



SHITIJ 2.0

Startup Incubation Program

Themes



- Value chains in Fruits (Including plantation crops) and Vegetable Production
- Sugarcane value chain

Who Can Apply

- Willing individuals in value chain development in agriculture & allied sectors
- Individuals with Prototype/Minimum Viable Product (MVP)

Program benefits



Two Months Virtual masterclass in incubation



Business & Technical Mentoring



Access to Infrastructure & Facilities



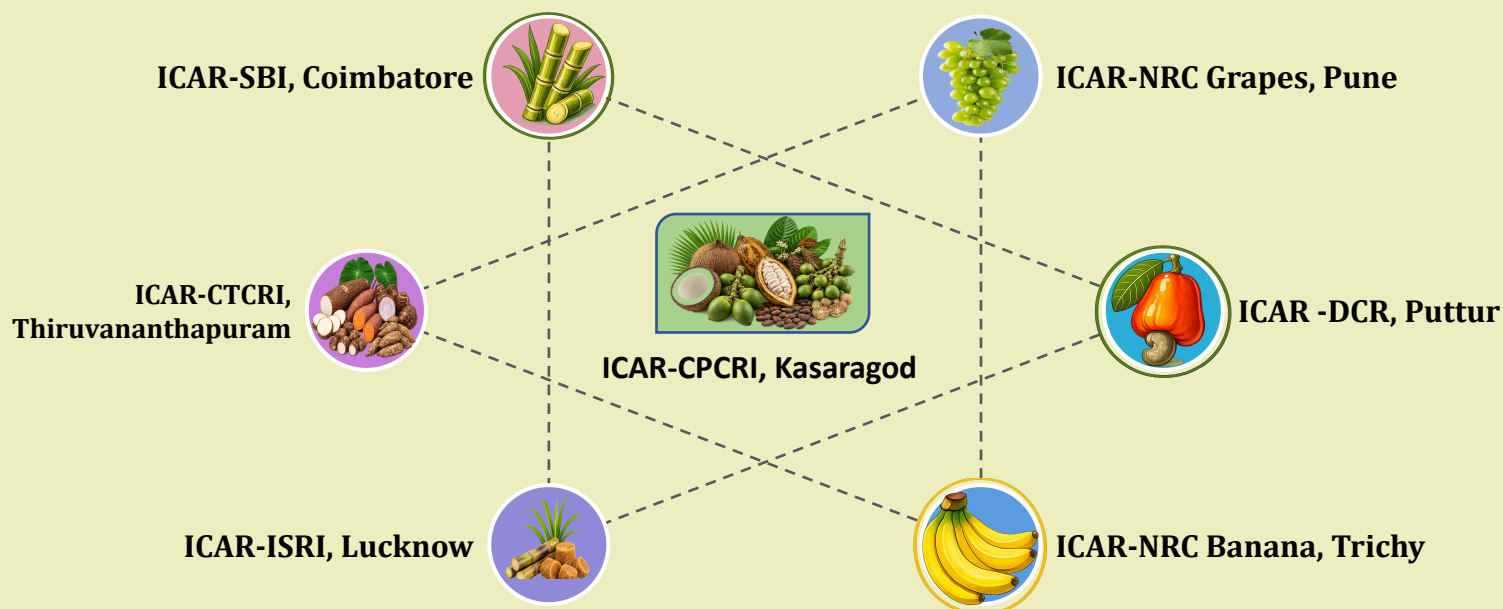
Pilot Opportunities & Market Linkages



Industry Connect



Facilitation for Funding



REGISTRATION

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UPTO 10th AUGUST 2026



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Supported by: National Agricultural Innovation Fund (NAIF), ICAR

Key Expertise of the Institutes and Startup Incubation Opportunities

Institute	Area of key expertise	Startup opportunities
ICAR-CPCRI, Kasaragod	- Coconut and Neera based products - Cocoa based value added products	- Maturity detection tool for coconut - Shelf life extension of fresh neera (Fresh coconut palm sap) - Climbing device for palms - Low capacity spray/drum dryer for coconut milk drying - Suitable tool for detection of Adulteration in virgin coconut oil (VCO) and Dessicated Coconut Powder (DCP)
ICAR- CTCRI, Thiruvananthapuram	- Food processing – healthy snacks and other functional foods - Industrial applications – starch, modified starch, resistant starch - Biopesticide and biocontrol agents - IoT-based smart farming - Shelf-life enhancement of tubers and its value added products - Quality seed and planting material production - Sensory and consumer testing of food products	- Shelf-life extension of fresh cassava and sweet potato tubers - Export-ready frozen and minimally processed cassava - Sweet potato shelf-stable products for nutrition and export markets - Wildlife and rodent protection technologies for tuber crops - Decentralized mobile processing units for FPOs and tribal clusters - Smart storage and logistics for planting material and fresh tubers - Tuber crop packhouse and export compliance platform - Rapid Multiplication and Seed System Incubation for Tuber Crops - Disease diagnosis, plant health certification and clean seed systems
ICAR-ISRI, Lucknow	- Value added products of sugarcane - Farm machinery development for sugarcane	- Development of shelf stable jaggery, liquid jaggery and value-added jaggery products - Automation in sugarcane planting, harvesting and ratoon management - Smart monitoring, digital advisory and precision agriculture solutions for sugarcane farming - Commercial-scale bio-control production and eco-friendly pest management technologies for sugarcane - Advanced packaging, branding and market-oriented product development for jaggery and sugarcane-based food products
ICAR-DCR, Puttur	- Raw cashew nut processing - Value addition of cashew apple and kernels	- Establishment of small, medium and large-scale cashew processing units - Processing of premium whole kernels, graded kernels, flavoured and roasted kernels - Value addition of cashew apple into confectionery and bakery products - Support early start-ups / Young Entrepreneur /Individuals with innovative ideas in the field of cashew processing
ICAR-NRC Banana, Trichy	- Post-harvest management of banana - Banana processing and value addition - Banana fibre and fibre based utility products	- Shelf-life enhancement and intelligent packaging technologies for fresh bananas and minimally processed products to improve domestic and export marketability - Functional foods, nutraceuticals, and health products from banana and other tropical fruits targeting health-conscious consumers - Mechanization for industry level sustainable banana fibre-based products production - Smart cold chain and IoT-based monitoring solutions for banana storage and export
ICAR-NRC Grapes, Pune	Grapes Value Addition	- Verjuice: Waste to Wealth - Zero Waste Processing of Grapes: Waste to wealth from Manjari Medika grapes - Decision Support System for Grapes to improve input use efficiency (Application Programming Interface (API): Developed and commercialised)
ICAR-SBI, Coimbatore	- Sugarcane value chain - Sugarcane machinery development	- Machineries for harvesting - Breakthrough in juice preservation - AI/ML based pest and disease management - Sugarcane based bio pharma products - Animal and human trials for product validation