



BEEJ

PRE INCUBATION SERIES



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An Agri-Innovation Hub

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INTRODUCTION

PUSA Krishi, an initiative dedicated to fostering innovation in agriculture, launched the “BEEJ” online pre-incubation masterclass program to nurture young entrepreneurs in the agricultural sector. Drawing an analogy from the growth of a seed into a fruit-bearing plant, BEEJ aims to sow the seeds of entrepreneurial thinking among youth, providing them with the tools, knowledge, and support needed to cultivate innovative startup ideas.

This 10–15-day program targets aspiring agri-entrepreneurs, equipping them with essential skills to ideate, develop, and scale startups in agriculture. Alongside its core training objectives, BEEJ also serves as a boot camp to raise awareness about PUSA Krishi’s broader initiatives, such as UPJA and ARISE, while highlighting opportunities in agri-entrepreneurship, incubation, and funding.

PROGRAM STRUCTURE AND DELIVERY

The BEEJ program, a two-week initiative by Pusa Krishi, is designed to sensitize early-stage participants to agriculture entrepreneurship through a comprehensive curriculum delivered by domain experts via Zoom.

Spanning topics such as:

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|  Innovation in agriculture |  Startup finance |  Customers and competition |  Intellectual property rights |  Funding and bootstrapping |
|  Starting a startup |  Design thinking |  Sales and marketing |  Company formation & legal |  Becoming a great founder |

The program also highlights Pusa Krishi’s flagship programs, ARISE and UPJA along with expert guidance from industry leaders and scientists.

Each two-hour session features structured, expert-led PowerPoint presentations followed by an interactive Q&A, fostering an engaging learning environment. Upon successful completion, participants receive e-certificates, enhancing their professional credentials.

PROGRAM SESSIONS AND PARTICIPATION

Sessions	Session Dates	Participants
BEEJ 1	06–17 December 2021	226
BEEJ 2	12–23 September 2022	45
BEEJ 3	02–12 January 2024	72

These sessions attracted individuals from varied educational and geographical backgrounds, indicating the widespread reach and interest in agri-entrepreneurship.

MARKETING AND OUTREACH

Marketing efforts are robust at the Indian Agricultural Research Institute (IARI), New Delhi, ensuring widespread awareness among the target audience. BEEI was promoted through:

-  Social media platforms
-  Newspaper advertisements
-  University emails nationwide
-  WhatsApp groups
-  Cold and warm calls
-  Internal promotions within IARI, New Delhi



This multidimensional outreach strategy enabled BEEJ to tap into a wide demographic, especially students and early-stage innovators with a passion for agriculture and sustainability.

TRAINING METHODOLOGY

Participants are trained through a blend of theoretical insights and practical applications. Experts provide in-depth overviews of each topic using PowerPoint presentations, ensuring clarity and structure. The interactive Q&A sessions allow participants to seek clarification, share ideas, and receive personalized feedback, enhancing their understanding.

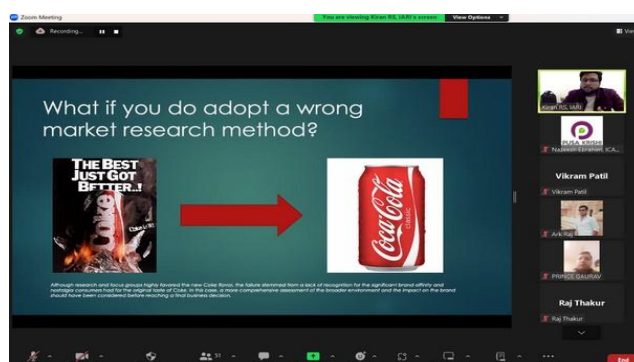
The curriculum emphasizes actionable skills—such as building a Business Model Canvas (BMC), understanding market dynamics, and navigating legal and financial frameworks—tailored to the agriculture sector. This hands-on approach encourages participants to refine their innovative ideas and develop viable startup plans, bridging the gap between concept and execution.



IMPACT OF THE PROGRAM

The BEEJ program creates a transformative impact by fostering an ecosystem of innovation and collaboration. It sparks a multitude of creative ideas, as participants engage in brainstorming and knowledge exchange during sessions. The interactive format cultivates a networking platform, connecting like-minded individuals who share a passion for agri-entrepreneurship.

By sensitizing participants to opportunities within PUSA Krishi's ecosystem, including incubation and funding, BEEJ amplifies awareness of resources available to turn ideas into reality. The program's focus on agriculture-specific challenges ensures that solutions are relevant and impactful, addressing real-world needs in the sector.



BENEFITS FOR PARTICIPANTS

 **Skill Development:** They acquire critical skills in ideation, business planning, marketing, and finance, tailored to agriculture startups.

 **Practical Knowledge:** Exposure to topics like intellectual property rights and bootstrapping equips them to navigate the entrepreneurial landscape effectively.

 **Networking Opportunities:** Interaction with peers and experts fosters valuable connections, potentially leading to collaborations or mentorship.

 **Certification:** E-certificates enhance their resumes, signaling competence and commitment to prospective investors or employers.

 **Access to Resources:** Awareness of PUSA Krishi's incubation and funding opportunities provides a pathway to scale their ventures.

 **Confidence and Inspiration:** The program instills confidence in participants, motivating them to pursue their entrepreneurial aspirations with a clear roadmap.

 **Pipeline for Incubation:** BEEJ served as a feeder for UPJA and ARISE, helping Pusa Krishi identify promising innovators for further incubation.

CONCLUSION

The BEEJ pre-incubation masterclass program stands as a vital initiative by PUSA Krishi to empower young minds in agri-entrepreneurship. Through its structured training, expert-led sessions, and interactive format, it cultivates a fertile ground for innovation, equipping participants with the tools to succeed. The program's impact extends beyond individual growth, contributing to a broader culture of entrepreneurship in agriculture. By delivering tangible benefits—ranging from skill enhancement to networking and resource access—BEEJ ensures that participants are well-prepared to transform their ideas into sustainable startups, ultimately advancing the agricultural sector.

SOME GLIMPSE OF THE PROGRAM

