



Flagship Grant-in-Aid Programs



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PUSA KRISHI

An Agri-Innovation Hub

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INTRODUCTION

Pusa Krishi, the innovation and agri-incubation arm of the Indian Agricultural Research Institute (ICAR-IARI), operates under the RKVY-RAFTAAR scheme (Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation) of Ministry of Agriculture & Farmers Welfare. It is dedicated to catalyzing innovation, sustainability, and entrepreneurship in Indian agriculture. With a mission to uplift startups, agripreneurs, and farmers, Pusa Krishi provides end-to-end incubation support — from technology validation to business mentoring and market linkages.

The platform enables agri-innovators to tackle pressing agricultural challenges, such as climate change, soil degradation, and water scarcity, by facilitating the development and adoption of next-generation technologies. Its approach bridges the gap between research and real-world agricultural practices, fostering a robust innovation ecosystem in the sector.

ARISE PROGRAM OVERVIEW

The ARISE initiative is a flagship program designed to support students and early-stage agri-startups with high potential, offering grants-in-aid of up to ₹4 lakh for students and up to ₹5 lakh for startups. The program also provides:

-  Business and technology validation
-  Customized mentoring from domain experts
-  Market access and advisory services
-  Opportunities to scale and sustain innovation



ARISE focuses on transforming promising ideas into viable agribusinesses that are scalable, sustainable, and impact-driven

UPJA PROGRAM OVERVIEW

UPJA is a key incubation program at Pusa Krishi, uniquely designed to nurture innovators with Minimum Viable Products (MVPs) by providing grants-in-aid of up to ₹25 lakh. It also supports them through:

-  Pilot testing and technology validation
-  Strategic mentorship and networking
-  Go-to-market strategies
-  Industry exposure and partnerships



The program's structure empowers innovators to fine-tune their product, validate its performance, and enter the market with a solid foundation.

IMPACT STATISTICS (2019-2024)

Year	Applications Received	Startups Incubated & Trained	Startups Recommended for Funding
2019-20	1,040	45	32
2020-21	550	31	18
2021-22	981	56	36
2022-23	566	52	36
2023-24	839	62	34
2024-25	1,337	128	39

These numbers reflect the growing interest and robust pipeline of agricultural innovations being cultivated under the ARISE and UPJA programs.

TRAINING AND CAPACITY BUILDING

Selected startups undergo an intensive training program designed to enhance their entrepreneurial skills and technical knowledge. The program includes:

- 🧑🏫 One-on-one mentorship
- 🎨 Design thinking and product development
- ⚖️ IP rights and legal advisory
- 📊 Business planning and finance
- 🧬 Scientific and technical sessions from ICAR-IARI experts
- 🏭 Industrial and market exposure

Every session includes Q&A segments to foster interactive learning and deeper engagement.



MARKETING AND OUTREACH

To ensure wide reach and participation, a comprehensive month-long promotional campaign was conducted using both online and offline channels:

- 🏠 **Institutional boot camps in Delhi, Haryana & UP:** To directly engage students and innovators
- 📱 **Social media campaigns:** Across Instagram, LinkedIn, Facebook, and YouTube
- 🖨️ **Print advertisements:** In leading newspapers
- 🤝 **Collaborations:** With incubation centers and agri-institutes



CONCLUSION

The ARISE and UPJA programs of Pusa Krishi stand as transformative platforms that nurture agricultural entrepreneurship and innovation. By supporting early-stage startups with holistic incubation, expert mentorship, and market access, Pusa Krishi is effectively driving progress in the agricultural sector, aligning with the broader goals of RKVY-RAFTAAR to rejuvenate Indian agriculture sustainably.

SOME GLIMPSE OF ARISE & UPJA ACTIVITIES



PUSA KRISHI GRANT-IN-AID INCUBATION PROGRAM FOR AGRI STARTUPS

For idea stage, pre-seed and seed stage startups

- 1 For students w/o legal entity: up to 4 lakhs
- 2 For entrepreneurs with legal entity: up to 25 lakhs
- 3 Other benefits: 1 month business & technical mentoring, Product validation and more

Application Last date: 30 April 2024

More details
www.pusakrishi.in
8700183709
9971670243

Apply Now

ARISE Pre-seed incubation

UPJA Seed incubation

India's Most Transformative

GRANT-IN-AID PROGRAM FOR AGRI STARTUPS

- Upto 5 Lakhs for Pre-seed startups & 4 Lakhs for students with innovative ideas
- Upto 25 Lakhs grant-in-aid for seed stage startups
- 1 Month of rigorous Business & Technical Mentoring
- Technology Validation Pilot Opportunities & more benefits!

