



**MoA Signing Event with Startup “Cultiventure Pvt. Ltd.” for One-Year Incubation Programme under the Agri-Business Incubation (ABI) Centre at ICAR–IVRI, Bareilly**

**Bareilly:** The ICAR–Indian Veterinary Research Institute (IVRI), Bareilly, signed a Memorandum of Agreement (MoA) with Cultiventure Private Limited, Lucknow, on 8<sup>th</sup> October 2025 for a one-year incubation programme under the Agri-Business Incubation (ABI) Project at IVRI under the XII Plan Scheme “National Agriculture Innovation Fund (NAIF)” (Component-II). The agreement marks a significant step toward fostering innovation and entrepreneurship in the livestock sector by aligning scientific research with agri-tech enterprise solutions.

The MoA was signed in the presence of Dr. Rupasi Tiwari, Joint Director (Extension Education); Dr. Bablu Kumar, PI–ABI; Dr. M. K. Singh, Senior Scientist, Immunology Section; Dr. Ayon Tarafdar, Scientist, LPM; along with members of the ABI and R-ABI teams and representatives from the startup Cultiventure Private Limited.



Cultiventure Private Limited, founded and directed by Mr. Pranjali Kumar Rawat, is an agri-tech startup operating under the brand ProFarm.in, which focuses on goat, pig, and dairy cattle farming. The startup is working toward the modernization of livestock farming in India through integrated solutions that combine financial support, expert consultancy, and advanced shelter management systems. These systems are designed to improve animal health, enhance productivity, and ensure better resource utilization at the farm level. Cultiventure's approach emphasizes standardized livestock farm setups, year-round fodder planning, and sustainable waste management practices. The company is also developing Standard Operating Procedures (SOPs) for efficient farm management, disease prevention, and improved animal welfare.

The MoA signing event reaffirmed IVRI's commitment to strengthening India's animal science ecosystem by promoting technology transfer and entrepreneurship-driven innovation. The initiative is expected to bring together scientific research, field-level application, and commercial scalability, thereby creating value across the livestock supply chain

The collaboration between IVRI and Cultiventure Private Limited is envisioned to serve as a model for integrating science, innovation, and entrepreneurship in livestock development. By leveraging IVRI's research expertise and Cultiventure's practical, technology-driven approach, this partnership aims to empower farmers, improve animal productivity, and promote sustainable growth in India's animal husbandry sector.

