



1. IARI-Pusa Krishi Received Best Incubator Award for Nurturing IP

IARI-Pusa Krishi, was honored with the “Best Incubator for Nurturing IP” award on 9th March 2026, conferred by the Ministry of Commerce and Industry, Government of India, presented by Shri Piyush Goyal, Hon’ble Minister of Commerce and Industry. This milestone reflects our role in turning intellectual property into real innovation. IARI-Pusa Krishi supports its incubated startups' innovations in IP aspect by guiding them from concept to market success, where their intellectual assets become a foundation for broader agricultural impact. This reinforces IARI-Pusa Krishi's role in transforming research into scalable agri-innovations.



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2. IARI-Pusa Krishi Successfully Hosted SAMARTH 2026 – Empowering the Incubators Workshop

IARI-Pusa Krishi successfully hosted SAMARTH 2026 – Empowering the Incubators on 19th and 20th March at the NASC Complex. The workshop brought together 31 incubators from across the country under the RKVY-RAFTAAR (Ministry of Agriculture & Farmers Welfare, GoI), creating a dynamic platform for collaboration, knowledge exchange and strengthening the agri-startup ecosystem.



The inaugural session was graced by Shri Nabin Kumar Roy, Chief General Manager, NABARD as the chief guest along with distinguished dignitaries Dr. Ch. Srinivasa Rao, Director, ICAR-IARI and Dr. C Viswanathan, Joint Director (Research), ICAR-IARI. The programme featured a thoughtfully curated set of sessions addressing both the strategic and human dimensions of incubation. These included *Demystifying Startup Equity and Valuation* by Mr. Manveen Chadha (ASSOCHAM), *Supporting Agri-Startup Ecosystems* by Ms. Srivalli Krishnan (Bill & Melinda Gates Foundation), *a Fireside Chat on The Power of Paid Pilots* by Mr. Suresh Rajagopalan (Samunnati Agri Innovation Labs Pvt Limited), *The Human Side of Innovation: Team, Leadership and Culture* by Ms. Bhakti Jhaveri Dhanak, (IIMA Ventures) and *Fostering the Essence of Incubation* by Ms. Gladis Nair (ISBA).





Following these sessions, Knowledge Partners (KPs) and Raftaar Agri Business Incubators (RABIs) shared their experiences, challenges and best practices, enabling rich peer learning and fostering cross-institutional collaboration. The workshop was further enriched by active participation from incubators and institutions across the country, making it a truly collaborative and knowledge-rich experience. Beyond the exchange of ideas, what stood out was a shared commitment to strengthening incubators as key enablers of innovation. The diversity of perspectives reinforced a clear message that collaboration is essential to unlocking the next phase of growth in India's agri-startup ecosystem.

3. Startups Showcase Innovation & Impact at Pusa Krishi Vigyan Mela 2026

The participation of 44 agri-startups incubated at IARI-Pusa Krishi emerged as a defining highlight of the Pusa Krishi Vigyan Mela 2026, underscoring its role as a powerful enabler of agri-innovation and entrepreneurship. The mela was inaugurated on 25th February 2026 by Union Agriculture Minister Shri Shivraj Singh Chouhan, who, along with senior officials from the Ministry of Agriculture & Farmers Welfare, visited the startup stalls and interacted with founders to understand their product offerings, field performance, operational challenges and future growth plans. These interactions also provided a platform to deliberate on policy support, institutional collaboration and funding pathways to strengthen startup outreach and scale. By showcasing their innovations at a prestigious national platform, the startups gained valuable exposure to a diverse audience comprising farmers, scientists, industry leaders and policymakers, enabling them to demonstrate the real-world relevance and impact of their technologies.



The mela provided startups with a unique opportunity to directly engage with end-users, gather practical feedback and build trust among the farming community.

This interaction-rich environment not only enhanced the visibility and credibility of participating startups but also accelerated the adoption of their innovations, reinforcing the mela's essence as a catalyst for bridging research, entrepreneurship and grassroots agricultural transformation.



