



Agri-Startup Stakeholders Connect "Fostering Collaboration and Partnerships"

In Collaboration with



**Punjab Agricultural University (PAU),
Ludhiana, Punjab
18th August, 2026**



MANAGE-Centre for Innovation and Agripreneurship
National Institute of Agricultural Extension Management (MANAGE)
Hyderabad
<https://www.manage.gov.in/managecia/>



MANAGE

The National Institute of Agricultural Extension Management (MANAGE), an autonomous organisation under the Ministry of Agriculture and Farmers Welfare, Government of India is an apex body for Agricultural Extension Management in India.

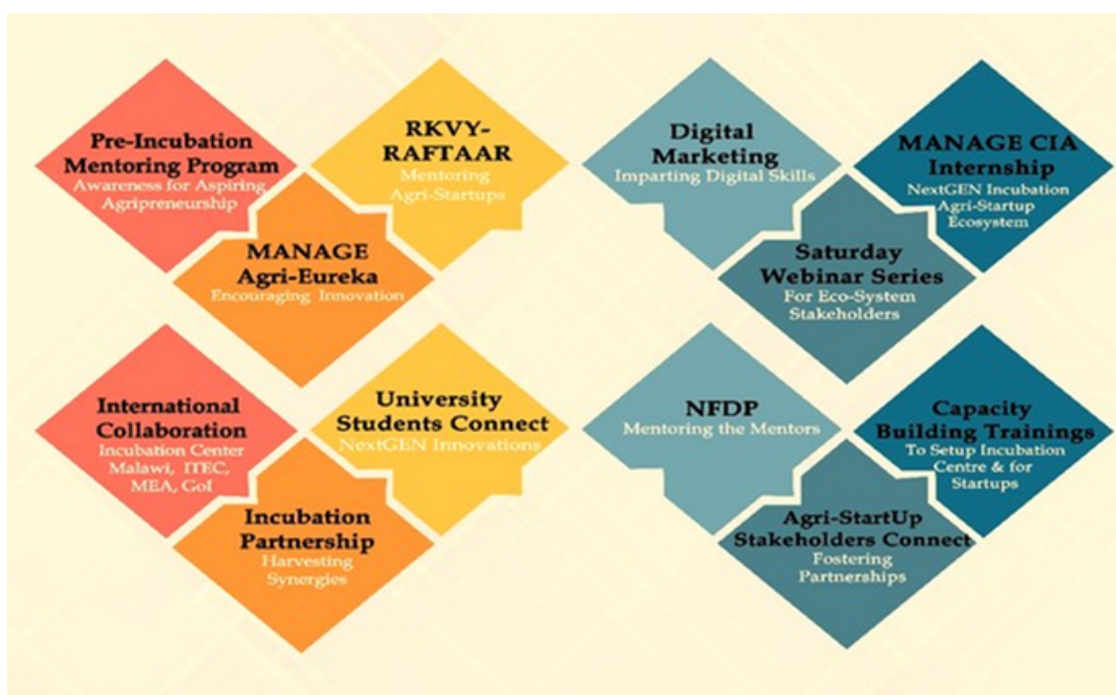
MANAGE offers services like Capacity building, Management Education, Piloting and Implementing Flagship National Schemes, Consultancy, Research, Knowledge Management and Policy Advocacy in Agricultural Extension Management.

(<https://www.manage.gov.in>)

MANAGE-CIA

MANAGE – Centre for Innovation and Agripreneurship (MANAGE-CIA) is a Centre of Excellence Agri-Business Incubator hosted by MANAGE and is one of the leading agri-business incubators in India. MANAGE-CIA is supporting, guiding and mentoring the Agripreneurs and Agri-Startups in Agriculture and Allied sectors. MANAGE-CIA is the Knowledge Partner for strengthening, handholding and demonstrating best practices to the Agri-Business Incubators (R-ABIs) of Agri-Innovation and Entrepreneurship program of RKVYRAFTAAR, Ministry of Agriculture and Farmers Welfare, Government of India. MANAGE-CIA has mentored 1164 Agri-Startups and incubated 630 Startups in the last four years. Apart from training and mentoring, MANAGE-CIA is facilitating Agri-Startups in creating networks, collaborations, market linkages and extended end-to-end support for scaling up their businesses (<https://www.manage.gov.in/managecia/>)

