



This Issue:

HIGHLIGHTS

LAUNCH OF INCUBATION PROGRAM

VALEDICTORY SESSION & RIC- II MEETING

SCALING OPPORTUNITIES WITH SOCIAL ALPHA

IP MANAGEMENT

TECHNOLOGY COMMERCIALISATION

CORPORATE MEMBERSHIPS

NEWS AND AWARDS

Launch of Pusa Krishi Incubation Program 2020

The year 2020 gave us new challenging ways to transform Agri-Innovation Scenario and support startups to the fullest for least impact, but also for the fact that they have transformed and changed their ways of operation. Restricted movement of people made way for innovative ways to work and operate businesses across the globe. We also found innovative ways to connect to your new cohort and create an experience for them in this ongoing situation. For the first time we conducted our two-month incubation program virtually wherein we combined the cohorts of **ARISE 2020** and **UPJA 2020** into one big cohort of 32 Startups in collaboration with Social Alpha as Investment Partner.



1. Opening Ceremony of Pusa Krishi Cohort 2020

Arise and UPJA 2020 are uniquely designed incubation program powered by RKVY-RAFTAAR scheme of Ministry of Agriculture and Farmers' Welfare, Government of India, to promote innovation and entrepreneurship.

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). UPJA was launched on 22 April 2020 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).

Pusa Krishi welcomed Cohort 2020 for Two Month Online Incubation program (6 July – 5 Sept 2020) in presence of Dr. T.R. Sharma, Deputy Director General (Crop Science)- Indian Council of Agricultural Research, Dr. A.K. Singh, Director, ICAR- IARI along with Dr. Neeru Bhooshan, CEO, Pusa Krishi who introduced the incubates to the Cohort 2020 and apprised them about the details of 2020 program and the benefits extended to startups during the training.

1.1 Session with Secretary, Additional Secretary (DARE) and Secretary (ICAR)

The two-month incubation program was designed to give deep insights on all aspects of the planning and execution of an agri-startup. Through this program, the incubates had gained a thorough understanding about agri-business management activities and industry opportunities that they can utilise as a stepping stone for scaling their ventures ahead.

It was an incredible opportunity for our new cohort under ARISE & UPJA 2020 Programs to interact and introduce their technologies to Shri. Sanjay Singh, Additional Secretary (DARE) and Secretary (ICAR). The interactive discussion covered insights on Government of India initiatives on prioritizing the Agriculture sector and keeping its promise to provide support to the StartUp Community with conducive policies environment and inclination to promote Cutting Edge Technology having large scale Social & Economic Impact and wide outreach.

Our Special Thanks to Dr. A K Singh, Director, ICAR-IARI to facilitate this interaction and answering specific queries of the budding Agritech entrepreneurs to understand the Agriculture domain better.

We express our sincere appreciation to Dr. Neeru Bhooshan, CEO Pusa Krishi, ICAR-IARI, and Dr. D K Yadav, ADG Seed, ICAR for their untiring efforts in nurturing the AgriTech Ecosystem.

FEW SNAPSHOTS OF OPENING CEREMONY OF ONLINE INCUBATION PROGRAM



Shri. Sanjay Kumar Singh
Additional Secretary (DARE)
& Secretary (ICAR)



Dr. D K Yadav,
ADG (Seeds), ICAR



Dr. A K Singh,
Director, ICAR-IARI



Dr. Neeru Bhooshan,
CEO, Pusa Krishi

"Impacting Society with Demand Driven Approach and Creating One Stop for Farmer with better access facilities"



@pusakrishi2019



@pusakrishi



@pusakrishi



@pusa.krishi

1.2 Incubation program under ARISE and UPJA 2020

The Session took off with very insightful session on Landscape of Indian Agriculture taken by Dr. K. V. Prabhu, Chairman PPV & FRA, New Delhi. Later on, during the program various curated sessions were taken up by the experts on topics such as Design Thinking, Intellectual Property: IP & Business strategy, Startup Financial Management and Legal Compliances. It was good to give startup the flavor of what Investor sees before investment and how to prepare pitch deck with various addons like Terms sheets, valuation etc. It was much learning session for startups to understand various Govt. establishments like, NCDEX, NPCI, GeM and how digital marketing can help to scale with speed. More insights came when Dr. Bhaskar Reddy, Executive Director at Syngenta Foundation India gave his insights on how startups can be extended Pilot and Trials opportunities. The 2-month online incubation ended on 5 Sept 2020 with a vision that Pusa Krishi was able to give a 360-degree view of agripreneurship and business development.