In addition to showcasing their innovations and engaging with stakeholders during the mela, the startups further deepened their participation through two dedicated technical sessions - one on FPO-Startup Linkage and another on Agricultural Marketing and Exports. These sessions complemented the on-ground interactions by focusing on strategic collaboration and scalability. Discussions highlighted the importance of strengthening partnerships between startups and Farmer Producer Organizations (FPOs) to enhance aggregation and drive technology adoption at scale. They also explored pathways to improve market access, ensure better value realization for farmers and expand export opportunities for agricultural produce.

2. IP Management

IARI-Pusa Krishi, ZTM & BPD unit has been playing an active role in Intellectual Property Management of ICAR-IARI, New Delhi. In the last quarter, the unit filed 3 patents, 2 copyrights and 1 trademark, the details of which are provided below:

Name of the Innovation	Details	Status
Linear scanning type disease detection-based target-specific spraying robotic system	The invention discloses a linear scanning robotic system designed for precise detection of plant diseases using sensor-based or imaging technologies. It identifies affected areas in real time and enables target-specific spraying, reducing chemical usage and improving crop health. The system enhances agricultural efficiency, minimizes environmental impact and supports precision farming practices.	Patent Filed

Name of the Innovation	Details	Status
Process of extraction of high molecular weight bioactive lentinan from mushrooms	The invention relates to extracting high molecular weight bioactive triple helical glucan, a soluble β -glucan fiber, with enhanced structural stability. It preserves the functional conformation responsible for improved biological activity and health benefits. The process ensures higher purity, efficiency, and suitability for nutraceutical and biomedical applications.	Patent Filed
Compact Power Train for Multi-Speed Agriculture Operations in Small Farms	The present invention provides a hybrid power train delivering additional torque and an extended range of speeds for efficient operation. It combines sliding mesh and constant mesh transmission mechanisms within a compact housing for optimized performance. This design is particularly suited for low-speed field operations, enhancing durability, efficiency and versatility.	Patent Filed
BasmaPep	The present invention provides a specialized database of experimentally identified peptides from the Pusa Basmati rice seed proteome, obtained using LC-MS/MS technology. It offers an intuitive database for peptide search, mapping and detailed characterization to support proteomics research. This database ensures efficient user management, data security and long-term maintainability for reliable scientific analysis.	Copyright Filed
Algorithm For Enhanced 3D Human Pose Estimation with Real-Time Ergonomic Assessment and Motion Analysis	The proposed work introduces a breakthrough algorithm for 3D human pose estimation and real-time ergonomic assessment, integrating YOLO-based key point detection with transformer-driven depth estimation to deliver highly accurate 3D motion analysis and comprehensive ergonomic evaluation.	Copyright Filed
Pearly Pearl [Device Mark class # 30]	Trademark Filed	

3. Technology Commercialization

➤ Technology Commercialization

Tech commercialization plays an important role in making the technologies reach to the end users in an effective and faster way. Under the Lab to Land Initiative, from January to March 2026, 18 technologies developed by ICAR-IARI were commercialized to 13 industry partners.

