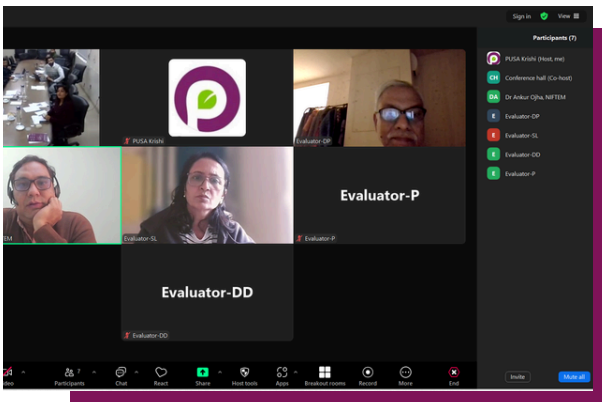
4. INCUBATION ACTIVITIES

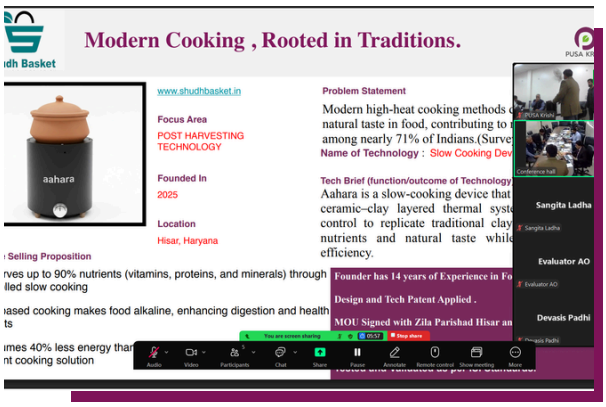
Empowering Agri-Startups: Pusa Krishi Signed MoUs with 44 Agri Startups

On 6th November 2025, Pusa Krishi signed MoU's with 44 startups selected for seed and pre-seed funding under its flagship incubation programs - UPJA and ARISE. The MoU ensures financial assistance, mentorship and access to ICAR-IARI's extensive research ecosystem, enabling startups to refine and scale their agri-innovations. This collaboration aims to foster innovation and strengthen India's agri-tech ecosystem.

Startup Assessment Panel Meetings (SIC & RIC)

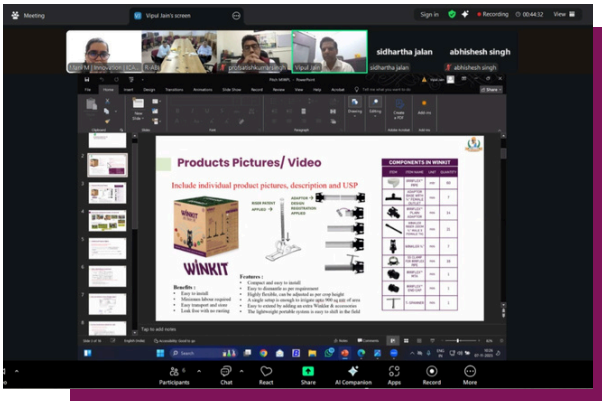
Pusa Krishi conducted the Selection-cum-Investment Committee (SIC) meetings for the startups of IIM Kashipur, CCSHAU-Hisar, IGKV-Raipur and IIT-BHU-Varanasi from 15th to 19th December 2025. During these meetings, agri-tech startups were evaluated by the committee members for final funding. The SIC assessed eligible startups for grant-in-aid support, finalized funding amounts and categorized startups under seed and pre-seed stages. In total, 37 startups were recommended for support, comprising 22 seed-stage startups, 14 pre-seed-stage startups and 1 student startup.

