



PUSA KRISHI

This Issue:

HIGHLIGHTS

PUSA KRISHI INCUBATION SERIES

IP MANAGEMENT

TECHNOLOGY COMMERCIALISATION

ARISE 2020 INCUBATION PROGRAM

UPJA 2020 INCUBATION PROGRAM

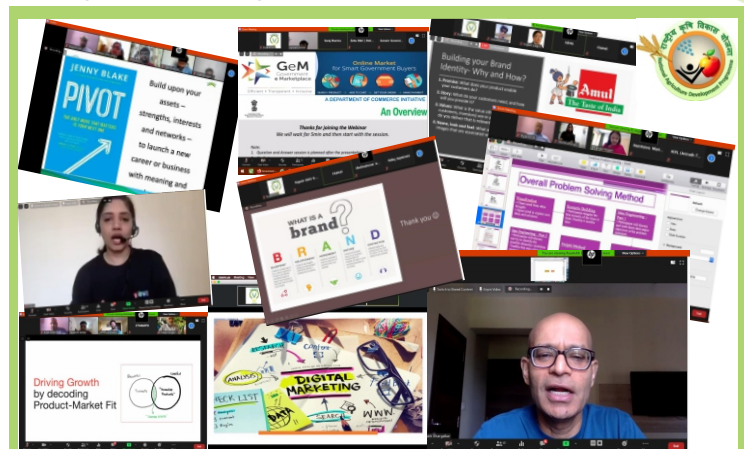
CORPORATE MEMBERSHIPS

NEWS AND AWARDS

## Pusa Krishi: IARI-RABs Incubation Series

Pusa Krishi launched its first and one of its kind virtual online incubation program and most probably the first largest incubation program in the ecosystem judiciously designed to help early stage to mid stage startups looking for a kick-start and connects.

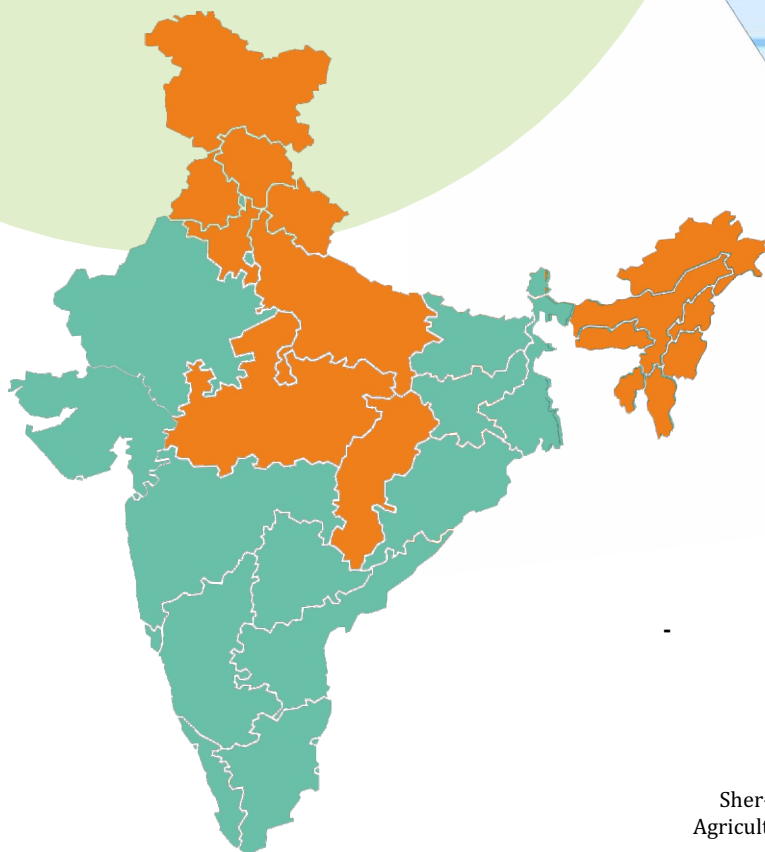
As the Knowledge Partner under RKVY-RAFTAAR scheme of MoA &FW, Pusa Krishi conducted a full-fledged intense 2 months online incubation program for the start-ups from 13 RKVY-RAFTAAR Agribusiness Incubators. More than 100 start-ups across 13 incubators, which were selected for the funding support by Ministry attended this two-month intense online incubation program, after completing initial training at each respective RABs.