S.No	Name Of Technologies	Features
1.	Biocolorant for food: Copigmented Betalins	It is a GRAS-approved natural colorant with enhanced thermo, photo and pH stability, ensuring reliable performance under diverse processing and storage conditions and compliant with EU standards.
2.	Chilli c.v. Pusa Jwala	It is India's most popular hot pepper variety, known for its high yield of 200 q/ha for green chili and 10-15 q/ha for dry chili, ideal for spicy Indian cuisine.
3.	Chrysanthemum Pusa Guldasta	It is an open-pollinated seedling developed from cv. Lalpari, known for its compact and sturdy plant structure. The plant attains a height of about 58 cm with a good spread of 50 cm and exhibits an upright growth habit with strong branches that do not droop, eliminating the need for pinching and staking.
4.	crRNA, RPA primers and a rapid, sensitive, specific and field deployable diagnostic process for chilli leaf curl virus	This diagnostic kit uses crRNA and RPA primers to rapidly and accurately detect chilli leaf curl virus (ChiLCV). It works directly on crude leaf extracts without lab setup, delivers results within one hour, and uses a lateral flow assay with a Biotin-FAM reporter for easy visualization. The kit supports early detection, disease monitoring and improved crop management.
5.	Cucumber line DC-48 (Gynoecious, 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.
6.	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.
7.	Dehydrator cum Roaster	It is a versatile solution for both roasting and dehydration in a single unit. It enables efficient post-harvest processing and value addition for a wide range of products, including grains, nuts, fruits, vegetables, herbs and spices. The system ensures uniform heat control, improved product quality and faster processing compared to conventional methods.
8.	HQPM 1 Improved	It is a high-quality protein maize hybrid, being rich in provitamin-A (7.02 ppm), lysine (4.59%) and tryptophan (0.85%). The hybrid matures in 90–111 days, depending on the zone, and is suitable for the Kharif season.

S.No	Name Of Technologies	Features
9.	HQPM 5 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.
10.	Low calorie Aonla Candy	It is a healthy alternative of the traditional aonla candies made without added sucrose, offering rich vitamins and antioxidants with an attractive natural color. It is tooth-friendly, suitable for diabetics and weight-conscious consumers and produced through a faster processing method.
11.	Millet's Waffles/Pancake Premix	It is a healthy and convenient ready-to-prepare mix made from a blend of four millets, offering a nutritious alternative to regular snacks. Rich in minerals and dietary fibre, it is both tasty and beneficial for overall health. With a shelf life of up to 4 months when stored in a cool, dry place, it is ideal for health-conscious consumers, children and youngsters.
12.	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.
13.	Onion c.v. Pusa Shobha	It is a high-yielding onion variety characterized by brown skin and white flesh, suitable for both fresh consumption and processing. It produces compact, flat globe-shaped bulbs with an average weight of 70–100 g and high total soluble solids, making it ideal for dehydration and export. The variety offers significantly higher productivity (about 250 q/ha) and performs well under rabi season conditions.
14.	PUSA i-Therm Processor	It is an advanced and energy-efficient solution designed for post-harvest processing and value addition through dehydration. It is suitable for a wide range of materials, including fruits, vegetables, herbs, spices, leaves, flowers and other granular products, ensuring superior product quality compared with conventional sun, solar, or hot-air drying methods.
15.	Pusa MeFly Kit	It is an efficient and innovative solution designed to attract and eliminate male fruit flies of the Bactrocera species using parapheromone impregnation, providing season-long protection. It enables fast and accurate detection of fruit fly infestations, helping prevent major crop damage at an early stage. The kit is user-friendly and can be easily deployed in the field without requiring specialized training.

S.No	Name Of Technologies	Features
16.	PUSA Rotary Roaster processor	It is a compact and efficient solution designed for post-harvest processing and value addition through roasting of granular materials. It is suitable for quick and uniform processing of nuts, grains and grits, ensuring precise heat control and faster operation. With a compact size (0.7 × 1.25 × 2 m), the unit offers a processing capacity of up to 10 kg per hour and requires a maximum power of 4 kW.
17.	Speedyseed Viability Kit	It is an innovative and rapid colorimetric testing solution designed to assess seed viability within just 4–8 hours, based on the principle of seed respiration by detecting CO ₂ levels. Unlike traditional germination tests that take several days, this kit provides quick and reliable results, enabling farmers and seed companies to make timely decisions regarding sowing and marketing.
18.	Tomato c.v. Pusa Hybrid 2	It is a determinate, high-yielding tomato hybrid variety that produces round, medium-sized fruits with firm texture and uniform ripening, making it suitable for both fresh consumption and long-distance transportation. The fruits have a thick pericarp, which contributes to better shelf life and reduced post-harvest losses. The hybrid exhibits an average yield potential of around 550 Q/Ha under recommended cultivation practices.