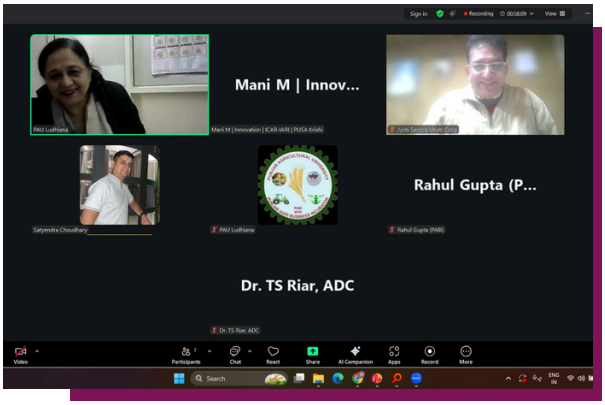




As the Knowledge Partner, Pusa Krishi actively participated in the RAFTAAR Incubation Committee (RIC) meetings of the RABI's including IGKV-Raipur, CCSHAU-Hisar, PAU-Ludhiana, IIT-BHU-Varanasi, IVRI-Bareilly, IIM-Kashipur, JNKVV-Jabalpur, SKUAST-Jammu and CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur in October and November 2025. During these meetings, agri-startups were systematically evaluated and shortlisted for the Selection-cum-Investment Committee (SIC) evaluation stage. The assessment covered parameters such as agri-innovation and feasibility, relevance of the problem addressed, robustness of the technology, potential impact on farmers, rural communities and

consumers, environmental, social and economic benefits, strength of the business model, product market fit, scalability and team capability.

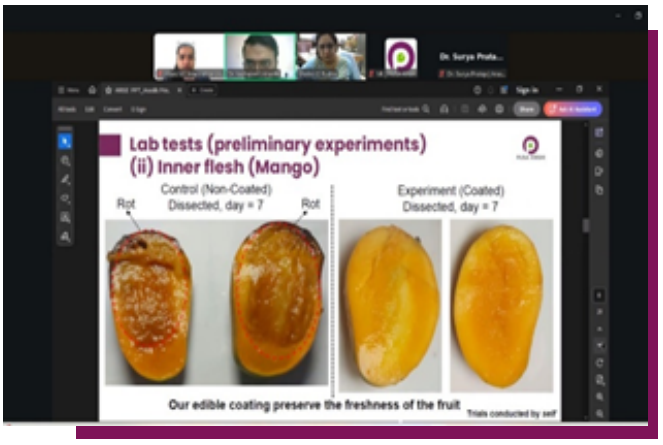




SHITIJ 2025-26 Incubation Programme Progresses to Phase II

SHITIJ 2025-26, a year-long incubation programme, was launched in August 2025 to support innovation-driven agri-tech startups. Following a rigorous screening process, 47 startups were onboarded for Phase I, during which intensive capacity-building sessions were conducted between 23rd September and 8th October 2025.

Based on performance and readiness assessments, 12 startups advanced to Phase II, which focuses on strengthening investment preparedness and market entry strategies through targeted, expert-led interventions. Key engagements during this phase included one-on-one mentoring with Post-Harvest Technology (PHT) expert Dr. Shalini Gaur Rudra (31st October 2025), a finance-focused mentoring session with Mr. Satish Chintamani (12th November 2025) and a marketing strategy session led by Mr. Kiran RS (22nd December 2025). These engagements are enabling participating startups to refine their business models, strengthen commercial viability and move closer to investor and market readiness.



Student Entrepreneurship Workshop: Igniting Innovation and Entrepreneurial Mindsets

Pusa Krishi, in collaboration with the Division of Molecular Biology & Biotechnology (MBB) of the National Institute for Plant Biotechnology (NIPB) organized a dynamic Student Entrepreneurship Immersive Workshop exclusively for students of the Division on 20th November 2025, hosted at NIPB's V. L. Chopra Auditorium, in alignment with the national vision to empower youth with entrepreneurial mindsets and innovation skills.

The workshop served as a foundational orientation into India's agri-entrepreneurship ecosystem, enabling students to decode career possibilities beyond conventional research, develop core entrepreneurial instincts, interact with successful startup founders and undergo a structured aptitude assessment to gauge their readiness for innovation-led roles. More than 45 students from the MBB Division actively participated and found the workshop highly beneficial. The success of the program marked an important milestone in integrating entrepreneurial thinking among core science students at ICAR-IARI. Supported by strong faculty collaboration, hands-on pedagogy and inspiring startup case studies, the three-hour workshop delivered a comprehensive ecosystem orientation.

5. Agripreneurship Development Programs (ADP)

Agripreneurship Development Programs (ADPs) play a crucial role in fostering innovation, skill development and sustainable practices in the agricultural sector. During the past quarter, four ADPs were successfully organized on diverse themes, engaging students, farmers, agripreneurs and other stakeholders. These programs were designed to enhance technical knowledge, promote entrepreneurial opportunities and encourage the adoption of advanced agricultural technologies. The details of the programs are given below.

