

Pusa Krishi, ICAR-IARI Organize ‘Startup-Farmer Connect’: Empowering Farmers, Inspiring Innovation



Pusa Krishi, ICAR- IARI, organized a ‘Startup-Farmer Connect’ event on 7 November 2025 at Majra Village, Jhajjar, Haryana, bringing together agricultural innovators and farmers on a common platform to exchange ideas, experiences and technological insights.

The event saw active participation of more than 75 farmers from the village, who engaged in an interactive session with startups from the UPJA and ARISE 2025-26 cohort. These startups showcased a wide range of cutting-edge solutions spanning precision farming tools, post-harvest technologies, food processing and value addition, supply chain innovations and agricultural logistics. The demonstrations and discussions focused on improving farm productivity, operational efficiency and long-term sustainability.



The platform fostered two-way learning, where startups gained practical insights into field-level challenges, while farmers explored innovative technologies that could be adapted to local conditions. Such interactions aim to strengthen the innovation-to-field pipeline, ensuring that research-driven technologies reach farmers effectively.



Dr. J.P.S. Dabas, former Head, Extension Division, ICAR-IARI, graced the occasion as the Chief Guest. In his address, he highlighted the importance of collaboration between research institutions, startups and farmers to accelerate agricultural transformation and promote entrepreneurship-led growth in the sector.

Earlier, on November 6, 2025, Pusa Krishi signed MoUs with 44 startups selected under SEED and PRE-SEED funding through the UPJA and ARISE incubation programs at its New Delhi office. These startups will receive financial support, mentorship and access to ICAR-IARI's vast research ecosystem to scale their innovations.

The event reaffirmed Pusa Krishi's commitment to empowering farmers and fostering a vibrant agri-startup ecosystem for a more productive and sustainable future.