➤ Conducted Winter Vegetable Field Day, Showcasing Advanced Winter Vegetable Varieties

IARI-Pusa Krishi in collaboration with the Division of Vegetable Science, ICAR-IARI organized Winter Vegetable Field Day on 17th February 2026 at the Unit of Vegetable Research and Demonstration (UVRD). The event aimed to showcase the promising vegetable varieties and improved production technologies, while promoting interaction among scientists, farmers, industry representatives and other stakeholders.



Over 50 participants, including representatives from seed companies, progressive farmers and scientists attended the programme. During the field visit, several improved winter vegetable varieties were on display. Carrot varieties such as Pusa Rudhira and Pusa Yamdagni; cabbage varieties Pusa Hybrid-1 and Pusa Red Cabbage Hybrid-1; cauliflower varieties Pusa Snowball K-1 and Pusa Snowball K-25; along with tomato variety Pusa Shakti and cherry tomato Pusa Red Cherry Tomato-3 attracted considerable interest among participants for their performance, quality traits and adaptability. Participants actively interacted with scientists, engaging in insightful discussions on varietal performance, improved production technologies, and seed availability.



The Field Day served as a dynamic platform for meaningful knowledge exchange and stakeholder engagement, strengthening linkages between researchers, farmers and industry. It reaffirmed the institute's commitment to advancing vegetable research while ensuring the seamless translation of scientific innovations into practical, field-level solutions.

➤ ITMC

The Institute Technology Management Committee (ITMC) meetings are organized to evaluate research outcomes, manage intellectual property portfolios, identify inventions that require protection under intellectual property rights (IPR) and set terms and conditions for the commercialization of new technologies developed by ICAR-IARI. In the last quarter, one ITMC meeting was held on 6th February 2026 at the conference hall of ZTM & BPD unit during which 22 technologies were approved for IP protection and 25 technologies were approved for commercialization.



6. INCUBATION ACTIVITIES

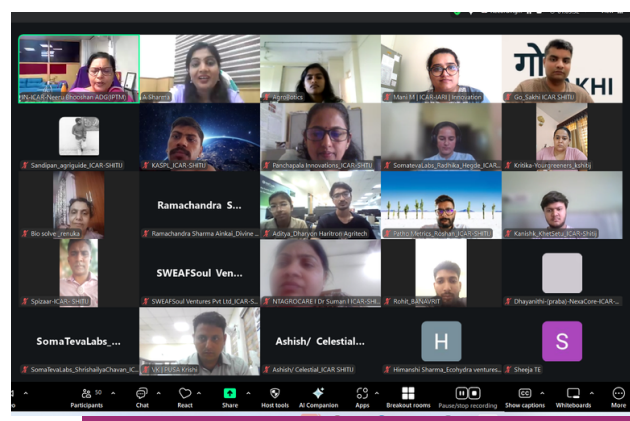
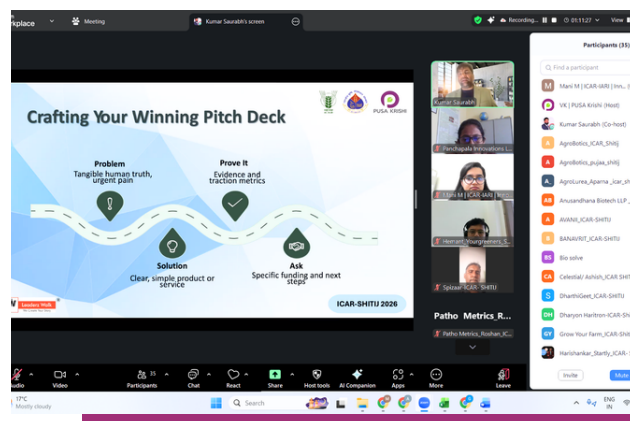
➤ Launched ICAR-SHITIJ 2026: Startup Incubation Programme

The ICAR-SHITIJ Startup Incubation Programme was launched on 5th January 2026 as a one-month online entrepreneurship mentoring initiative, with the Indian Agricultural Research Institute (ICAR-IARI), New Delhi serving as the central hub.