ADP on Hybrid Seed Production of Vegetable Crops

ZTM & BPD Unit, in collaboration with the Division of Vegetable Science, ICAR-IARI organized a week-long Agripreneurship Development Program (ADP) on "Entrepreneurship Development through Hybrid Seed Production of Vegetable Crops" from 6-11 October 2025. The program aimed to build capacity and promote entrepreneurship in the rapidly growing field of hybrid vegetable seed production. Over six days, participants received both theoretical and practical training covering recent vegetable varieties, principles and techniques of hybrid seed production, seed quality regulation in India and business planning for seed enterprises.

ADP on Cultivation and Downstream Processing of Spirulina Biomass Towards Developing Value-Added Products & Exposure to Commercial Ventures

ZTM & BPD Unit, in collaboration with the CCUBGA and the Division of Microbiology, ICAR-IARI organized a 4-day hands-on training program on "Cultivation and Downstream Processing of Spirulina Biomass Towards Developing Value-Added Products & Exposure to Commercial Ventures" from 3-6 November 2025. The program aimed to equip participants with practical knowledge and technical skills in Spirulina cultivation, biomass processing and related commercial opportunities. Trainees attended interactive sessions with IARI scientists, gaining insights into biofertilizers and microbial applications in sustainable agriculture. A major highlight was the field visit to a commercial Spirulina production site at Chhapraula, G.B. Nagar (Noida), where participants observed large-scale production and value-addition practices.

ADP on Microgreens Growing Practices: A Hands-on Approach for Better Health and Business Opportunities

ZTM & BPD Unit in association with the Division of Biochemistry, ICAR-IARI organized training on "Microgreens Growing Practices: A Hands-on Approach for Better Health and Business Opportunities" from 17-21 November 2025. The five-day training program aimed to provide participants with practical, hands-on experience in cultivating a variety of microgreens. Live demonstrations showcased techniques for growing mustard, radish, mungbean, lentil and pea microgreens. Throughout the week, participants engaged in hands-on sessions that helped them develop essential skills for managing growth environments, maximizing yields and adopting cost-efficient, sustainable cultivation practices.

ADP on Pusa STFR Meter for Developing Entrepreneurship in Soil Testing

ZTM & BPD Unit and the Division of Soil Science and Agricultural Chemistry, ICAR-IARI, successfully organized an Agripreneurship Development Program titled "Pusa STFR Meter for Developing Entrepreneurship in Soil Testing" from 8-13 December 2025. The training program was designed to strengthen the technical capabilities of participants and promote agripreneurship opportunities in the field of soil testing.

It aimed to enhance participants' awareness and skills in the operation and handling of the Pusa STFR Meter for soil analysis. The program also encouraged entrepreneurship in soil testing and fertilizer recommendation by providing practical knowledge, live demonstrations and expert guidance. By the end of the program, trainees gained hands-on experience in soil testing using both the Pusa STFR Meter and conventional laboratory methods.

6. COLLABORATIONS

Pusa Krishi Strengthens Innovation Ecosystem Through Strategic Partnerships with IIT Ropar, EarthON–SwitchON & Zoho for Startups

Pusa Krishi partnered with *Indian Institute of Technology Ropar* as an Ecosystem Partner under the DTC Accelerate Programme, powered by iHub-AWaDH, with the objective of strengthening India's deep-tech and innovation ecosystem. Through this engagement, Pusa Krishi supported the acceleration of innovation-led startups by contributing domain expertise, facilitating ecosystem linkages and offering strategic guidance, particularly in impact-driven sectors.

In addition, Pusa Krishi served as the Ecosystem Partner for the *Greenovation SustainAgri Challenge 2025*, led by EarthON Foundation in collaboration with SwitchON Foundation. Under this initiative, Pusa Krishi supported agri-startups focused on sustainability and climate resilience by encouraging cross-sector collaboration and enabling scalable, market-relevant solutions for the agricultural sector.

Further strengthening its startup support framework, Pusa Krishi collaborated with *Zoho for Startups* to enhance digital enablement for incubated ventures. Through this partnership, startups associated with Pusa Krishi gained access to Zoho's integrated suite of digital tools, supporting their journey from ideation and product development to operations, compliance and scaling in a more efficient and structured manner.