The series focussed on evidence-based entrepreneurship and trained the start-ups on the best practices of innovation and entrepreneurship management. The series adopted the design thinking process and included sessions that were focussed on business growth by industry experts. These sessions ranged from design thinking, creative problem solving, product market fit, hacking marketing and sales growth to Financial management, regulatory aspects, IP and business. Valedictory Session was organized on 1 June 2020 chaired by Dr . A. K. Singh, Director, ICAR- IARI along with all PI/ Co-PI / Incubator team and ending with feedback by various startups.

## Participating Institutes

## Pusa Krishi: IARI-RABIs Incubation Series



Sher-e-Kashmir University of  
Agricultural Sciences & Technology  
**Jammu**



Punjab Agricultural University  
**Ludhiana**



CSK Himachal Pradesh Krishi  
Vishwavidyalaya,  
**Palampur**



Indian Institute of Technology  
**Varanasi**



IIM KASHIPUR  
Indian Institute of Management  
**Kashipur**



Jawaharlal Nehru Krishi  
Vishwa Vidyalaya  
**Jabalpur**



Chaudhary Charan Singh Haryana  
Agricultural University  
**Hisar**



Indian Veterinary Research  
Institute, **Bareilly**

**Date: 3 April - 1 June 2020**  
**States Covered : 9**



**AAU, Assam**



Indira Gandhi Krishi  
Vishwavidhyalaya, **Raipur**



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# Snapshot of the Pusa Incubation Series



PARTICIPANTS PER SESSION  
**90-100 Startups**



NUMBER OF SPEAKERS  
**18 SPEAKERS**



NUMBER OF SESSION  
**20 SESSION**



TOTAL PARTICIPATION IN 2 MONTHS  
**1956**

Demistifying Technology

Hacking Venture Growth

Intellectual Property

Decoding Product Market Fit

Date: 3 April - 1 June 2020



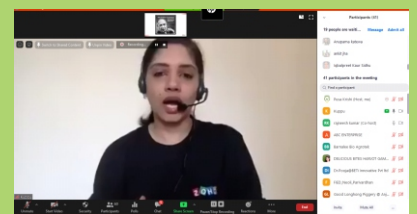
Incubation Series  
Session Topics

Finance Strategy

Digital Marketing

Design Thinking

Creative Problem Solving



## 2. IP Management

This quarter, Institute has received one patent filed at Institutional level on 25/2/2011 from Division of Microbiology, IARI, Pusa Campus, New Delhi-110 012. The Inventors were Dr. Sangeeta Paul, Dr Bishwajeet Paul, Mr. Maheshwar Singh Rath, Dr. Brahma Kaushik.

The invention relates to inexpensive, economical and reliable method of production of liquid inoculant with very high population of *A. chroococcum*.

Other Patent was filed from Division of Agricultural Engineering IARI, Pusa Campus, New Delhi-110 012.

IPRs	Application No./ Registration No./ Grant No.	Name of Innovation/ Technology/ Product/ Variety	Date of Filing/ Registration/ Grant	Application Status
Patent	338098 (518/DEL/2011)	Liquid Bioinoculant of Azotobacter Chroococcum and the process thereof Div. of Microbiology, ICAR-IARI	June 08, 2020	Granted
	202011024290	A microcontroller based real time data acquisition system integrated solar dryer Div. of Ag. Engg., ICAR-IARI	June 10, 2020	Filed

### 2.1 IP Spectra



This quarter, three (3) patent applications and four (4) trademark applications were filed by IP Spectra (Intellectual Property Facilitation Centre established at ZTM & BPD Unit, ICAR-IARI, New Delhi) for different Start-ups. The detailed list is provided below for the reference.

