

Registrations for 'UPJA and ARISE -2024-25' to Start on April 1

INDIA'S MOST TRANSFORMATIVE
INCUBATION PROGRAM
for idea stage, pre-seed & seed stage agri-startups

UPJA
U P J A
Upto **25 Lakhs** grant-in-aid
for seed stage startups

ARISE
Upto **5 lakhs** for Pre-seed &
4 lakhs for students with
innovative ideas

1 Month of rigorous
Business & Technical Mentoring
Technology Validation,
Pilot Opportunities & more benefits!

Applications Deadline
30 April 2024
www.pusakrishi.in

Pusa Krishi, IARI will launch its incubation programs - 'UPJA (Seed) and ARISE (Pre-seed) -2024-25' under RKVY-RAFTAAR Project on April 1st, 2024.

UPJA & ARISE are designed to empower budding entrepreneurs in the field of agriculture and allied sectors by providing them with essential resources, mentorship, and guidance to transform their ideas into successful ventures.

About UPJA

UPJA is an agribusiness incubation program aimed at fostering innovation and entrepreneurship in India's agri-startup ecosystem. The program targets agri-startups beyond the prototype phase, with established products in the market. *It provides technology validation, mentoring & guidance, pilot opportunities, go-*

to market support, and industry linkage to startups with innovative solutions at MVP (Minimum Viable Product) stage. Under the program, a startup can receive funding up to Rs. 25 lakhs.

About ARISE

ARISE is a uniquely designed incubation program for early-stage agri- startups that provides a platform for budding entrepreneurs with innovative ideas by imparting necessary entrepreneurial skills through mentoring and industry exposure. *The program provides access to business & technology validation, strong mentoring & advisory, market linkages & connections with a view to create impactful solutions in the agriculture ecosystem. Under the program, a startup can get funding up to Rs. 5 lakhs.*

It is important to note that this year, we have extended our support to entrepreneurship-driven students, offering selected candidates Rs. 4,00,000 to develop their products.

Who can apply?

Indian startups existing at the MVP (Minimum Viable Product) stage/ those existing at the idea stage, and students without a registered startup but with an idea can apply for these programs. The registrations will start from April 1, 2024 and closes on April 30, 2024.

Click to apply – <https://pusakrishi.accubate.app/ext/form/1980/1/apply>

For more details visit our official website – <https://pusakrishi.in>

OR

Contact us at – 8700183709, 9910605121