7. PARTICIPATIONS

Pusa Krishi Highlights Agri-Tech Innovation and the Future of Sustainable Food Systems at National & Global Forums

- On 14th October 2025, Pusa Krishi participated in the launch of IFC's study on "*Diffusion of AgTech Innovations among Smallholder Farmers*", held at FICCI, Federation House, New Delhi. The event focused on understanding the adoption and impact of agri-technologies among smallholder farmers.

- On 15th October 2025, Pusa Krishi took part in "*Agriculture Incubation State of Play: Feeding the Future with Innovation*", a global virtual convening hosted by Pollinate Impact. The session brought together incubators and ecosystem builders from across the Global South to reflect on effective incubation models, system-level design thinking, the role of local knowledge and the importance of building resilient partnerships to support agri-entrepreneurs.

- Pusa Krishi participated in the *Emerging Science, Technology and Innovation Conclave (ESTIC) 2025* held from 3–5 November 2025 at Bharat Mandapam, New Delhi, along with its startups - Compute Genomics Pvt. Ltd., Oxyharvest Climatech Pvt. Ltd., Navork Innovations Pvt. Ltd., Myoho Food Pvt. Ltd. and G-Biome Pvt. Ltd. The conclave showcased cutting-edge advancements in agriculture, climate tech, food innovation and genomics.

- On 11th November 2025, Pusa Krishi participated in *AGRITECH 3.0: Smart Agriculture for Viksit Bharat,* organized by ASSOCHAM. Dr. Akriti Sharma, CEO, Pusa Krishi, was a panelist in the session on "Tech-Smart Agriculture for a Self-Reliant Bharat," where she highlighted the critical role of agri-incubation in translating research and digital innovations into scalable, farmer-centric solutions.

- On 19th November 2025, Pusa Krishi participated in the panel discussion on "*Agri and Food Tech 2025 - Redefining the Future of Food Production*", organized by AMCHAM at Hotel Le Meridien. During the session, Dr. Akriti Sharma, CEO, Pusa Krishi, shared insights on innovation-led agriculture, the agri-startup ecosystem and the future of sustainable food production.

- On 8th December 2025, Pusa Krishi participated in the UM6P Al Moutmir International Conference on "*Extension Services and their Role in Bridging Research and the Farm and Driving Resilient Agrifood Systems in Africa*", held in Morocco. Dr. Akriti Sharma, CEO, Pusa Krishi, was a panelist in the Plenary Session on "*Innovation and Technologies for Farmer-Centric Extension Models.*"

8. Visits

Young Minds Introduced to Agri-Startup Ecosystem

Several groups of students visited the Pusa Krishi Incubation Centre in December 2025 as part of educational exposure and outreach initiatives. On 15th December 2025, 90 students from Kumaraguru Institute of Agriculture, TNAU, visited the Centre to learn about agri-innovation, research linkages and startup support activities.

On 19th December 2025, 105 students from Rao Tula Ram Sarvodya Vidyalaya, Surhera, Delhi, also visited Pusa Krishi to gain an understanding of modern agriculture, innovation and entrepreneurship. Further, on 29th December 2025, students from Government Sarvodaya Vidyalaya, Lancer Road, Delhi, visited the unit to explore the agri-startup ecosystem. During the visits, students were introduced to incubation programs, technology-driven solutions and institutional as well as government support for agri-entrepreneurs. The visits aimed to inspire young minds, promote entrepreneurial thinking and create awareness about career opportunities in agri-innovation.

9. Startup Corner

News & Awards

- Dr. Jagadis Kapuganti, Founder of **Fruvetech**, was honoured with the Rashtriya Vigyan Puraskar by the Hon'ble President of India, Smt. Droupadi Murmu and the Chaudhary Charan Singh Award by the Union Minister of Agriculture, Shri Shivraj Singh Chouhan.

- Dr. Debtanu Barman, Founder of **Aqua Doctor Solutions** was honoured with the Millionaire Farmer of India Award (West Bengal) for his significant contribution to the aquaculture sector at MFOI 2025, held at Pusa, IARI.

- In the same event, Taru Singh, Founder, **Peelz Factory** won the Millionaire Farmer of India Award (Uttar Pradesh) for her innovation in waste management.

