



Dr. Neeru Bhooshan

CEO & Principal Scientist of Pusa Krishi Incubator, ZTM & BPD Unit, ICAR-IARI

Dr. Neeru Bhooshan, CEO & Principal Scientist of Pusa Krishi Incubator, ZTM & BPD Unit, ICAR-IARI has made the mission of 'Translating research into prosperity' as her guiding principle. Dr. Bhooshan, an expert in IP Management and Technology Transfer and Commercialization, galvanized the process of commercialization and transfer of ICAR-IARI technologies. Dr. Bhooshan's multi-pronged strategy has bridged the gap between lab and land. Under her leadership, ZTM & BPD Unit has successfully commercialized 200+ technologies to 500+ agro-based companies and took ICAR research outcome to field and farmers with the active help of Industry Partners, thus creating many different viable models of PPP. She has also launched large scale marketing operations of promising wheat variety, HD 3086 through around 213+ seed companies in first three year of its release – a first in the history of Indian Council of Agricultural Research (ICAR) at such a large scale. Dr. Neeru Bhooshan has developed different models of Research-Farmer-Market, Research- Enterprise-farmer-Processing and market Linkage. Thus, she played a very important role in achieving the dream of "LAB to LAND".

In 2018, she implemented the **RKVY-RAFTAAR** scheme of Ministry of Agriculture and Farmers' Welfare and handhold in establishing 24 RAFTAAR Agribusiness Incubators on Pan India basis. She incubated and mentored around 100+ Agrostartup in different incubation and Accelerator program launched by Pusa Krishi Incubator, ZTM & BPD Unit, ICAR-IARI. She launched SAMARTH: Innovation & Incubation Program for capacity building of Incubator professionals. She trained around 150 agribusiness professionals under that. These initiatives helped in creating an entrepreneurial ecosystem for agrarian technologies, provided incubation facility to agri-preneurs including the women entrepreneurs and empowered them with technical and business skills. Her dedicated contributions created cascading effect for economy via successful agri-based ventures, created employment opportunities in the agriculture and industry sectors and catalyzed win-win situations overall.

She won prestigious awards and few are follows:

- a) **"Panjab Rao Deshmukh for Outstanding Women Scientist Award"** at 90<sup>th</sup> ICAR foundation day and award ceremony at NASC complex ICAR, New Delhi,
- b) **"Rashtriya Icon Award-2019"**, by Hon. Dr. Ramesh Pokhariyal Nishank, Cabinet Minister (Ministry of Human Resource Development, Government of India) on 30<sup>th</sup> August 2019 at Indian International Centre, New Delhi.
- c) **"National IP Award 2017"** by Intellectual Property India, DIPP, Ministry of Commerce & Industry on 27<sup>th</sup> April 2017.

- d) ***'Gold Flame Award Asia 2016, Rmai Gold Flame Award'*** to ZTM & BPD unit under her leadership won the prestigious at Annual Rural Marketing Association of India's Annual Function in March 2015 and 2016
- e) ***"Commercialization of an NAIP technology of highest value"*** during Agri-Tech Investors Meet during 18-19 July, 2013.
- f) ***"Young Scientist Agriculture Leadership Award, 2015"*** at Agriculture Summit 2015 of Agriculture Today.

A spirited scientist and a young leader, Dr Bhooshan's extraordinary commitment to her domain has helped in transforming her goal into reality.