Programs





Punjab Agricultural University (PAU) Ludhiana

Established in 1962, Punjab Agricultural University is one of India's foremost agricultural universities and a key contributor to the Green Revolution. The university comprises six constituent colleges, 11 research stations, 18 Krishi Vigyan Kendras (VKs), and four seed farms spread across Punjab. Renowned for excellence in agricultural education, research, and extension, PAU has consistently been ranked among the top State Agricultural Universities in India by NIRF and has earned recognition among leading agricultural universities globally. Through its strong academic foundation and farmer-centric approach, PAU continues to play a pivotal role in advancing agricultural development, food security, and rural prosperity.

Research, Innovation and Extension Activities

PAU is recognized for its integrated approach to research, innovation, extension, and entrepreneurship. In 2025, the university released 29 crop varieties, including the widely adopted wheat varieties PBW 826 and PBW 872, which have gained prominence across India for their superior yield potential. PAU's extensive extension network reaches nearly 16 lakh farmers, while its digital advisory platforms connect over 11 lakh farmers through WhatsApp-based services and other communication channels. The university's Directorate of Extension Education has been recognized among the best in the country for its impactful grassroots outreach. PAU also promotes agripreneurship and technology commercialization through the Punjab Agri Business Incubator (PABI) and the Food Industry Business Incubation Centre (FIBIC), supporting Startups, innovators, and agri-enterprises. By effectively linking scientific research with field-level adoption, PAU continues to drive sustainable agricultural growth and innovation across the farming sector. (<https://pau.edu/>).



About the Program

This programme will help Startups connect with relevant agri-sector stakeholders on a single platform, bridging information gaps and facilitating the seamless exchange of knowledge, resources and partnership opportunities. It also aims to connect all stakeholders across the entrepreneurship ecosystem for providing start-up-centric solutions. This unique programme seeks to foster a vibrant community, enabling Startup founders and agribusiness stakeholders to connect, share experiences and collaborate in ways that drive progress. With an emphasis on fostering dialogues and facilitating learning, participants will have the opportunity to not only showcase their products but also to learn from fellow founders' experiences.

Key Takeaways



New Partnerships

Meet individuals who can potentially become business partners, clients, mentors or collaborators.



Learning

Gain Insights from Agri-Startup Stakeholders through Networking, Talks and Discussions.



Visibility

Showcase your products and technology to a relevant audience, increasing your visibility within the local business community.



Collaboration

Discover opportunities for joint ventures, partnerships, or projects that align with your start-up's objectives.



Venue

Punjab Agricultural University (PAU), Ludhiana, Punjab



Date

18th August, 2026





Participants of the Program

- Agricultural Development Administrators and Policy Makers
- Central and State Government officials
- Incubation and Innovation Centres
- Entrepreneurs, inventors and innovators
- Research Institutions, Educational Institutions, and Development Departments
- FBOs, Agri-Business Firms, and Media
- Banks, Venture Capital Firms, and Angel Investors
- Startup Mentors, Service Providers, and Investors
- Agri-Startups and Aspiring Agripreneurs
- Researchers, Students, Rural Youth, Academicians, and NGOs
- Other stakeholders associated with the Agri-Startup Ecosystem





Program Highlights

- **Interactive Workshops:** Hands-on sessions with industry experts and successful entrepreneurs.
- **Networking Opportunities:** Dedicated time for participants to connect and discuss potential collaborations.
- **Knowledge Sharing:** Presentations and discussions on cutting-edge agricultural technologies and business models.
- **Product Exhibitions:** Display of cutting-edge agricultural products and technologies, providing a platform for Startups to showcase their innovations.

Registration Link: <https://forms.gle/tVKqLr6bpLgtMsgm8>

Organising Team

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