“ If you are going to be in business, you must learn about money: how it works, how it flows, and how to put it to work for you. ”

Mr Satish Chandra has versatile experience in the field of agriculture finance and management.

Specialist in Capital budgeting, Investment Setting, Liquidity Management, Risk Management, Recovery and Rehabilitation, Credit Monitoring Arrangement, Credit Rating, Valuation of Agricultural property.

FINANCE MANAGEMENT
INVESTMENT
WORKING CAPITAL
BALANCE SHEET ANALYSIS

“ You Don't Build a Business, YOU BUILD PEOPLE and then people BUILD THE BUSINESS ”

Dr Anjali Nigam has versatile experience in the field of Business Enterprise Management (B.E.M.) & organizational effectiveness training.

CEO & Founder Director, Whiteswan Consulting Group, WCG

HUMAN RESOURCE FOR START-UPS

FEW SNAPSHOTS OF OUR ONLINE INCUBATION PROGRAM

“ You've got to start with the customer experience and work back towards the #Technology not the other way around ”

Trade Secret

JENNY BLAKE Build upon your assets – strengths, interests and networks – to launch a new career or business with meaning and

#Intellectualproperty

SWOT analysis

Strength Weakness Opportunity Threat

“ Farmers don't just work till sun goes down They work till the job gets done ”

Mr Baskar Reddy is working as Country Director, India at Syngenta Foundation India

syngenta foundation for sustainable agriculture

Agri Entrepreneurship (AE) program overview

1.3 Technical and Corporate Mentoring

Mentoring by the Mentors are the most secret weapon of a successful startups. Core strength of our Incubation program lies in the mentoring session by the experts and in this way, startups get to know in-depth about their understanding of the subject and right advice toward making more robust solution and technology for the farmers.

During these two months, startups underwent was a mix of business and technical mentoring sessions from IARI scientist such as Dr. Indermani, Dr. Satish Lande, Dr Lata, Dr Shelly, Dr B S Dwivedi, Dr Viswanathan, Dr R K Sahoo and Industry experts like Mr Satish on finance, Mr Jagadeesh, Mr Ashish Janghale from Mahindra, Mr Ashwarya from Bosch, Mr Amit Koul from Go4life, Mr Ashu, Mr Rajesh NeML, Mr Kashif, Mr Ashish from MilkBasket, Mr Siddharth from Social Alpha and many more.

On the right side is the statistics of our curated Mentoring Session.

Session with Team Pusa Krishi
32

Technical sessions
28

IP Facilitation Session
31+

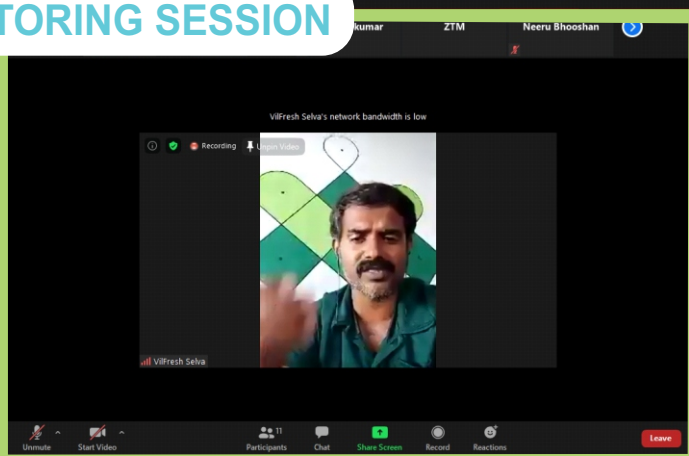
Market Accesces/Field Trial - In Pipeline

1-on -1 Business Mentoring session
~ 124+

1-on -1 Technical Mentoring session
~ 122+



SNAPSHOTS OF MENTORING SESSION



1.4 Valedictory Session Under Arise And Upja 2020

On the culmination of **Cohort 2020**, an online valedictory ceremony for startups was organized on 8 Sept 2020, the incubates made a pitch to the audience and shared their experience of incubation at Pusa Krishi in front of Dr Neeru Bhooshan, CEO, Pusa Krishi. Below are the few testimonials shared by the startups in Valedictory Session.