The programme was supported by six premier ICAR institutes acting as spokes: ICAR-Indian Institute of Horticultural Research (IIHR), Bengaluru; ICAR-Indian Institute of Spices Research (IISR), Calicut; ICAR-Indian Institute of Oilseeds Research (IIOR), Hyderabad; ICAR-National Centre for Integrated Pest Management (NCIPM), New Delhi; and ICAR-National Bureau of Agricultural Insect Resources (NBAIR), Bengaluru, providing expertise and mentorship to nurture innovative agri-entrepreneurship.

A series of bootcamps were held across academic institutions to raise awareness about agri-entrepreneurship and opportunities within the ICAR incubation ecosystem. Designed for students, researchers and early-stage innovators, the sessions focused on identifying innovations, aligning solutions to problems and converting research ideas into viable startups, while introducing the ICAR-SHITIJ programme, mentoring support and practical insights on commercialization and market linkages.

The programme received 233 applications from across the country, out of which 46 were shortlisted for the one-month entrepreneurship mentoring programme held from 9th February to 6th March 2026. Supported by the National Agricultural Innovation Fund (NAIF), the initiative focused on Plant Health and Precision Agriculture. Participants were provided structured mentorship from ICAR scientists and startup experts and need-based access to ICAR-IARI infrastructure. The programme also facilitated funding opportunities and pilot support for promising innovations, particularly from student teams and early-stage agri-startups working in biotechnology, life sciences, molecular diagnostics, bio-inputs and precision technologies. The programme concluded with a valedictory session on 6th March 2026.

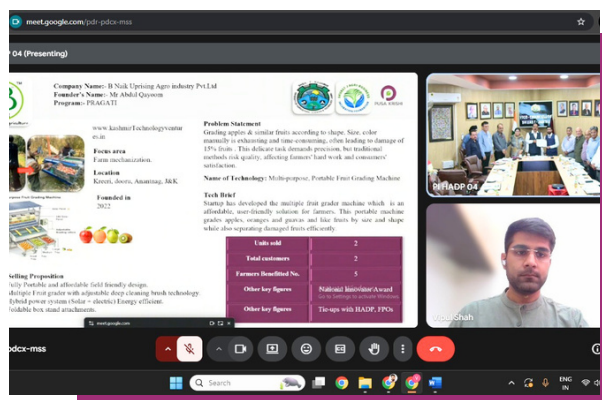


➤ Startup Assessment Panel Meetings (SIC & RIC)

IARI-Pusa Krishi conducted the Selection-cum-Investment Committee (SIC) meetings for the agri startups of JNKVV, Jabalpur on 20th January 2026, CSK- Palampur, SKUAST- J&K and PAU- Ludhiana on 9th, 10th and 11th February 2026 in their respective incubation centres while the SIC meeting for startups of IVRI, Bareilly was held on 24th March 2026 at IARI-Pusa Krishi, IARI, New Delhi. During these meetings, agri-tech startups were evaluated by the committee members for final funding.



As a Knowledge Partner, IARI-Pusa Krishi actively participated in the RAFTAAR Incubation Committee (RIC) meetings of IVRI, Bareilly, SKUAST-Jammu, IGKV Raipur and IIM Kashipur on 17th March, 25th March and 27th March 2026 respectively.



7. 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.

➤ Entrepreneurship Development through Protected Horticulture Technologies

IARI-Pusa Krishi, in collaboration with the Centre for Protected Cultivation Technology (CPCT), successfully organized a six-days training programme titled “*Entrepreneurship Development through Protected Horticulture Technologies*” from 2nd to 7th February 2026. The programme equipped participants with the knowledge and practical skills required to establish and manage protected horticulture enterprises on a commercial scale. It provided comprehensive hands-on exposure to protected cultivation technologies, efficient crop and resource management practices and post-harvest handling of high-value horticultural crops.



