

Registrations Open for 'SHITIJ 2025-26' Incubation Program



The banner features the SHITIJ logo on the left, which consists of a stylized 'S' with a green leaf and the text 'SHITIJ' below it. To the right of the logo is the text 'SHITIJ 2025' in large, bold, purple letters, followed by 'Nurturing Agri Innovations' in smaller black text. Below this is a 'Register Now' button with a play icon and a QR code. On the right side of the banner is a large circular graphic with a purple background. Inside the circle, there is a rocket launching from a base, with two people standing on the base. Surrounding the rocket are various icons and text labels: 'Access to Infrastructure & Facilities' (top), 'Pilot Opportunities & Market Linkages' (top right), 'Industry Connect' (middle right), 'Facilitation for Grants & Funding' (bottom right), '15-days Business & Technical Mentoring' (middle left), and '1-Year Incubation Program' (bottom left). Above the circular graphic are three logos: ICAR, IARI, and PUSA KRISHI. At the bottom of the banner is a black bar with the text 'APPLICATION LAST DATE - 15 SEPTEMBER 2025' in white.

Registrations are now open for 'SHITIJ 2025-26', Pusa Krishi, ICAR-IARI's flagship incubation program. This year-long initiative is specially designed to support early-stage startups in agriculture and allied sectors, providing them a dynamic platform to grow, network and scale.

What Does SHITIJ Offer?

Participants selected for SHITIJ will get the following benefits:

- **Monthly Mentoring Sessions:** Regular sessions with industry experts for strategic guidance.
- **Technical Expertise:** One-on-one technical interactions with IARI scientists.
- **Business Insights:** Personalized sessions with business experts for tailored business support.
- **IP Support:** Guidance on intellectual property and patent-related matters.
- **Investor & Industry Connections:** Access to a valuable network of investors and industry leaders.
- **Pilot Opportunities:** Engage in pilot projects and explore market linkages.
- **Access to Facilities:** Use IARI's advanced infrastructure and laboratory facilities.
- **Grants & Funding:** Assistance in obtaining grants and funding based on performance and innovation potential.
- **Validation Support:** Get solutions validated with the support of Pusa Krishi's technical resources.

Program Structure:

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

Startups undergo a 15-day rigorous capacity-building program involving technical and business mentoring by domain experts. This phase is aimed at enhancing technical acumen and fostering collaboration between the participating startups.

Phase 2 (One Year): Learning + Technical Session

Post the training, startups enter a year-long incubation phase at Pusa Krishi, where their progress is closely monitored and supported.

For aspiring agripreneurs, SHITIJ offers a transformative journey backed by one of India's premier agricultural research institutions. Don't miss this opportunity to elevate your startup to the next level.

Apply Now: <https://pusakrishi.accubate.app/ext/form/8642/1/apply>

For more details, please contact us at 011-25843542 or send an email to connect@pusakrishi.in