1.5 Testimonials By The Startups



- **Dr Renuka, BioPrime** :- Design thinking & Finance session were awesome, which made us think more innovatively and create road map. One- on- one mentoring gave us greater insights.
- **Mr Suraj, Aker Food** :- Diversity of sessions and team has contributed a lot for making it successful.
- **Mr Selva, Villfresh**:- Many myth were Broken about the Business and now we have got greater clarity on road map and projections.
- **Mr Gaurav, Radiopitara**- The association with IARI gave me a gold mine to extract and reach out to larger number.

- **Dr. Sudhir Bhatt, Plasjuvant**- Session were timely and precisely arranged and time management gave us flexible to give time in R&D.
- **Dr Siddharth, Fermentech Labs** : All lectures were a complete package that motivated us and added value additions with B2B leads.
- **Mr Naveen, GV Natural**:- Last 9 weeks my company whole direction has changed and really thank you for all the support from Pusa Krishi.
- **Mr Ashish, Whrrl**: Richness of content that Pusa Krishi has given is not seen anywhere in any Incubators and Accelerator Program.

1.6 RIC Meeting for Cohort 2020-2021

The RAFTAAR Committee Evaluation Meeting (RIC-II) for selection of startups under ARISE-2020 (Agripreneurship Orientation Program) and UPJA 2020 Incubation Programme of Pusa Krishi, ZTM & BPD Unit was held under the Chairpersonship of Dr. A. K Singh, Director, ICAR-IARI through an online meeting on 10 and 11 September, 2020.

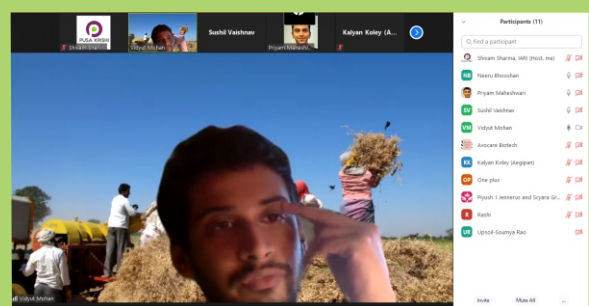
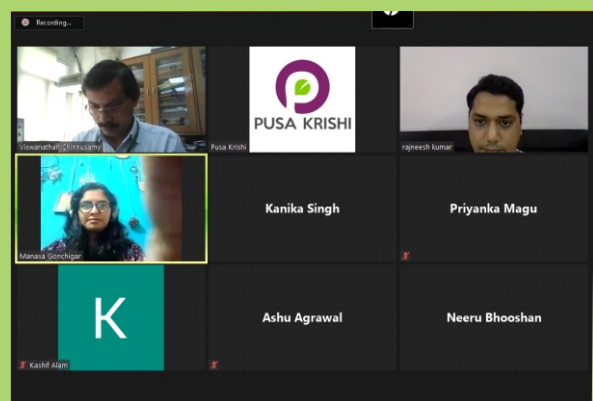
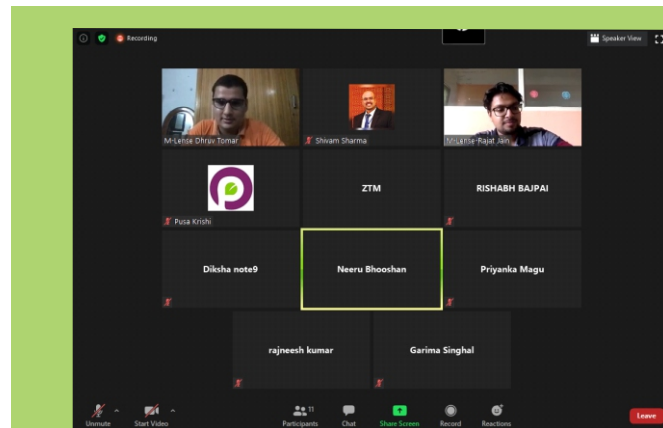
In the meeting, the progress of the incubates were analysed and discussed after completion of their two-month of incubation program. The startups pitched their proposals to the committee for funding support under the program. Each incubate gave a brief presentation about their technologies, innovation and business plan. Based on the preparedness and stage of startups the RIC- II committee recommended **17 startups for Pre-seed stage** grant in aid i.e. up to Rs. 5 Lakh per start-up and **9 startups for Seed stage** the grant in aid support of up to 25.00 Lakhs per startup for the final consideration and approval by RC committee.

