

Agri Startups Take Centre Stage at Pusa Krishi Vigyan Mela 2026

As many as 44 agri-startups incubated at Pusa Krishi ICAR-Indian Agricultural Research Institute (ICAR-IARI), showcased their innovations at the Pusa Krishi Vigyan Mela 2026, receiving appreciation from policymakers, scientists and farmers.

The mela was inaugurated on February 25 by Union Agriculture Minister Shivraj Singh Chouhan. Accompanied by Dr. M. L. Jat, Director General, Indian Council of Agricultural Research (ICAR) and Secretary, DARE; Shri Devesh Chaturvedi, Secretary, Department of Agriculture and Farmers' Welfare; Dr D. K. Yadava, Deputy Director General (Crop Science) ICAR; Dr. Ch. Srinivasa Rao, Director, ICAR-IARI and other dignitaries, the Minister visited exhibition stalls and reviewed improved crop varieties, farm technologies and farmer-focused solutions on display.



At the startup stalls, the Minister interacted with agri-entrepreneurs to understand the on-ground impact of their work. The 44 startups represented diverse focus areas, including farm mechanization, post-harvest management, food processing and value addition, waste management, agricultural inputs, biotechnology and other allied domains, reflecting the wide range of solutions being developed to address emerging challenges in agriculture.

He encouraged the entrepreneurs to expand their outreach so that small and marginal farmers across the country can benefit from these technologies, noting that innovation plays an important role in improving productivity, sustainability and farm incomes.



On the second day, startups participated in two separate technical sessions - one on FPO–Startup Linkage and another on Agricultural Marketing and Exports. The discussions focused on strengthening collaboration between startups and Farmer Producer Organizations (FPOs) to improve aggregation and

technology adoption, while also exploring strategies to enhance market access, value realization and export opportunities for agricultural produce.



Senior officials from the Ministry of Agriculture and Farmers Welfare also visited each stall, interacting with founders to understand product advantages, field performance, operational constraints and future plans, while exploring policy support, institutional collaboration and funding avenues to widen outreach.

The mela concluded with positive feedback from participating startups, who reported meaningful interactions, new partnerships and encouraging prospects for expanding agricultural innovations nationwide.