IPRs	Application No./ Registration No./ Grant No.	Name of Innovation/ Technology/ Product/ Variety	Date of Filing/ Registration/ Grant	Application Filed/Granted/ Registered**
Patent	202011021786	Machine For Burning Waste Material	24-05-2020	Filed
	202011021552	Machine For Nursery Bed Preparation For Rice Seedlings	22-05-2020	Filed
	202011024985	An Integrated Machine For Lifting, Cleaning, Packing And Loading Harvested Grains	15-06-2020	Filed
Trademark	class 35,4526058	IGKV, RABI Raipur (C.G)	10-06-2020	Filed
	class 41,4526059	IGKV, RABI Raipur (C.G)	10-06-2020	Filed
	class 41,4526060	ABHINAV	10-06-2020	Filed
	class 41, 4526061	UDBHAV	10-06-2020	Filed

## 3. Technology Commercialisation

During the period from April to June 2020, **Two (02)** IARI Technologies i.e. Paddy variety **PB 1718** and Maize Hybrid - Pusa Jawahar Hybrid Maize-1 (**PJHM-1**) were commercialized generating a revenue of **Rs. 8,85,000** (Rupees Eight Lakh Eighty-Five Thousand Only).

S.No	Technology Name	No. of Industry Partner	Total revenue Generated (Rs)
1	PJHM -1	1	4,13,000
2	PB 1718	4	4,72,000
<b>Total</b>		<b>5</b>	<b>8,85,000</b>

## 4. Incubation Programs and Support

The unit has launched various programs for the development of the agribusiness incubation ecosystem.

### 4.1 Selection of Partner RABIs Start-ups under RKVY-RAFTAAR

Pusa Krishi as the leading Knowledge Partner, on the behalf of Ministry of Agriculture and Farmers' Welfare (MoA&FW) organized the Centre of Excellence (CoE) Incubation Evaluation Meeting by constituting the CoE Committee under the RKVY-RAFTAAR scheme to evaluate startups for funding support. The selection process was organized at ZTM-BPD Unit, ICAR- IARI from 27 Feb to 12 March 2020. Total of twelve RABIs including three from North East India participated in the final selection by CoE Committee. The committee evaluated the startups from the two programs run at each RABIs, which are:

- Agripreneurship Orientation Program, a pre-seed funding program with a funding support of upto Rs 5.00 Lakhs for the startups at ideation stage.
- Seed Funding program with a funding support of Rs. 25.00 Lakhs for startups in the pre-commercialization stage.

More than 194 startups from different agriculture and allied sectors across twelve RABIs participated in the final selection during this time.



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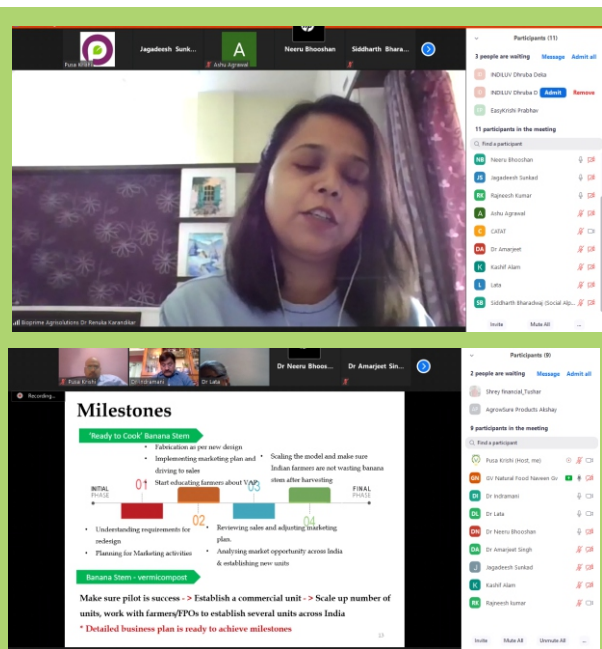
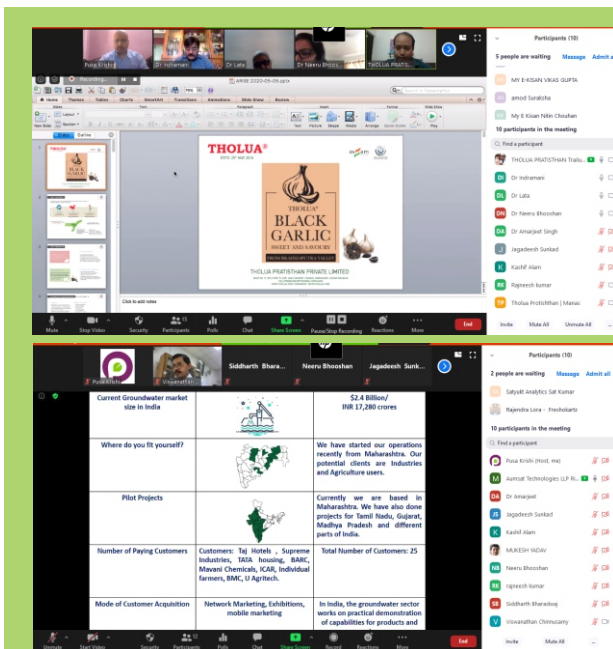
## 4.2 ARISE 2020 Launch and Screening