1.7 Progress Review of ARISE and UPJA Cohort 2019

As we move forward in our Incubation program year by year it is also our prime objective to support our graduated startups from last batch and help to solve their challenges and tough times.

For time to time building blocks we have organised online mentoring session for Cohort 2019 on 9th Sept 2020 in which our IARI scientist gave them advice for the future plans and business.

Moreover, we have organized an online review meeting chaired by Dr Neeru Bhooshan, CEO, Pusa Krishi for our Cohort 2019 under UPJA and ARISE on 29 Sept 2020. All the startups joined and discuss their progress in terms of market orientations and meeting ended with a note that our startups are able to survive during this troublesome time.



1.8 Progress Review of Cohort 2019 under Maitri: Indo Brazil Agritech Cross Border Incubation Program. (10 Sept 2020)

Last year we have gone International with our cross-country Incubation activities which has given us a flying color. Last year Maitri was launched on 9 Dec 2019 when in Phase 1 Brazilian startups came India to learn and scout Indian Sub-continent. But, due to prevailing pandemic situation phase II was postponed, so we organized Virtual meet on 10 Sept 2020 for our cohort of 10 startups with Dr Neeru Bhooshan, Dr Dayakar Rao, Mr Naveen from Indian side and Mr Pedro, Mr Dalci, Ms, Roberta, Ms Larissa Elias, Ms Nidhi from Brazilian side. Startups discussed about their current business growth and leads from Phase 1 along with various opportunities and challenges faced during this turbulent phase.



1.9 Scaling And Piloting Opportunities With Social Alpha

Pusa Krishi organized Incubation Program 2020 in collaboration with Social Alpha whose architecture is built around a not-for-profit platform, Foundation for Innovation and Social Entrepreneurship (FISE) and operates through a nationwide network of technology and business incubation infrastructure, sponsored and enabled by Tata Trusts, Government of India and a number of academic, philanthropic and corporate partnerships.

1.9.1 For Cohort 2019 and 2020

An error many entrepreneurs make is not finding the right person or persons who can help your technology go to scale in an organization. The person who can say “yes” to a pilot may not be the same person who can give the green light to full-scale implementation if the pilot goes well. In this respect we organized various sessions in last few weeks for our Cohort 2019 and Cohort 2020 together with Social Alpha and team. Many startups had their product ready for field trials and very soon they would be undertaken for the same and still scouting is happening for startups who can be financially supported by Social Alpha.