➤ Start-Up Hydroponics: A Beginner's Guide for Agripreneurs

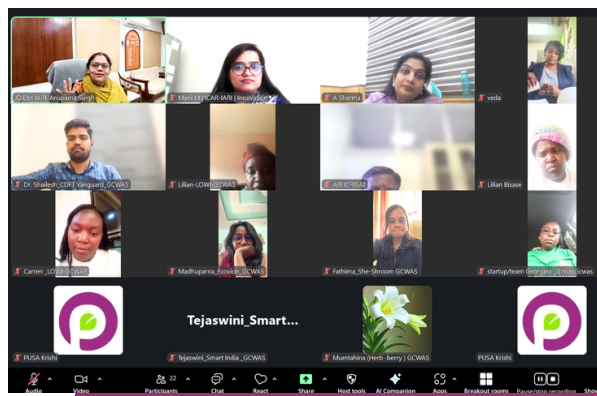
IARI-Pusa Krishi, in association with the Division of Plant Physiology, ICAR–IARI, organized a training program titled ‘Start-Up Hydroponics: A Beginner's Guide for Agripreneurs’ from 16th to 20th February 2026. The programme aimed at equipping aspiring agripreneurs, students and professionals with foundational knowledge and practical skills in hydroponic cultivation. The training programme introduced participants to the principles and concepts of hydroponics, various hydroponic systems and their suitability for different crops. It also focused on developing hands-on skills for establishing and managing a basic hydroponic unit. Through demonstrations and interactive sessions, trainees gained practical exposure to hydroponic techniques.



8. Other Activities

➤ Idea Ingenious Innovation Contest under GCWAS

The Ingenious Idea Innovation Contest, organized by IARI- Pusa Krishi under GCWAS 2026, was a multi-stage international initiative to identify, mentor and showcase promising innovations in the agri-food sector. It attracted diverse student-led teams from across geographies. Shortlisted participants underwent a 5-days online mentoring programme (9th to 13th February 2026) to refine their ideas, followed by a final jury evaluation on 19 February assessing novelty, feasibility and scalability. Top teams were recognized at GCWAS 2026, where the top three presented to a global audience and received the Ingenious Innovation Idea Trophies. The initiative effectively nurtured early-stage innovators and strengthened the pipeline of future agri-startups.



9. Visits

➤ Learning Agri-Startup Ecosystem

As part of the Delhi Government's New Era of Entrepreneurial Ecosystem & Vision (NEEEV) initiative, students from various government schools visited IARI-Pusa Krishi during January - February 2026 for an immersive learning experience focused on agricultural research, innovation and entrepreneurship. In addition, students from K. K. Wagh College of Agricultural Business Management also visited the incubation centre as part of their academic exposure. During these visits, Dr. Ashish Gautam, Incubation Manager introduced the students to various programmes and initiatives supporting agri-startups and innovation. He also conducted guided tours of the incubation centre, providing insights into research activities, startup incubation processes and technology commercialization. The interactions served to spark curiosity, encourage innovative thinking and inspire students to explore future opportunities in agriculture and allied sectors.



10. STARTUP NEWS & AWARDS

This section highlights the remarkable achievements and recognitions earned by our agri-startups, reflecting their innovation, resilience and growing impact in the agricultural sector.

- **SoilSens**, founded by Ms. Rajul Patkar, was featured on *Shark Tank India* (Season 5, Episode 45), where the company secured an investment of ₹50 lakhs in exchange for 6.67% equity from investors Namita Thapar and Vineeta Singh.



- Ms. Saloni Godbole Tewari, Founder of **Occamy BioScience Pvt. Ltd.**, received the *Dairy Titan Award / Youth Achiever Award* from the Trade Promotion Council of India at the International Dairy Processing Conference in Delhi.



