

**'Pusa Krishi AgrilInno Connect' Held on December 15 at B P Pal Auditorium**

Pusa Krishi, ZTM-BPD unit of IARI organized 'Pusa Krishi AgrilInno Connect' on Friday, 15th December 2023 at B P Pal Auditorium, Pusa Campus, New Delhi. The occasion was graced by Shri. Ashish Kumar Srivastava, Joint Secretary -RKVY, Ministry of Agriculture & Farmers' Welfare, Govt of India as the Chief Guest along with Dr. A K Singh, Director, ICAR-IARI; Dr. Anupama Singh, Joint Director (Education) & Dean, ICAR-IARI, and Dr. Akriti Sharma, CEO Pusa Krishi.



The programme was inaugurated by lighting the lamp by the chief guest and IARI dignitaries, followed by welcome address and brief about 'Pusa Krishi AgrilInno Connect' by Dr. Akriti Sharma. Through a presentation, Dr. Akriti explained the participants about Pusa Krishi's UPJA & ARISE incubation programs and how they nurture agri innovations. Chief guest, Shri Ashish Kumar Srivastava congratulated Pusa Krishi team for organizing such an important event for agri startups and IARI scientists. He then highlighted the importance of agriculture in India's economy and Rashtriya Krishi Vikas Yojana (RKVY) - Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RAFTAAR), a flagship scheme of Ministry of Agriculture & Farmers' Welfare to ignite Agripreneurship and transform agriculture. He said that it is important to nurture young agripreneurs with innovative ideas, generate employment, create robust business incubation ecosystem, enhance farm income, and bridge gap between technology and farmers.



Dr. AK Singh, Director, IARI, New Delhi spoke about the current agricultural scenario in India adding that the agri exports reached USD 50 billion in the last financial year and is expected to grow further. Dr. Singh said that carbon credit is the new market for the startups to explore that will ultimately benefit our farmers in the long run. He also said that it is time that we must focus on the 'startup culture in agriculture' - encourage and support these young & innovative minds for the holistic development of the entire country.

Dr. Anupama Singh, Dean and JD (Edu.), IARI, underlined the role of institutions in fostering innovation and entrepreneurship in agriculture. She said IARI believes that by empowering the next generation with knowledge and skills, we contribute to the evolution of the agricultural sector.

The event provided a big platform for the agri startups to directly connect with the IARI scientific fraternity, showcase their innovative products, and highlight their current progress through presentations. In addition, a Memorandum of Agreement (MoA) was also signed between Pusa Krishi, ZTM-BPD Unit, IARI, and 31 startups that have been selected to receive grant-in-aid support under RKVY-RAFTAAR, Pusa Krishi cohort 2023-24.