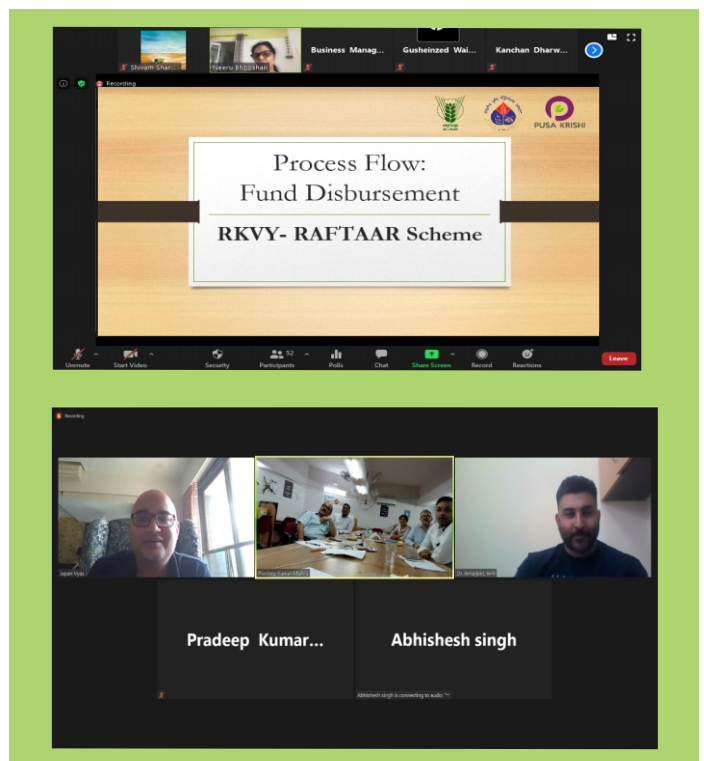


1.10 Samarth V

Pusa Krishi organized its Fifth (5th) Samarth workshop online on 21 August 2020 with all the PI/ Co-PI/ Business Manager titled “Process Flow for Startup Funding under RKVY- RAFTAAR 2020”. Meeting was taken by Dr Neeru Bhooshan, CEO, Pusa Krishi, in which all the discussion was focused on various SOPs and processes of funding to startups approved by CIC. Many document formats were discussed and shared like Sanction letter, MoA, Utilization certificate, Investment form etc.

1.10.1 Handholding RABIs partner in their RIC meeting

As a leading Knowledge Partner, Pusa Krishi extends its continuous support to nine RABIs through online virtual meeting and monitoring session. This quarter all RABIs have launched their incubation program in which one representative from Pusa Krishi Team attended in the selection panel for selecting startups that would undergo 2- month of intense incubation program. Below are some pictures of online selection committee meeting organized by each RABI virtually.



2. IP Management

In the third quarter, the Institute has been granted three patents from Division of Biochemistry, Division of Microbiology, Division of Entomology, ICAR-IARI. Furthermore, six (6) patent application were filed from various Divisions of ICAR-IARI during this quarter from July- Sept 2020.

Comprehensive IP details is as mentioned below:

IPRs	Application No./ Registration No./ Grant No.	Name of Innovation/ Technology/ Product/ Variety	Date of Filing/ Registration/ Grant	Application Filed/Granted/ Registered**
IPRs	341699 (2432/DEL/2015)	Plant Transformation Vector for Suppressing Mips Gene Expression and Method For Culturing Low Phytate Soybean	July 15, 2020	Granted
	343546 (3771/DEL/2012)	A Cross Flow Flexible Membrane Filtration Assembly for Small Processing Volume	August 08, 2020	Granted
	340541 (2361/DEL/2014)	Insecticidal Formulation of Novel Strain of <i>Bacillus Thuringensis</i> Ak 47.	August 20, 2020	Granted
	202011028155	UAN cum Seed Applicator	July 02, 2020	Filed
	202011030310	Off-Grid Batteryless Solar Refrigerated Evaporatively Cooled Mesh Fabric Structure for Storage Of Perishable	July 16, 2020	Filed
	202011035827	A Semi-Synthetic Diet For Mass Rearing of Lepidopteran Pests of Agricultural Importance	August 20, 2020	Filed
	202011035828	Efficient Methodology for Natural Vitamin E Extraction from Edible Vegetable Oils	August 20, 2020	Filed
	202011037363	Hydro, Hydro-Thermal and Thermal Near Infrared Rays Treatments to Reduce Rancidity In Pearl Millet Flour	August 31, 2020	Filed
Copyrights	11672/2020-CO/SW	Draksha- Vitismod V1, A Grape Simulaion Model	August 20, 2020	Filed

2.1 IP Spectra

This quarter from July - Sept 2020, IP Spectra (Intellectual Property Facilitation Centre established at ZTM & BPD Unit, ICAR-IARI, New Delhi) has been granted with three (3) trademark under various classes and facilitated filing of four (4) new trademark applications for different beneficiaries. The new patent applications related novelty research was conducted for the domain of post harvest technology. Eight (8) new Trademark application drafting is under process for five (5) more beneficiaries which would be filed soon in next quarter. The detailed list is provided below for the reference.