ARISE was launched on 1 March 2020 to promote innovation and entrepreneurship of India's agri-startups ecosystem. This is a program to scale-up agri-startups that have passed the stage of Ideation and have developed or have a ready prototype. Under this programme 331 applications were received online, and finally 15 startups were selected after technical assessment & business viability by Selection committee (RIC). 2 Month Online Incubation program will start from 6 July -5 September 2020



## 4.3 UPJA 2020 Launch and Screening

UPJA was launched on 22 April 2020: an incubation & business acceleration program to promote innovation and entrepreneurship of India's agri-startups ecosystem. This is a program to scale-up agri-startups that have passed the stage of prototype and have developed product with market traction. Under this programme 219 applications were received, and finally 17 startups were selected after technical assessment & business viability by Selection committee (RIC). 2 Month Online Incubation program will start from 6 July -5 September 2020



GLIMPES OF RIC Meeting

## 5.0 Corporate Membership

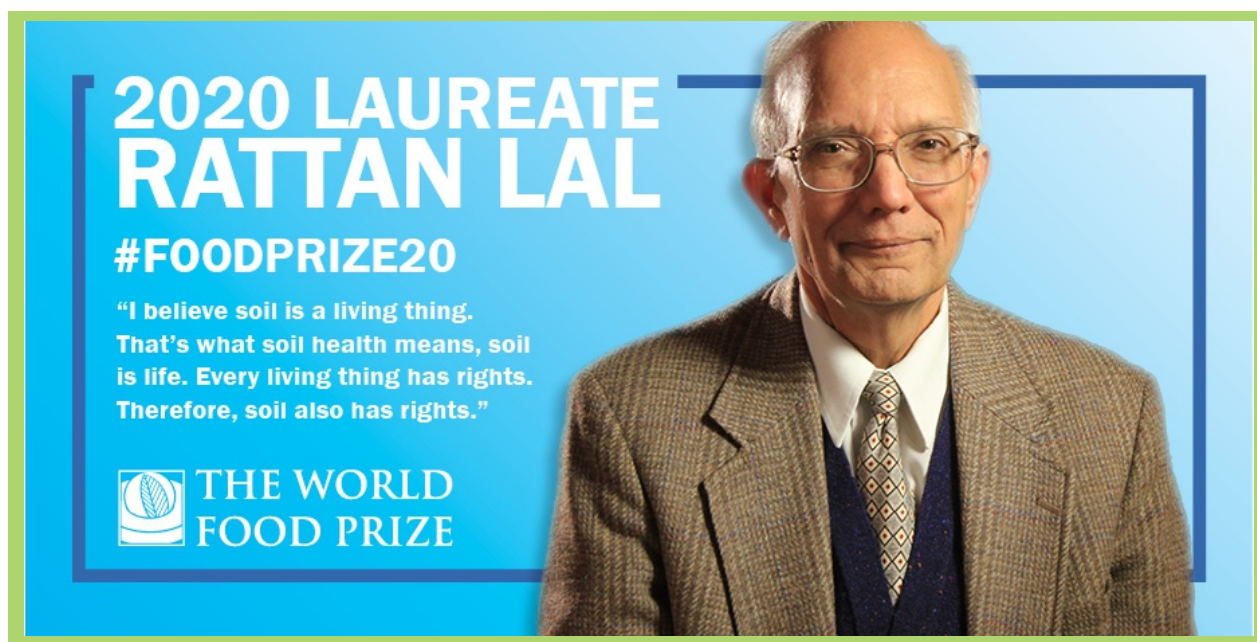
Corporate membership allows Industry partners and NGOs direct access to breeder seeds developed by IARI and its regional stations for further multiplication the founder (F1) and truthful seed (TL), and with opportunities to interact with the Scientist regarding the package and practices of the seeds, ongoing seed program and new innovation in seeds. In this quarter from April- June 2020, 10 new industry partners have been associated with IARI and 36 Industry Partners were repetitive. As it can be seen from the table that total 46 industry associated for breeder seed lifting and multiplying the seeds to provide to the end farmers.