- Minushri Madhumita, Co-founder of **ThinkRaw Innovative Solutions Pvt. Ltd.**, received the *Clean Energy Pioneer Award* at UnPollute, an initiative by STEP, in recognition of her contributions to sustainable innovation. The award was received on her behalf by Ms. Madhu, representing the team.



- **Vanproz Agrovet**, CEO and Founder, Prabuddh Mishra, along with Co-founder Vandana Mishra, received the *Best Startup Award* in the Rural/Agriculture category at the MP Startup Summit 2026. The award was presented by the Honourable Chief Minister of Madhya Pradesh.



- **Organogenik Biotech Private Limited's** founder, Dr. Shamini SenthilKumar, was honored with the *Woman of Chennai Award* ahead of Women's Day, recognizing her contributions as a changemaker across sectors. The award was presented by Daily Thanthi in collaboration with SRM Institute of Science and Technology (SRMIST) and MIOT International.



- **Bwise – Friends of Bees**, led by Founder and Director Mr. Srujan Kotum of **The Redmountain Soil Group**, was recognized among the *Top Agriculture Leaders of India* for developing indigenous, modern beekeeping technology solutions.



- **Verdant Impact**, an AI-driven startup in bovine genetics has raised \$3 million in a seed funding round led by Unicorn India Ventures. It will use the capital for team expansion and further market penetration



11. Inside IARI-PUSA Krishi

➤ Festive Spirit: Holi at IARI-Pusa Krishi

IARI-Pusa Krishi team celebrated Holi with great enthusiasm and vibrant energy on 3rd March 2026. Colleagues came together to enjoy the festival of colours, filling the atmosphere with joy and laughter. The team played with colours, relished festive snacks and shared cheerful moments with one another. The celebration strengthened team spirit and created many happy memories for everyone involved.



From the Editor's Desk



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

The first quarter of 2026 has been a period of remarkable momentum and meaningful progress for IARI-Pusa Krishi. With a strong focus on strengthening India's agri-innovation ecosystem, the unit has continued to strengthen collaboration, drive technology commercialization and support the growth of agri-startups across the country.

A major highlight of the quarter was the successful hosting of SAMARTH 2026 - Empowering the Incubators. This national-level workshop brought together 31 incubators under the RKVY-RAFTAAR initiative, creating a vibrant platform for knowledge exchange, peer learning and ecosystem strengthening. Further strengthening its engagement with stakeholders, IARI-Pusa Krishi showcased the innovations of 44 incubated startups at the Pusa Krishi Vigyan Mela 2026. The event witnessed active participation from policymakers, scientists and farmers, providing startups with valuable exposure and

opportunities for collaboration, market access and policy support. Adding to its achievements, IARI-Pusa Krishi was conferred the *National Intellectual Property Award 2025* under the category "*Best Incubator for Nurturing IP.*" This recognition underscores the unit's continued commitment to promoting innovation, protecting intellectual property and nurturing cutting-edge agri-technologies.

Incubation and capacity-building remained central to IARI-Pusa Krishi's activities. The launch of the ICAR-SHITIJ Startup Incubation Programme, in collaboration with leading ICAR institutes, provided structured mentorship and support to early-stage innovators across the country. Additionally, specialized Agripreneurship Development Programs on protected cultivation and hydroponics equipped participants with practical skills and entrepreneurial insights, fostering the next generation of agri-leaders. The institute also continued to play a vital role in evaluating and supporting startups through SIC and RIC meetings, while educational visits under initiatives like NEEEV helped inspire students to explore opportunities in agricultural innovation and entrepreneurship.

The success of IARI-Pusa Krishi is reflected not only in its institutional milestones but also in the achievements of its incubated startups. This quarter saw several founders receive prestigious awards, secure funding and gain national recognition, further validating the strength and impact of the incubation ecosystem.



IARI-PUSA Krishi, ZTM & BPD Unit,
ICAR-Indian Agricultural Research Institute, New Delhi-110012
Email: connect@pusakrishi.in
www.pusakrishi.in



 @PusaKrishi

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 pusa.krishi