Online Session on IP & Business Strategy: for Start-up and prior art search was conducted on 15 July, 2020



IPRs	Application No./ Registration No./ Grant No.	Name of Beneficiary	Name of Innovation/ Technology/ Product/ Variety	Date of Filing/ Registration/ Grant	Application Filed/Granted/ Registered**
TRADEMARK	4317357 in class 25	AKANKSHA CREATIONS	NEUFADEN	August 02,2020	GRANTED
	4317358 in class 18	AKANKSHA CREATIONS	NEUFADEN	August 02,2020	GRANTED
	4371405 in class 9	LABFIELD AGRO	LAFL	September 4, 2020	GRANTED
	4415413	Dr Sunny Malik	Device Of Two Hands	September 14, 2020	GRANTED
	4647583 in class 30	CRAFTCOMM FARMS P. LTD.	MYSTIQ GARDEN	September 09, 2020	FILED
	4647584 in class 29	CRAFTCOMM FARMS P. LTD.	MYSTIQ GARDEN	September 09, 2020	FILED
	4647585 in class 31	CRAFTCOMM FARMS P. LTD.	MYSTIQ GARDEN	September 09, 2020	FILED
	4647586 in class 31	CRAFTCOMM FARMS P. LTD.	MYSTIQ GARDEN	September 09, 2020	FILED
	4679280 In Class 7	CONTRIVATION LABS	CALYXTRACT	September 29, 2020	FILED
	4679279 In Class 7	CONTRIVATION LABS	CALYXTRACT	September 29, 2020	FILED
PATENT		DELVIK NUTRITIONS	Whet beverage with fruit content	September 15, 2020	Novelty search report

3. Technology Commercialisation

During July-September, Amid Covid-19, Eight (08) technologies were licensed to Thirteen (13) Industry Partners generating revenue of Rs. 10,00,000. The online MOA and Payment processes were streamlined and strengthened by the Unit to avoid disorder in the peak of Rabi season. Industry partners appreciated Unit's initiative of no contact Online MoA process. The details of MoAs are as on the table right hand side.

S.No.	Technology Name	Industry Partner
1.	Basmati Rice Variety PB 1509	1. M/s Delta Agrigenetics Pvt Ltd. 2. Savannah Seeds Pvt Ltd
2.	Mustard - PM 27	Nugenes Pvt Ltd
3.	Mustard - PM 28	Nugenes Pvt Ltd
4.	Mustard - PM 30	Nugenes Pvt Ltd
5.	Mustard - PM 31	1. Nugenes Pvt Ltd 2. Nutranta Seeds Pvt Ltd
6.	Wheat Variety HD 2967	Nugenes Pvt Ltd
7.	Wheat Variety - HD 3086	1. Kissan Seed Corporation 2. Nugenes Pvt Ltd
8.	Wheat Variety HD 3086 Renewal	1. Agri Superior Seed 2. B.S. Agro Seed farm 3. GanpatiAgroTech 4. Jai shankar seed 5. Shakti Vardhak 6. Sharda enterprises
9.	Wheat Variety HD 3226	Nugenes Pvt Ltd

4.0 Corporate Membership

Corporate membership allows Industry partners and NGOs direct access to high quality breeder seeds developed by IARI. Corporates can procure the seeds from the institute and its regional stations for further multiplication of 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.

This quarter from July- Sept 2020, we added 11 new industry partners with IARI taking the total to 25 industry partners during this quarter.

Membership	No.	Amount Received
Corporate Member New	11	
Corporate Member Renew	14	Rs. 1,25,000
Total	25	

5.0 News and Awards

5.1 Aker Foods Pvt Ltd.

- * Aker Foods added B2C hyperlocal deliveries & retail sales to its B2B business to cater to the higher consumer demand during the lockdown.
- * Utilising its B2C network for B2B supply, Aker Foods is now looking to launch its private labels for fresh veggies and dairy categories.
- * Supply chain partner for Haldiram Kitchens, Subway in Pune city since July 2020.



