



क्षितिज 2.0

An Initiative of Intellectual Property & Technology Management Unit (IP&TM) under National Agricultural Innovation Fund (NAIF)

New Horizon in Farm Mechanisation and Post Harvest Technology



The CIRCOT SHITIJ Startup Incubation Programme aims to strengthen the agribusiness innovation ecosystem by providing structured incubation support, expert mentoring in specific domains, and field-level testing of technologies. The programme brings together technology, entrepreneurship, and institutional support to help startups develop practical and commercially viable solutions.

Hub Institute:

ICAR – Central Institute for Research on Cotton Technology, Mumbai, Maharashtra

Spoke Institute:

- ICAR – Central Institute of Agricultural Engineering, Bhopal, Madhya Pradesh
- ICAR – National Institute of Natural Fibre Engineering and Technology, Kolkata, West Bengal
- ICAR – Central Arid Zone Research Institute, Jodhpur, Rajasthan
- ICAR – Central Coastal Agricultural Research Institute, Goa
- ICAR – Indian Institute of Farming Systems Research, Modipuram, Uttar Pradesh
- ICAR – Indian Institute of Agricultural Biotechnology, Ranchi, Jharkhand
- ICAR – Central Island Agricultural Research Institute, Port Blair, Andaman and Nicobar
- ICAR – Central Citrus Research Institute, Nagpur, Maharashtra

July 2026

Introduction/Background

CIRCOT SHITIJ 2.0 Startup Incubation Programme is a flagship, pan-India initiative under the Agri-Business Incubation Centre (ABIC) framework supported by ICAR National Agricultural Innovation Fund (NAIF), designed to identify, nurture, and accelerate high-potential startups, innovators, and entrepreneurial ideas in Farm Mechanisation and Post Harvest Technology.

The programme provides a structured pathway for early-stage innovators to transform ideas into viable, scalable, and market-ready enterprises. Through a robust Hub-and-Spoke institutional model, ICAR-CIRCOT as hub integrates the scientific strength of seven (7) ICAR spoke institutions, domain expertise of professionals, and industry linkages to support innovation-led entrepreneurship. The programme emphasizes mentoring, validation, capacity building, and ecosystem connect to ensure sustainable startup development.

OBJECTIVES

- To identify innovative and scalable agribusiness ideas from across India
- To nurture early-stage startups through structured incubation support
- To provide technical, business, and mentoring assistance
- To facilitate field validation and testing of innovations
- To strengthen linkages among research institutions, industry, and entrepreneurs
- To promote sustainable, market-oriented, and impact-driven enterprises

PROGRAMME STRUCTURE: HUB-AND-SPOKE MODEL

SHITIJ 2.0 Programme is implemented through a Hub-and-Spoke institutional framework to ensure wide geographical outreach and effective domain-based mentoring.

Hub Institute

- Overall coordination and implementation of the programme
- Constitution of the Startup Selection Committee
- Monitoring of activities and timelines

Spoke Institutes

- Regional outreach and promotion of the programme
- Organisation of bootcamps and awareness programmes
- Screening and technical evaluation of applications
- Mentoring and handholding support to selected startups
- Facilitation of field trials, validation, and expert connect

This model enables decentralised execution with central coordination, ensuring inclusivity and national reach.

TRAINING, MENTORING AND VALIDATION SUPPORT

The core strength of CIRCOT SHITIJ 2.0 Startup Incubation Programme lies in its structured capacity-building and mentoring framework. Selected applicants undergo an intensive two-month training and mentoring designed to refine both technology and business readiness. By joining SHITIJ 2.0 Programme, selected applicants will get access to a nationally coordinated incubation ecosystem that supports both technical and business development.

Key Benefits for Applicants

- Structured incubation under the ABIC framework
- Guidance from subject matter experts, scientists, and industry professionals
- One-on-one mentoring support
- Support for field trials and validation of products or technologies
- Exposure to real market and user requirements
- Opportunity to refine business models and value propositions
- Access to institutional networks and innovation ecosystem
- Recognition under a national-level incubation programme

This holistic support enables innovators to move from concept to validation with greater confidence and clarity.

WHAT YOU WILL LEARN AND EXPERIENCE

During the programme, selected applicants will receive support in:

- Refining and validating their innovation or product idea
- Understanding customer needs and market demand
- Business model development and value proposition design
- Regulatory and compliances
- Financial planning and sustainability
- Pitching and communication skills

WHO CAN APPLY

Innovators, early stage startups and entrepreneurs with proof-of-concept or prototypes or MVP in the area of Farm Mechanisation and Post Harvest Technology

HOW TO APPLY

Go to portal by clicking > [Application Form](#) < for application or SCAN QR.

Last Date of Application: 15 August 2026

Contact for More Details:

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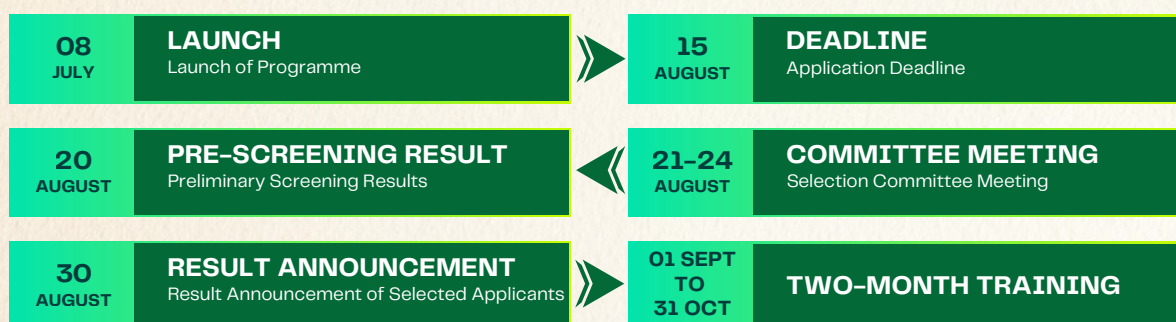
Our Services:



Focus Areas in Farm Mechanization & Post-Harvest Technology



Tentative Timeline & Schedule of Program in 2026



For More Details Contact

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