Membership	No.	Amount Received <b>Rs. 2,26,500</b>
Corporate Member New	10	
Corporate Member Renew	36	
<b>Total</b>	<b>46</b>	

## 6.0 News and Awards

### 6.1 Dr Rattan Lal awarded with World Food Prize 2020

Dr. Rattan Lal, an alumnus of ICAR- Indian Agricultural Research Institute (IARI), New Delhi has been declared the winner of the World Food Prize -2020



## 6.2. KYARI: Fighting Corona with Technology

According to Mr Abhay, Founder, Kyari he has sold 350+ ANIDERS (Infrared Technology to sense the approaching animal and repels the animal away from the farm safely) Devices to various District Forest officers (Uttarakhand, Bihar, Assam, etc.) International installations in Malaysia, United Kingdom (via UNDP) of his main product and scaling more.

### Modification of Technology



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As per requirement during COVID-19 pandemic situation they developed new automated man-less disinfectant cabins which can be installed at the entrance / any other desired place since it is mobile and portable. Sold to District Magistrate, Muzaffarnagar and other leads are in pipeline



## From the Editor's Desk

### Greetings!

It is my pleasure to apprise our readers about team Pusa Krishi activities in incubation and entrepreneurship from April-June 2021. After the previous year of a rolling success in incubation and tech-commercialisation, the new year 2021 started with a COVID Challenge. With the COVID-19 progress, many startups and small businesses are suffering through a loss of sales, a decrease in supplies, responsibilities associated with employment, and concerns for their own health and safety. Covid on one hand has posted some serious challenges for the startups, on the brighter side it has made us to rethink on tackling new challenges and has offered opportunities to design our strategies, procedures and processes.

Pusa Krishi did not get deterred from the Covid Challenges and adopted very quickly to the new normal by going fully virtual since March 2020.

As a leading knowledge partner to strengthen the competence of agri-incubators under the RKVY-RAFTAAR scheme, Pusa Krishi launched its first two months virtual flagship program '**Pusa Krishi: IARI-RABIs Incubation Series**' –A National-level incubation cum entrepreneurship training program that imparted best knowledge-based expertise to its 13 RABI partners and its more than hundred startups across India in agri-startup incubation and entrepreneurship development. The program was the one of the largest and first virtual incubation programs. Amid COVID-19 crisis, we have geared new measures to maintain our support to the Indian agri-startups and incubators by handholding them through mentoring sessions. Pusa Krishi launched its two-month in-residence programs **UPJA (seed-stage)** and **ARISE (idea-stage)**. The selected start-ups under both the program will join us for nine weeks intense, mentor driven virtual incubation program. The program will provide a holistic incubation to selected agri-startup of the country by providing comprehensive mentoring and training, along with funding support.

At Pusa Krishi, we wish everyone to be safe and we shall continue creating opportunities of agripreneurship. Wishes to the Indian agribusiness fraternity!



**- Dr Neeru Bhooshan**  
Principal Scientist, ZTM & BPD Unit  
CEO, Pusa Krishi

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