“Aker Foods serves close to about 4,000-5,000 orders on a monthly basis through its hyperlocal, omnichannel presence in Pune.

5.2 Daybest Research Pvt. Ltd.

- * Team Daybest Research inaugurated KISAAN STATION APP on Tuesday 28 July 2020 virtually in presence of Chief Guest Dr. Prem Kumar, Hon'ble Minister, Agriculture, Govt. of Bihar)



5.3 Emertech Innovations Pvt. Ltd.

- * Congratulations! **Team Emertech Innovation** for being featured in *The Hindu- Business Line*.
- * AgroTrust is the product which is Transparent, Effective And Efficient across Value Chain.
- * Sahyadri Farmers Producer Co, one of the largest FPOs in the country, has started implementing Blockchain technology for full traceability of its products from farm to fork with support from Emertech Innovations.



Sahyadri FPO in the process of fitting farmers and Blockchain

Rahul Wadke | Mumbai | Updated on July 06, 2020 | Published on July 06, 2020



Sahyadri Farmers Producer Co, one of the largest FPOs in the country, has started implementing Blockchain technology for full traceability of its products from farm to fork.

Vilas Shinde, Chairman of the FPO, told *BusinessLine*...

5.4 Laymen Agro Ventures Pvt. Ltd.

- * Team VillFresh (Villfresh Battalion) celebrated 4th Work Anniversary in July 2020:

One Idea
4+ Year Journey
40+ Soldiers
100+ farmers
2000+ Households
10,000,00+ Deliveries



5.5 BharatAgri

- * Congratulations! **Team BharatAgri** for being selected in **Google Accelerator 2020 batch!**
- * **Google India, on Tuesday (September 22)**, released the list of startups for the fourth batch of Google for Startups Accelerator India programme. This year, the tech giant shortlisted 20 Indian startups after screening 600 applicants that will receive three months mentorship and support from its network of internal and external mentors.

BharatAgri

Google for Startups
Accelerator 2020

5.6 M-Lense Research

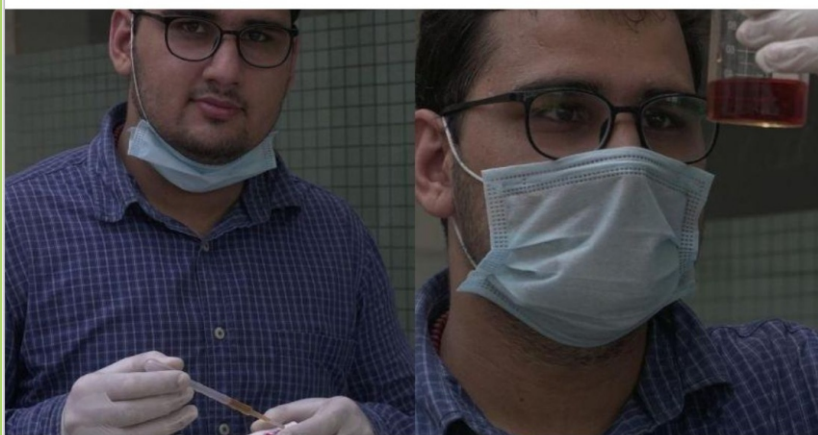
- * Congratulations! Team M-Lense for featuring in **Forbes India** and winning **Animal Husbandry Startup Grand Challenge** by **Startup India**.
- * M-Lense has developed a Portable testing solution that lets you quickly validate the quality of 14 kinds of milk without the use of any chemicals.



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Forbes India Teenpreneurs: Meet 20-yr-old UP boy **DHRUV TOMAR** who has made a portable testing solution that lets you quickly validate the quality of 14 kinds of milk without the use of chemicals: <https://lnkd.in/dhavu88> | By **Naini Thaker**



Teenpreneurs Ep 5: Got milk? This card helps you check if it's adulterated | Forbes India

forbesindia.com

 Dept of Animal Husbandry & Dairy
@Dept_of_AHD

Featured on [@Forbes_India](#), [@DhruvTomar20](#) - winner of 'Animal Husbandry Startup Grand Challenge,' has designed a state-of-the-art, tech-driven [#solution](#) to address milk collection & adulteration problems and validate quality of 14 kinds of [#milk](#) without the use of any chemicals.

