



**ARISE 2022**  
Moving from Idea to Action

---

**Overview:**

Great ideas can emerge from anywhere. And for a great idea to create impact — it must be implemented with the same passion as it was conceived. ARISE intends to nurture & scale early-stage ideas & startups into sustainable businesses. The program provides access to business & technology validation, strong mentoring & advisory, market linkages & connections with a view to create impactful solutions in the agriculture ecosystem.

**Benefits:**

1. Upto INR 5,00,000 Grant-in-Aid
2. Technology Validation & Backstopping
3. Pilot Opportunities & Institutional Network
4. Business Mentoring from Industry Leaders
5. Access to Cutting-Edge Infrastructure
6. Market Linkages & Investor's Connect

**Focus Areas:**

1. Mechanization of Farming & Allied Activities
2. Precision Agriculture including applications of sensors, WSN, ICT, Artificial Intelligence, IoT & drone
3. Supply Chain & Agriculture Logistics
4. Post-Harvest, Food Technology & Value addition
5. Waste to Wealth & Green Energy in Agriculture
6. Agriculture Allied Sectors (Animal Husbandry & Dairying, Fisheries, Sericulture, Forestry, etc.)
7. Agri Fintech
8. Agricultural Inputs & Biotechnology
9. Natural Resource Management
10. Agriculture Extension & Education

**Important Dates:**

9 May 2022: Registrations Open  
22 May 2022: Application Deadline  
28 May 2022: Preliminary Result  
10 June 2022: Cohort Announcement  
TBA: 2-Month Online Mentoring Program Starts

**Program Journey:**

**Phase 1: 2-Month Online Mentoring Program**

Once selected, our startups & innovators receive transformational support. The selected individuals & groups participate in mentoring & coaching with our technical experts, business & thought leaders. They also get access to our powerful network of startups & founders. This is one of the strongest networks of changemakers who are transforming agriculture & allied sectors.

The participants' prototype is passed through multiple technical validations, business assessments, IP and other checks to create a feasible, viable, and scalable product ready for the market. Finally, the



participants get to pitch their product to our panel of experts and the selected startups have the opportunity to get incubation with a Grant-in-Aid of upto INR 25,00,000.

**Phase 2: 1-Year Incubation Program**

The selected startups receive mentoring and grant-in-aid of upto INR 25,00,000 (in milestone based 3-tranches) to commercially launch their product. They are mentored to run & sustain their business, grow their market linkages & connections, and develop a plan for scaling up. The start-ups also get field trials and pilot opportunities alongside.

In the program, our startups develop a better product & business acumen, their professional network grows in quantity as well as quality, and they have more options of raising money.

For more details, please visit [pusakrishi.in/arise/](https://pusakrishi.in/arise/)