

Pusa Krishi, ICAR-IARI Launches UPJA & ARISE 2026, Grant-in-Aid Programs for Agri Startups

UPJA ARISE

India's Most Transformative Grant-in-Aid Program for Agri Startups

PUSA KRISHI INCUBATION PROGRAM

Startup with innovative product ₹ 25 L

Startup with innovative idea/prototype ₹ 5 L

Student with innovative idea/prototype ₹ 4 L

1 Month of rigorous Business & Technical Mentoring

Technology Validation, Pilot Opportunities and more benefits!

FOR MORE INFO

<https://pusakrishi.in>

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REGISTER NOW

Application Deadline: 17TH MAY 2026

* Terms & conditions apply

On Friday, April 17, 2026, Pusa Krishi, ICAR-IARI, launched its Grant-in-Aid Programs - **UPJA (Seed) and ARISE (Pre-seed)** for the year 2026–27 under the RKVY-RAFTAAR initiative, Ministry of Agriculture & Farmers Welfare. These programs are designed to nurture innovation in agriculture and allied sectors by equipping aspiring agripreneurs with the resources, guidance and ecosystem needed to build scalable ventures.

UPJA

UPJA is a focused agribusiness incubation program aimed at strengthening India's agri-startup ecosystem. It supports startups that have progressed beyond the prototype stage and have products ready for market deployment. The program offers technology validation, mentoring, pilot opportunities, go-to-market support and industry linkages to help startups scale effectively. Startups can avail **funding support of up to ₹25 lakhs** under this program.

ARISE

ARISE is a pre-seed incubation program crafted for budding agripreneurs at the idea or early stage. It provides a strong foundation through mentorship, industry exposure, business and technology validation and expert advisory support. The program aims to nurture ideas into impactful and viable agri-solutions. Selected startups can receive **funding support of up to ₹5 lakhs**.

Student Orientation Program

Students with entrepreneurial aspirations can get **up to ₹4 lakhs in funding**, along with mentorship and exposure to develop and validate their ideas.

Eligibility

Applicants must:

- Be an Indian citizen
- Have an idea or innovation
- Program specific conditions are given on our official website - **pusakrishi.in**

Registration Link: <https://pusakrishi.accubate.app/ext/form/23446/1/apply>

Important Dates

- Registration starts on 17th April 2026
- Closes on 17th May 2026

For more details, contact - 9873561100, 8700183709