

Pusa Krishi Launches 'UPJA and ARISE -2025-26' Incubation Programs

ARISE
Pre-seed Incubation

UPJA
Seed Incubation

India's Most Transformative

GRANT-IN-AID PROGRAM FOR AGRI STARTUPS

- Upto **5 Lakhs** for Pre-seed startups & **4 Lakhs** for students with innovative ideas
- Upto **25 Lakhs** grant-in-aid for seed stage startups
- 1 Month of rigorous Business & Technical Mentoring
- Technology Validation Pilot Opportunities & more benefits!

Pusa Krishi, IARI has launched its incubation programs - 'UPJA (Seed) and ARISE (Pre-seed) -2025-26' under the RKVY-RAFTAAR Project (Ministry of Agriculture & Farmers Welfare) on 1st April, 2025. Both the programs are designed to empower aspiring entrepreneurs in agriculture and allied sectors by providing them with essential resources, mentorship and guidance to turn their ideas into successful ventures.

About UPJA

UPJA is an agribusiness incubation program focused on fostering innovation and entrepreneurship in India's agri-startup ecosystem. This program targets agri-startups that have moved beyond the prototype phase, with established products already in the market. It offers technology validation, mentoring, pilot opportunities, go-to-market support and industry connections to startups with innovative solutions at the MVP (Minimum Viable Product) stage. Startups can receive funding of up to **Rs. 25 lakhs** under the program.

About ARISE

ARISE is a specially designed incubation program for early-stage agri-startups that provides a platform for budding entrepreneurs with innovative ideas. It offers crucial entrepreneurial skills through mentoring, industry exposure, business and technology validation, and strong advisory services. The program is aimed at creating impactful solutions within the agriculture ecosystem. Startups can receive funding of up to **Rs. 5 lakhs** under ARISE.

Financial Support for Students

Students with entrepreneurial aspirations can also receive funding of up to **Rs. 4 lakhs** 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. Registration starts on 1st April 2025, and ends on 30th April 2025.

Click to apply: <https://pusakrishi.accubate.app/ext/form/3395/1/apply>

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

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