- **Capsber Agriscience** emerged among the top three winners at the World Food Prize Foundation – Innovate for Impact Challenge 2025. Founder Manoj Kumar Rupa received the award for the company's groundbreaking next-generation microbiome platform. The innovation offers a sustainable alternative to chemical fertilizers, harnessing nature's biological intelligence for greener agriculture.

- **Sickle Innovations Private Limited** won Gold at the AI Tech4Good Awards 2025 in the Best Use of AI in Agriculture & Food Security category for AI-powered grading and sorting machines.

- **F2DF – किसान की Online दुकान** has been shortlisted for the International Marketing Fiesta (IMF) Awards 2025, hosted by The AI World Organization – APAC, under the IMF Power 30 Brands (Brands of Bharat) category, in recognition of its contribution to empowering farmers through digital transformation.

- Mr. Prabuddh Mishra, Founder & CEO **Vanproz** received Rs. 74.5 lakhs grant from Access Development Services under its gap scheme for the Potassium Humate Project.

10. Inside PUSA Krishi

Celebrating Festive Cheer and Team Spirit

Celebrations at the workplace provide enjoyment, relief from routine work and an opportunity to bond with colleagues. In this spirit, Diwali was celebrated with great enthusiasm at the Pusa Krishi office through fun games, festive activities and a shared lunch, fostering unity and positivity among the team. The joy of Christmas was also celebrated with equal warmth, with employees enjoying plum cake, games and cheerful moments together. The festive celebrations brought happiness, laughter and a strong sense of togetherness, making the season truly memorable for everyone.

Unity Day Celebration at Pusa Krishi

National Unity Day, celebrated on 31st October 2025, marks the birth anniversary of Sardar Vallabhbhai Patel and honours his role in uniting the nation. On this occasion, the Pusa Krishi team took the pledge for unity, progress and purpose - standing together in spirit and commitment. The team also reaffirmed its dedication to nurturing collaboration and innovation within India's agri-startup ecosystem.

From the Editor's Desk

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

The past quarter at Pusa Krishi was marked by impactful initiatives and notable achievements, reinforcing its role as a key enabler of agri-innovation and entrepreneurship in India. In the areas of intellectual property (IP) management, technology commercialization and agri business incubation, Pusa Krishi made significant strides. Four patents and four copyrights were filed, while 25 technologies were commercialized to 61 industry partners, generating ₹59.32 lakhs under the Lab-to-Land initiative. Corporate engagement also expanded, with 28 new and 86 renewed industry memberships.

Entrepreneurship development remained a core focus through structured programs. The UPJA & ARISE 2025-26 MoU signing supported 44 startups with access to mentorship, seed funding and ICAR-IARI's research ecosystem. Under SHITIJ 2025-26, 12 startups advanced to Phase II with enhanced market and investment readiness. Additionally, four specialized Agripreneurship Development Programs (ADPs) trained participants in hybrid seed production, spirulina biomass processing, microgreens cultivation and soil testing using Pusa STFR meters.

Pusa Krishi also strengthened its collaborations to enhance startup support, partnering with IIT Ropar under the DTC Accelerate Program and serving as the Ecosystem Partner for the Greenovation SustainAgri Challenge 2025. These initiatives enabled startups to access mentorship, ecosystem linkages and digital tools to scale innovative, impact-driven solutions, further reinforcing Pusa Krishi's role in building a robust innovation ecosystem.

A key highlight was the Student Entrepreneurship Workshop held on 20th November 2025 in collaboration with the Division of Molecular Biology & Biotechnology, NIPB. The program introduced over 45 students to the agri-startup ecosystem, entrepreneurial thinking, and alternative career pathways, complemented by aptitude assessments and interactions with startup founders.

Bridging innovation with grassroots agriculture, the Startup-Farmer Connect event organized on 7th November 2025 at Majra Village, Jhajjar, Haryana, enabled more than 75 farmers to interact directly with startups from the UPJA and ARISE cohorts. Live demonstrations of precision farming tools, post-harvest technologies and supply-chain innovations facilitated valuable farmer feedback and promoted technology adoption.

Pusa Krishi actively contributed to national and international forums, sharing insights on agri-tech innovation, startup ecosystems and technology transfer, while also participating in major entrepreneurship and innovation platforms. Educational outreach was strengthened through student visits from institutions across Delhi, Tamil Nadu and other regions, fostering awareness of agri-innovation and entrepreneurship.

भाकृअनुप
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