

Registrations for 'SHITIJ' Incubation Program Begins



The banner features the SHITIJ logo on the left, followed by the logos of IARI, ICAR, and PUSA KRISHI. The central text reads 'SHITIJ 2024' in large bold letters, with 'Nurturing Agri Innovations' below it. A central illustration depicts a rocket launching from a base, with a person standing on the base and another person standing on a higher platform. Surrounding this illustration are several icons and text labels: 'Access to infrastructure & Facilities' (top left), 'Pilot Opportunities & Market Linkages' (top right), '15-days Business & Technical Mentoring' (middle left), 'Industry Connect' (middle right), '1-Year Incubation Program' (bottom left), and 'Facilitation for Grants & Funding' (bottom right). At the bottom of the banner, there is a 'Register Now' button with a right-pointing arrow, a QR code, and the text 'Application Last date - 04 August 2024'. Below the banner, there is a dark blue bar with the text 'More details:' followed by a globe icon, the URL 'https://pusakrishi.in', a phone icon, and the number '011-25843542'.

The registrations for 'SHITIJ 2024', an incubation program, hosted by PUSA Krishi, ZTM & BPD Unit, ICAR-IARI, New Delhi, are open from 15th July to 04th August 2024.

'SHITIJ' is an exceptional year-long incubation program designed to nurture and support early-stage startups in the field of agriculture and innovation. As one of the leading institutions in agriculture research and development, PUSA Krishi offers a unique platform for startups to grow, connect and thrive.

What SHITIJ Offers?

Participants will get the following benefits:

- **Monthly Mentoring Sessions:** Regular mentoring sessions with industry experts.
- **Technical Expertise:** Engage in one-on-one technical sessions with IARI scientists.
- **Business Insights:** Access personalized business guidance through one-on-one sessions with Business Experts.
- **IP Support:** Get expert advice on intellectual property matters.
- **Investor & Industry Connections:** Connect with potential investors and industry contacts.
- **Pilot Opportunities:** Explore pilot projects and market linkages.
- **Access to Facilities:** Utilize IARI's state-of-the-art infrastructures and laboratory facilities.

- **Grants & Funding:** Receive support in securing grants and funding based on your progress and innovation.
- **Validation Assistance:** Validate your solutions with the backing of Pusa Krishi's expertise.

Program Structure:

Phase 1 (15-Days): Technical + Business Mentorship

The selected participants become a part of our cohort for 15-day extensive training and mentoring with experts from various domains. The aim of this engagement is to build the capacity, expand technical & business understanding and foster collaborations between the participating startups.

Phase 2 (One Year): Learning + Technical Session

After the training & mentoring program, the startups are incubated at Pusa Krishi, ICAR-IARI for a year wherein their progress is continuously assessed and supported. The incubation period can be further extended upon excellent performance during this phase.

Application link - <https://pusakrishi.accubate.app/ext/form/2406/1/apply>