F Forbes India • @forbes_india · 22h

Forbes India Teenpreneurs: Meet 20-yr-old UP boy [@DhruvTomar20](#) who has made a portable testing solution that lets you quickly validate the quality of 14 kinds of milk without the use of chemicals | By [@nainithaker](#) forbe...

5.7 Whrri Fintech Pvt Ltd



- * **Congratulations!** Team Whrri Fintech for being Winner under *Digital Lending Category* of **PICUP Fintech** : a marquee event organized by FICCI and Indian Banks Association (IBA).
- * Whrri is a B2B2C Blockchain PaaS startup working in the arena of Warehouse Receipt Finance that helps Farmers, Traders & Producer Companies in raising working capital to tide over lengthy crop cycles ranging from 6-12 Months.



5.8 Boxtron International Pvt Ltd | Satyukt Analytics Pvt Ltd

- * **Congratulations!** Team Boxtron & Team Satyukt for being selected among Top 25 cleantech startup for this year's FLCTD Accelerator.



Facility for Low Carbon Technology Deployment (FLCTD) is jointly implemented by the Bureau of Energy Efficiency (BEE) and the United Nations Industrial Development Organization (UNIDO). FLCTD is supported by the Global Environment Facility (GEF)

5.9 Intello Labs Pvt. Ltd.



- * **Congratulations!** Team Intello Labs!!!!
- * For being **Finalists** for the **finalists of Global Accelerator Program**.
- * For Winning the **AgTech Breakthrough Award** in the '**Overall Post Harvest Company of the Year**' category.
- * For featuring under Top 10 Indian Startups That Are Leading The AI Race: 2020 by Analytics India Magazine, Bengaluru, India
- * Gurugram-based Intello Labs has developed digital products that leverage artificial intelligence (AI) tools, including computer vision and deep learning, to monitor the quality to grade fruits and vegetables.



5.10 Neer Agriventures



- * **Congratulations!** Team **Neer Agriventures!**
- * **ISRO - Indian Space Research Organisation** presented NEERx Technovation Pvt. Ltd. as a case study for the launch of "*Space Entrepreneurship & Enterprise Development (SEED)*"



5.11 A2P Energy



- * **Congratulations!** Team **A2P Energy** for being selected by World Bank as among the top three innovative solutions working on climate change.
- * A2P Energy is CleanTech initiative to stop stubble fires across North India which are major reason for Delhi thick Smog.



From the Editor's Desk

Greetings!

Welcome to the new edition of Taksay – Taknique se Vyavsay. I take immense pleasure to share with you a special edition of Taksay with a focus on development and implementation of various incubation programs of the ZTM & BPD unit under RKVY-RAFTAAR. During these unprecedented time we have launched our Pusa Krishi Incubation Program 2020 with our selected startups under Cohort 2020 in ARISE and UPJA program.

Moreover, this year we have gone online and conduct our curated 2 month incubation sessions fortified with business and technical mentoring which made our startups learn and get equipped with the change in Agri- Innovation Ecosystem.

As a leading Knowledge Partner for the RABIs under the RKVY-RAFTAAR scheme, PUSA Krishi has an additional duty to support other incubators, so under SAMARTH we organised 1 day session titled “Process Flow for Startup Funding” which will enable the Incubator team to transfer approved funds to Startups with ease. Our Incubator team members were also the part of various online RICs held by RABIs from various states and helped in selecting the best startups across India. Amid COVID-19 crisis, we took online progress review of our Cohort 2019 and help them get associated with Social Alpha for various funding and pilot/ trials opportunities. In addition, we had wonderful review meeting with our Maitri 2019-2020 cohort from India and Brazil and got to know there latest updates in front of officials from Embassy of Brazil, New Delhi, DST and Pusa Krishi.

To conclude, this edition demonstrates our painstaking efforts in becoming a beacon of excellence in the field of agribusiness incubation in India and wish you all the safety of one and all during these tough days.



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

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