



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

ICAR-SBI, Coimbatore

☎ 9488367401



ICAR-NRC Grapes, Pune

☎ 8669102909



ICAR-CTCRI,
Thiruvananthapuram

☎ 8129832633



ICAR-CPCRI, Kasaragod
☎ 9466963690



ICAR -DCR, Puttur

☎ 9427881172



ICAR-ISRI, Lucknow

☎ 9415756622



ICAR-NRC Banana, Trichy

☎ 9965726699



REGISTRATION

REGISTER NOW

UPTO 10th AUGUST 2026



SCAN FOR REGISTRATION

or

or Visit

<https://forms.gle/QAJddt1DDWMZvyat9>

Supported by: ICAR National Agricultural Innovation Fund (NAIF)



SUPPORTED BY
ICAR – NATIONAL AGRICULTURAL
INNOVATION FUND (NAIF)

SHITIJ 2.0

STARTUP INCUBATION PROGRAMME

Innovate with Tuber Crops

CASSAVA • SWEET POTATO • YAMS • TARO • ARROWROOT • CHINESE POTATO

Turn your agri-innovation into a funded, mentored startup
with ICAR's national incubation network

APPLICATIONS
OPEN

LAST DATE
**10 AUGUST
2026**

WHY JOIN SHITIJ 2.0?



Two-month
structured
virtual
incubation



Business &
technical
mentoring by
ICAR scientists



Access to CTCRI
labs, pilot plants &
processing
facilities



Prototype
validation &
product
development
support



Industry
networking &
market
linkages



Facilitation
for funding
opportunities



Commercialization
support

WHO CAN APPLY?



Students



Researchers



Farmers



Startups



Innovators



Entrepreneurs



FPOs / FPCs



Individuals with a
Prototype or Minimum
Viable Product (MVP)

ICAR-CTCRI FOCUS AREAS

VALUE ADDITION & FOOD PROCESSING

- Functional foods
- Healthy snacks
- Ready-to-cook products
- Shelf-stable tuber products
- Nutraceuticals



INDUSTRIAL APPLICATIONS

- Native & modified starch
- Resistant starch
- Bio-based materials
- Biopolymers
- Industrial starch products



CROP PRODUCTION TECHNOLOGIES

- Quality planting material
- Rapid multiplication systems
- Precision nutrient management
- Smart farming solutions



POST-HARVEST & SUPPLY CHAIN

- Shelf-life enhancement
- Export-ready fresh produce
- Cold chain innovations
- Packaging technologies
- Logistics solutions



DIGITAL AGRICULTURE

- IoT-based farming
- AI-enabled crop management
- Decision support systems
- Smart storage



STARTUP OPPORTUNITIES

- ✓ Shelf-life extension technologies
- ✓ Export-ready cassava and sweet potato
- ✓ Smart storage and logistics
- ✓ Disease diagnosis tools
- ✓ Wildlife and rodent management
- ✓ Mobile processing units
- ✓ Tuber crop packhouse technologies
- ✓ Seed systems and clean planting material
- ✓ Functional foods and nutraceuticals
- ✓ Precision farming technologies



WHY ICAR-CTCRI?



India's premier institute
for tropical tuber crops



National repository of
tuber crop technologies



Technology commercialization
support



Pilot-scale food
processing facilities



Experienced scientific
mentors



Industry partnerships

REGISTER NOW!

SCAN THE
QR CODE
TO APPLY



APPLICATION
DEADLINE

**10 AUGUST
2026**

CTCRI TECHNOLOGIES FOR TOMORROW



e-Crop
Smart Farming



Quick-Cooking
Dehydrated Tubers



Minisett
Technology



Tuber Processing
Machinery



Functional Foods
& Snacks



Bio-based
Products

*Innovation in Tuber Crops
for a Better Tomorrow*



SHITIJ 2.0 – STARTUP JOURNEY



From Idea to Impact with ICAR-CTCRI



ICAR-CTCRI
Innovation to Impact

**Empowering Agri-Entrepreneurs
Building Sustainable Tuber Crop Value Chains**



Innovation



Incubation



Investment



Impact

